

ICM is pleased to announce the theme of this year's International Day of the Midwife: **"Midwives changing the world one family at a time"**, which will be accompanied by the overarching theme: **"The world needs midwives now more than ever"**. The two themes underline the importance of midwives and their work on a local and global level. The sub-theme sends the message that the work of midwives has such an impact that it changes the world, as the world consists of many families. The overarching theme indicates the need for midwives to increase maternal health and reduce child mortality, the Millennium Development Goals 4 and 5.

This year is a Congress year and at the 30<sup>th</sup> Triennial Congress in Prague we will start with a massive gathering of midwives all singing together in a park, together with an orchestra. We encourage you to incorporate singing and/or music in your celebration of IDM. This could be a concert, karaoke, song writing contest, music performance with a children's orchestra etc. etc. etc.

We are in the process of developing a resource pack, which will help you organize a successful IDM. It will include key messages, facts and figures as well as recommendations on how to organize an event, work with the media and using social media. It will also contain artwork for posters etc. We will be emailing it to our Member Associations at the **beginning of March**.

We hope this preliminary email helps you to start the thinking process for organizing IDM 2014 and are looking forward to an interactive, worldwide celebration of the Day of the Midwife.