Publicity Committee Report 2019

Members

Janaya Ainsy, Rachel Davies, Heff Heffenan, Melanie Welfare. Honorary mention to Tony Daly

This committee continues to meet on the second Thursday of each month, apart from January. At the majority of the meetings all members are present but this is sometimes dependent on workload and births for Rachael and Heff.

Since the last report the publicity committee have presented at the Pregnancy Help national conference to provide an education session on the role of the midwife. This was appreciated by the delegates at the conference and we were able to answer any questions they had. This was also an opportunity to network with our local members of Pregnancy Help. Giving us the opportunity to share information on the Midwifery Resource Centre and remind the volunteers of where to direct the women they meet who have any pregnancy related issues.

The team also organised the gifts for International Day of the Midwife, with all the regional maternity units, as well as NZCOM National office receiving an annual subscription to Mindfood magazine. Feedback so far has been positive and these appear to be well received. Gifts for women who birthed their babies on actual day this year were notebooks and pens which were distributed to the units around the region.

Quiz night to raise funds for Rotary Community Milk Bank was held again and was well attended by the midwifery community with just under $900 raised and a large carload of non-perishable grocery items donated to refugee community. This was received with gratitude and thanks.

For the remainder of the year we will be attending the refugee health day providing us the opportunity to connect with the refugee and migrant community, and share information on the role of the midwife and the service that is provided for all women in Aotearoa.

There are also upcoming events including the Youth Festival, LYFE and other annual events which the publicity committee will endeavour to attend depending on workload and costs. This year the decision was made at a regional level not to attend the Mother and Baby Expo because of the cost and commercial nature of this event.

Looking forward the publicity committee have discussed the possibility of promoting midwifery within the schools at career days or health promotion events e.g. the Incubator Programme which is held in other regions of the country. We would also like to investigate how to get positive midwifery stories into the community using social media as a platform to disseminate these. The plan is to place this onto the agenda of a business committee meeting to discuss further.

Finally in order to make a positive change and have an effective publicity committee we feel that it is important to have a role description to define and guide the intention of the committee and we will start to develop this in line with the regional plan prior to the next AGM.

Regards

Publicity Committee