

PUSH



FALL 2012

“Call the Midwife” and “Our Moment of Truth”

This fall, the American College of Nurse-Midwives introduced a national public relations campaign called “Our Moment of Truth: A New Understanding of Midwifery Care” (www.ourmomentoftruth.com). The campaign is designed to help women realize that midwifery care is an option throughout a woman’s lifespan.

The campaign coincided with the showing of the first episodes of a BBC production “Call the Midwife” on PBS stations across the country. NYSALM, NYC Midwives and LI Midwives teamed up to underwrite “Call the Midwife” with a message about “Our Moment of Truth” which was shown before four episodes on WNET and WLIW in the downstate area; according to Nielsen ratings, over 300,000 adults watched the show and saw our message. NYSALM also sponsored the same message in the Capitol District on WHMT; that station reported that more than 11,000 adults watched the show on October 28. If the show is renewed in the spring, we may sponsor “Call the Midwife” in the Rochester and Syracuse areas as well.



Women & Children First

The March of Dimes sponsored a symposium on September 27 to “Create a Health Policy Agenda for New York” for women and children in 2013. Board members Nancy Kraus LM and Connie Coker LM attended as well as representatives from our lobbying firm Greenberg Traurig and key players from many health advocacy organizations in the state. Former ACOG President Richard Waldman MD facilitated the policy discussion after presentations from the NYC and NYS Departments of Health.

The group chose two goals for 2013: improve collection of and access to data about maternity care outcomes and maintain funding of crucial maternal-child health programs in the state. Connie will be taking part in a follow-up telephone discussion on how to move this agenda forward. This discussion is crucial since Governor Cuomo has promised a budget with no increases for 2013

Primary Care Service Corps (PCSC)

In March 2012, the NYS Legislature agreed to fund a new program which had been recommended by the Medicaid Redesign Team to strengthen the health workforce in NYS. The program is similar to the “Doctors Across New York” program which helps with repayment of student loans for practitioners who work in underserved communities. New York has 252 designated Health Professional Shortage Areas; half of our counties have shortage areas identified in primary care as well as in dental and mental health; these shortages are anticipated to worsen if federal health care reform is allowed to continue.

Midwives and other non-physician providers are eligible for loan repayment up to \$60,000 for a two-year full-time commitment. Up to 33 loan repayment awards can be funded under this program. Contracts for the program should be awarded soon.

President's Pen by Pat Burkhardt LM

NYSALM has been busy this fall!

First, we welcomed 16 Dutch colleagues and exchanged ideas and information with them on maternity care in our respective countries at the September BOD meeting in NYC. The final comment on their last day in NYC was "You don't have a maternity care system." Unfortunately, in comparison to theirs, we don't. We have fragmented care, not a system.

We were invited to attend the 2013-2017 Prevention Agenda: Promoting Healthy Women, Infants and Children Committee by NYS Department of Health. The selected priority areas are: 1) Maternal and Infant, focusing on preterm birth, maternal mortality and breastfeeding, 2) Child Health focused on comprehensive well child care and dental caries, 3) Preconception/Reproductive Health targeting unintended pregnancy and preconception/inter-conception preventive health care services. I was assigned to the third group, and we worked the entire day coming up with ideas and strategies to address the issues as we considered them.

Connie Coker, Susan Rannestad and I met with Rick Cook and Ruth Leslie, DOH staff who are responsible for birth center regulation and compliance, on September 24th. Birth centers in NYS are currently licensed under hospital legislation. Our lobbyists used office-based surgery as an analogy to provide a different approach to separate birth centers from hospital licensing law. We talked about the good outcomes of birth centers, and we are gathering that data to provide DOH officials.

October brought NYC's 10th Annual Miles For Midwives, the ACNM national PR campaign "Our Moment of Truth" (OMOT) and "Call the Midwife," the PBS television series. NYSALM, NYC Midwives, and LI Midwives combined resources to sponsor 10 spots promoting the OMOT campaign before several episodes shown in NYC, Long Island, and the lower Hudson Valley on WNET and WLIW. We also sponsored the same message in the Capitol District with WHMT.

I attended the Advisory Council of ACOG District II on October 18th. I was greeted warmly and told to sit anywhere at the table. They are moving well into the electronic era with a couple of proposed web and smart phone applications. Our issues seem rather congruent. For the first time I heard specific mention of preventing the first cesarean section.

The Midwifery Works! conference, a gathering of midwifery educators and practice directors, held at NYU and hosted by Julia Lange Kessler, occurred October 19-21. NYSALM sponsored the initial breakfast; we had the opportunity to meet colleagues from around the country and talked about affiliate realities and possibilities.

The next Board meeting will be in Albany on November 9th. I would love to see some of you there.

NYSALM Board Meeting Calendar for 2013

Friday, January 18

Friday, March 8

Lobby Day, Tuesday, April 23

Friday, May 17

Friday, September 13

Friday, November 8

We're Getting Better Organized!

Now that we are an ACNM-state affiliate and have reached the ripe old age of 12, the Board decided to add some standing committees to help us get our work done in a more efficient manner. You do NOT have to be on the Board to serve on a committee!

Standing committees are: Finance, Communications, Annual Meeting/Lobby Day, and IMPACT (Improving Professional Affairs Committee). If you would like to be appointed to any of the committees, please send your CV to Pat Burkhardt, President, at pb8@nyu.edu.

Greenberg Traurig Report

NYSALM Birth Center Update:

- September 24, 2012 Meeting with Rick Cook and Ruth Leslie at DOH (attended by Pat Burkhardt, Connie Coker, Susan Rannestad, Jane Preston and Beth Sacco)
 - discussed with DOH why it should move away from the Article 28 hospital model for Birth Center licensure and scope issues
 - encouraged new model (similar to office-based surgery model / independent accreditation standards)
 - DOH emphasized 2-prong approach for success
 - need quantitative data (outcomes)
 - need political approach/messaging (i.e. good outcomes, options for women, access to safe process, integrated care, consumer support)
 - NYSALM will continue to research and compile supporting documentation/information, while keeping an open dialogue with DOH
 - NYSALM to develop long-term strategy for progress in 2013

Albany Legislative Update:

Continued successes by Governor Andrew Cuomo who continues to have high approval ratings

- Overall approval rating is approximately 70%
- Ended 2011 with passing tax reform legislation
- Another on-time budget in 2012; closed \$3.5 B gap
- Continued to successfully operate under Medicaid Global Cap
- Health Insurance Exchange was established by Executive Order
- Post-Session . - focus has been on politics
 - 213 Legislative Races
 - All legislators are up for re-election
 - Senate added an additional seat as part of redistricting
- New York State Senate
 - 2011-2012: Senate Republicans held a slim 32-30 majority
 - 4 of the 30 Democrats are part of Independent Democratic Conference.

Focus is on 5-8 major races

- D 4 (Suffolk County) . Sen. Johnson retired
- SD 15 (Queens) . Sen. Addabbo being challenged
- SD 37 (Westchester) . Sen. Oppenheimer retired
- SD 55 (Rochester) . Sen. Alesi retired
- SD 60 (Buffalo) . Sen. Grisanti being challenged
- New York State Assembly
 - 150 members; controlled by the Democratic conference
 - 2012 session: 100 Democrats, 49 Republicans, 1 Independent.



Annual Miles for Midwives in NYC

Saturday, October 6 was a great day for a 5K race and wellness fair in Prospect Park, Brooklyn as Choices in Childbirth and NYC Midwives hosted the 10th Annual Miles for Midwives. NYSALM was an official sponsor of the event.

The race was opened by New York City Councilman Brad Lander. Later, retiring New York State Senator Tom Duane, the sponsor of the Midwifery Modernization Act of 2010, was honored for all he has done for women's rights over the years. NYSALM member Karen Burgin LM was also honored for her many contributions to NYC Midwives. The event was attended by lots of families and sponsored by many childbirth educators, doulas, physical therapists, midwifery practices, and other holistic providers.



Anne Gibeau, NYC Midwives chapter chair, NYS Senator Tom Duane, Elan McAlister, Director of Choices in Childbirth, & NYSALM member and honoree Karen Burgin

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Dutch Midwives visit NYC

Several NYSALM members hosted a group of sixteen midwives and maternity care assistants from the Netherlands for a one week study trip to NYC in September. The President of the Royal Dutch Organization of Midwives (KNOV) was among the visitors.

The Dutch group attended the NYSALM Board meeting held in NYC that week and told us how their maternity care system works. They stayed in the homes of local midwives and visited 16 diverse midwifery practices, the United Nations, and Choices in Childbirth.



NYSALM Vice-President Susan Rannestad, Angela Verbeten, President of the Royal Dutch Organization of Midwives, and NYSALM President Pat Burkhardt at the NYSALM Board meeting on Sep 16.

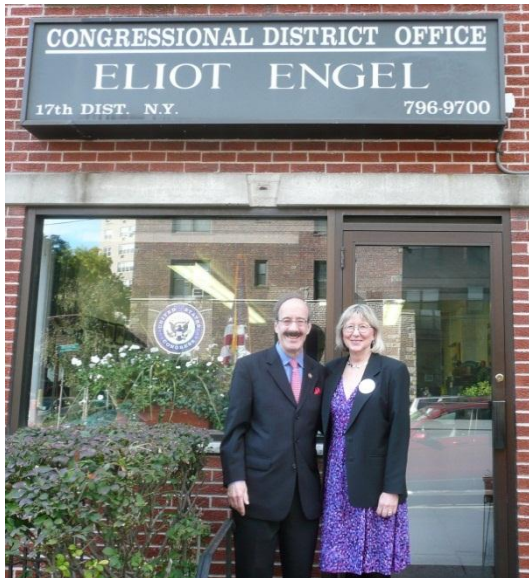
NYSALM Members in the News

Board Member, Susanrachel Condon LM, was interviewed on the National Public Radio affiliate WAMC about midwifery and home birth on September 14. You can listen to the broadcast at <http://wamc.org/programs/51-wamc-show-#1209>.

Another Board Member, Connie Kieltyka LM, was featured in an article in the magazine Hudson Valley Chronogram called %Home Birth Revolution.+ You can read it at <http://hudson-valley.chronogram.com/issue/2012/10/Whole+Living/Home-Birth-Revolution>.

ACNM thanks Eliot Engel

NYSALM Board Member Nancy Kraus LM visited her new US Congressman Eliot Engel in his District office in October to thank him for his support of midwives on the national political stage. Mr. Engel serves on one of the Health committees in Washington and as a former teacher is interested in maternal child health.



ACNM & ACOG Cooperation Encouraged

In July, the president of ACOG, Dr. James Breeden, and the president of ACNM, Dr. Holly Powell Kennedy, sent a letter to the state leaders of the two organizations. The letter stated:

As you are aware ACOG and ACNM have been working closely to foster enhanced communication and collaboration on common goals and agendas between our organizations. One product of this effort was the publication of the Joint Statement on Practice Relations between Obstetrician-Gynecologists and Certified Nurse-Midwives and Certified Midwives. ACNM and ACOG have a Liaison Committee working to identify areas for future joint efforts.

Our NYSALM President has subsequently become an Educational Affiliate of ACOG, and we have invited the ACOG District 2 President Dr. Eva Chalas to join us for any of our Board meetings. The NYSALM Board looks forward to combining our efforts with ACOG to continue to improve access and quality of health care available to the women of New York.

NYS Perinatal Association (NYSPA) Report

The NYSPA Board of Directors annual meeting and retreat was held September 13 & 14, 2012 at the Mohonk Mountain House in the Hudson Valley. Since NYSALM is an official organizational member of NYSPA, Connie Kieley LM, NYSALM Board member, attended the meeting representing our organization.

NYSPA had hired a strategic planner to assist the board for reflection, creative thinking and planning throughout the retreat. He compared organizations to ships and encouraged the board to set new directions and goals. He helped to chart the course for NYSPA's future.

Earlier this year, the June 2012 NYSPA Annual Conference was successful; the theme was: Putting the "M" back into Maternal Child Health; Healthy Mothers = Healthy Babies. A wide variety of professionals involved in maternity care spoke and attended.

The 2013 NYSPA conference committee is beginning to meet and the theme is emerging. Pat Burkhardt has contacted the conference committee about the possibility of having a NYSALM representative speak at the next conference. Connie will be organizing a midwifery information table and presenting a poster. Connie has suggested that NYSPA avoid baby formula vendors as part of their commitment to breastfeeding. Connie will also attend the next NYSPA board meeting in December.

Save the Date - NYS Perinatal Association Conference 2013 - June 6-7, Albany, NY

Doctorate in Midwifery Program

Ronnie Lichtman LM, PhD, Director of the SUNY Brooklyn midwifery education program, has been working on a proposal for the first Doctorate in Midwifery program in the United States. This fall, NYC Midwives voted to offer a \$10,000 grant so a group of doctorally prepared midwives can finish the proposed curriculum. The doctorate has been approved in theory by the State University of New York and will be consistent with doctoral competencies developed by the American College of Nurse-Midwives.

Once the curriculum is finalized, there would be a site visit and then faculty could be hired. The program will be primarily based on distance-learning. NYSALM supports this proposal since it reflects the reality of our Midwifery Practice Act which does not require a degree in nursing.

Recap of Annual Meeting 2012

Our 12th Annual Meeting was held again at Powell House, a Quaker retreat center in Old Chatham, NY last April. Our keynote speaker was ACNM President Holly Powell Kennedy. Sunday night began with massages and a belly dancing lesson. On Monday, we had wonderful communal meals, some time to hike and to network, our annual business meeting, and informative education sessions. We had another successful silent auction and raffle, and we collected blankets for babies which were donated to the Institute for Family Health in Poughkeepsie for their community baby shower for low income families.

On Tuesday, we headed to Albany for our annual Lobby Day where we held discussions with our legislators and their staffs on issues of importance to women's health. Many midwifery students joined us in our lobbying visits.

For 2013, we will hold Lobby Day on Tuesday, April 23 and our Annual Meeting and Education Conference in September; look for details later.



Holly Powell Kennedy & Pat Burkhardt



On the floor of the Assembly with Ellen Jaffee

Professional Credentials: What do they Mean? By Pat Burkhardt, LM, CM, DrPH

Professional credentials, those numerous letters after people's names, denote three professional qualifications: education, certification, and licensure. To use them well, one must understand their meaning and importance in varying circumstances.

Education: indicates the level and type of academic achievement attained by the individual. Generally, people use their highest level attained rather than enumerating all the levels they had to pass to get to the highest.

Certification: a national credential offered by a profession that signifies that the individual has met the requirements to legitimately practice the profession. The American Midwifery Certification Board bestows the credentials CNM (certified nurse-midwife) and CM (certified midwife) on candidates who pass the initial certification exam and maintain clinical competency. The North American Registry of Midwives awards the CPM (certified professional midwife) credential. Supplementary certifications, such as for lactation consultants, childbirth educators, and doulas, have their own designations.

Licensure: is the granting of permission by the state to engage in a practice or activity. The individual seeking licensure must meet standards established by the state licensing statutes. In most instances, the initial license is granted upon successful completion of required education and passage of an examination chosen by the licensing board for that profession. Licensure may be revoked by the granting agency for incompetence, criminal acts, or other reasons stipulated in the rules governing the specific license. In NYS, only a licensed midwife may use the credential LM.

In New York, since midwives are a separate licensed profession, midwives should minimally use LM as the licensing credential and CNM, CM or CPM as their certification credential. Both are essential to indicate legal status and professional certification. The addition of the education credential further illustrates the individual's educational level and pathway.

The user decides the order of the letters, but the intended audience helps guide the order. If the audience is an academic one, then PhD, DNP, MSN, MPH, or BSN might come first. If the audience is a clinical one, then the legal and certification credentials, LM and CNM, CM, or CPM might come first. If your intent is to present yourself as a lactation consultant, that credential could be first, followed by the rest.

The legal and professional presentation of yourself is yours to decide. Be sure it is accurate and clear to all with whom you interact so that you further your own position and that of the profession.

News from Central New York

Board member Kate Finn LM reports that midwives from Ithaca and Syracuse met on October 23 for a regional meeting. They reviewed recently released resources for normal birth, national ACNM initiatives as well as NYSALM initiatives, and information from recent Board of Midwifery and ACOG meetings. Upstate Medical Center is recruiting five midwives to start a service there. The attendees also shared clinical issues and tricks of the trade, and home and hospital midwives discussed how care is managed in these two settings.

Merideth Geers speaks at Midwifery Works!

Board Member, Merideth Geers LM, spoke at this annual national conference of midwifery practice and education program directors in NYC on Saturday, October 19. Her topic was %Business of Marketing Midwifery: Creating a BOMM Plan.+ Her guided imagery Hypnomarketing piece called %Imagine+won rave reviews from the audience. She was also able to share the award-winning poster called %Midwifery Works+created by another NYSALM Board member K. Michelle Doyle LM; the audience suggested there might be a national market for the poster. Merideth had ordered a 100-piece puzzle version of the poster which she gave away to the attendee whose birthday was closest to October 19.

The event gave NYSALM a chance to introduce our state organization to about 120 attendees from across the country, and we sponsored their breakfast on Friday morning.

Board of Midwifery Report

Susan Rannestad LM, NYSALM Vice-President, attended the September 20, 2012 Board of Midwifery meeting in Albany. Unfortunately, a quorum was not present so no official business could be conducted.

Larry Mohkiber, Executive Director of the board, remarked that two new staff members were finally approved which will hopefully improve the amount of work the boards he oversees can accomplish. He reported that 29 new midwifery licenses were granted in 2012 bringing the total to 1504 midwives ever-licensed in NYS.

The updated Q&As regarding midwifery practice for the State Education Department website have been approved and will hopefully be uploaded soon to the midwifery page.

Home Birth is here to Stay

Midwives in New York are educated and licensed to assist childbirth in hospitals, birth centers and homes. Until recently, there has been inconsistent support from the maternity system for women who are using licensed midwives and planning home births. The gap between home birth midwives and collaborating hospital providers is now changing for the better. There is increasing understanding that women choose home birth for reasons of safety and reduction in rates of the unintended harmful consequences of unnecessary interventions that have become routine for childbirth in hospital settings. This startling conclusion was articulated in the recent evidence-based Cochrane review of place of birth. http://almenpraksis.ku.dk/nyheder/oleolsen/Hjemmef_dsel.pdf Furthermore, the Institutes of Medicine will take up this issue in March 2013 by hosting a workshop on research on place of birth setting http://iom.edu/Activities/Women/BirthSettings.aspx?utm_medium=email

Women are seeking home birth in ever greater numbers. Recent evidence shows the rate of women choosing home birth has increased by as much as 36% from 2004-2009. With this trend continuing, about 1% of births will be in the home setting. <http://www.cdc.gov/nchs/data/databriefs/db84.pdf>

It seems that the magic threshold for active inclusion of home birth within the maternity care system has been passed. Now, all the highest quality research evidence on home birth safety and official policies of the major maternal health organizations (ACNM, ACOG,

AWHONN, NPA, etc) all articulate support for developing systems for ensuring quality collaboration between home birth midwives and hospital providers to reduce adverse events from poor coordination during transfers of care. While urgent transfers are not frequent, establishing coordination for these transfers is a responsibility of midwives and maternity system planners.

In this context, the national Home Birth Consensus Summit provides a road map for accomplishing this paradigm shift and offering practical solutions. The original Summit, held in Virginia in October 2011, developed a multi stakeholder consensus around nine statements that support quality maternal/infant care and coordination for women who plan home births. The nine statements have been translated into action agendas and are currently being developed into implementable strategies by web-based working groups. <http://www.homebirthsummit.org> A follow up national Summit is planned for April 2013 to design these actionable steps into strategies for implementation in local perinatal care systems.

As with so many reforms, NY will be on the front edge of changing the maternity system to be responsive to quality improvement for women who seek safe planned home birth care. Discussions and planning are underway aimed at facilitating transformation and integration of home birth into the maternity care system.

Questions can be directed to Kate T. Finn, MS, LM, a national Home Birth Consensus Summit Delegate and NYSALM Regional Representative from Central New York. midwifinn@gmail.com



NYSALM is a state affiliate of the American College of Nurse-Midwives

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