

Enhancing leadership in midwifery curriculum on promoting normal birth.

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Midwife in Dutch: *Verloskundige - Vroedvrouw* – Skilled with birth - Wise woman

The word *Verloskundige* means skilled, with competency to deliver, to free or safe - the child.

Vroedvrouw means wise woman. The woman with the wisdom of life, especially on childbirth. Wise with knowledge, skills and the ability to see and to support people. The owl is the bird of wisdom.



Midwife in Icelandic: *Ljósmóðir - Yfirsetukona* Mother of Light – With woman



Ljósmóðir means mother of light and *yfirsetukona* means being present at the side of the woman –with woman.

The concept of light connects to the name of Lucina, the Roman goddess who assists women in childbirth, bringing light into the world or baby into the light.



Twinning Up North Project

Introduction

- **Background:** We, as educators, believe that changes in midwifery education can impact midwifery practice. Various teaching methods and social media are strong tools for midwifery students and practicing midwives to gather information **to strengthen leadership skills and promotion of normality of childbirth.**
- **Aim:** To develop a small midwifery education module (0,5 – 1,0 ECTS) on leadership and use of social media in the context of promoting normal birth. The module will be taught in three midwifery schools in the Netherlands and one in Iceland.

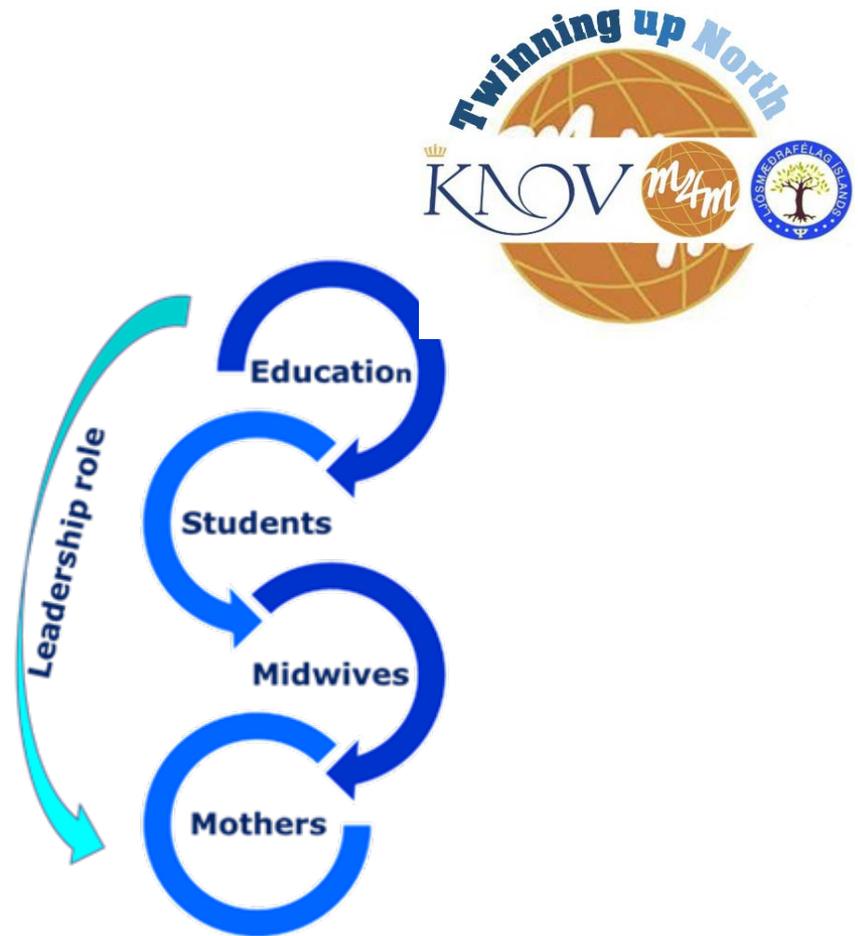
Twinning Up North Project

Introduction

- The aim of the project is in line with the goals of the Twinning Up North project of the Associations of Midwifery in the Netherlands (KNOV) and in Iceland (LMFI) - to enhance midwifery leadership, the use of social media, promotion of normal birth in all settings, advocacy of women's autonomy and choice of care.
- The education module was developed based on a qualitative research with focus group interviews with students in both countries.
- Based on the study findings, the content of the module and teaching methods were developed.
- The midwifery schools involved are in the process of implementing the whole module or a part of the module where it fits best in their pre-existing curriculum.

Enhancing leadership in midwifery curriculum on promoting normal birth.

New education modules can be the first step in a domino effect that increases midwives' **leadership skills**, influences and **empowers** women and their families, and promotes **normality** in childbirth.



Theoretical model of the module



Project process plan

Qualitative research project in the Netherlands and Iceland

2018

Development of a new educational midwifery module on enhancing leadership on promoting normal birth, based on the qualitative research

2019

Pilot - testing of the new education module in both countries

2020

Implementing the revised midwifery education module in school curriculum

End 2020



Preparation for students

- To watch before the session, online (flipped teaching):
An international leadership role model: Video lecture from Franka Cadee, president of ICM.
- Guidelines for Midwives using social media and electronic communications (College of Midwives of Ontario):
<https://www.cmo.on.ca/wp-content/uploads/2018/01/Midwives-Using-Social-Media.pdf>
- Visit the NEW website: Mediawise Midwives (a Twinning project)
Goal of this website is to increase knowledge about birth and support midwives in childbirth education on social media. On medium and media, different ways to present and disseminate information:
<https://picbabun.com/mediawisemidwives>
<https://www.facebook.com/Mediawise-Midwives-354961581803542/>

Content of the module (0.5 ECTS)

- Lecture on Leadership: Midwifery, empowerment, and advocacy; gender studies and feminism.
- Lecture on social media, presence and presentations
- Lecture on Persuasion in a rhetorical situation (including ethos, logos and pathos).
- Lecture from a local leadership role model: The experience of a real life midwifery leader.
- “The cocktail dialogue”: Practical role playing exercises in persuasion techniques in a rhetorical situation (optional: musical leader exercises).
- Optional: An assignment, promoting normal birth in social media (0.5 ECTS).





Learning outcomes

- Students will have knowledge of basic leadership skills in the context of promoting normal birth.
- Students will be empowered to be advocates for normal birth in private, public and professional discussion.
- Students are stimulated to make short informational presentations about the benefits of normal birth both in person and in various electronic media.
- Students have the tools to connect with women on social media and moderate discussion on choices in having a normal birth.

Artistic overview of the project





Wisdom of birth

Take home message!

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