

PushNews from The Big Push for Midwives Campaign

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New Attention to the Big Push for Midwives Campaign

Chicago Tribune article prompts hail of comments, bloggers get busy, and actress Carrie-Anne Moss of *The Matrix* gives Statement of Support

WASHINGTON, D.C. (January 25, 2008)—The day after the birth day of **The Big Push for Midwives Campaign** on “PushDay” is bringing more early buzz and new attention to the campaign and is pushing state grassroots excitement into overdrive. The campaign is fully underway to alert American families and state policy makers of the critical need for the regulation and licensure of Certified Professional Midwives (CPMs) in all 50 states, D.C. and Puerto Rico.

PushRallies at the State Capitol buildings in Alabama, Idaho, Indiana, North Carolina, Pennsylvania and South Dakota brought midwives supporters out in full force and garnered positive media attention from Idaho to Indiana. The *Chicago Tribune* article shines bright light on the launch in its story at (http://www.chicagotribune.com/news/local/chi-midwives_25jan25_0,2810079.story).

Actress Carrie-Anne Moss has provided a Statement of Support to the campaign, which follows right on the heels of the statement given by Ricki Lake, director of “The Business of Being Born.” In addition, The Big Push for Midwives Campaign Web site (<http://www.TheBigPushforMidwives.org>) launched to eagerly awaiting midwives advocates and has been linked from *Mothering* magazine at <http://www.mothering.com>.

“Across the country women do not have access to optimal maternity care, and not only do they not have access, but in at least a dozen states, optimal care is literally illegal,” said author and journalist Jennifer Block on Thursday at the PushDay national news conference in Chicago. “For my book *Pushed*, I interviewed a number of midwives who could not get licensing in their state but still felt obliged to provide care for the women in their community because if they didn't, the women would have no alternatives.”

Block said she believes the Big Push campaign is just the beginning of a real turning point in the history of U.S. maternity care, and that American women deserve skilled, qualified, and legal out-of-hospital birth and midwives.

In the Jan. 28 issue of *Newsweek*, Block is quoted in the article reviewing Lake's film “The Business of Being Born” (<http://www.newsweek.com/id/96400>) and pointed out on PushDay in Chicago that in spite of how much we use medical technology during childbirth, our outcomes are embarrassingly poor: preterm birth is on the rise; one in 10 infants are born too early and have a higher chance of respiratory complications and death; the infant and maternal death rates in the U.S. rank us dismally compared to other industrialized countries; and according to the Centers for Disease Control and Prevention (<http://www.cdc.gov>), the number of women dying in childbirth just increased for the first time in decades, largely due to the rise in cesarean deliveries.

The Big Push for Midwives (<http://www.TheBigPushforMidwives.org>) is a nationally coordinated campaign organized to advocate for regulation and licensure of Certified Professional Midwives (CPMs) in all 50 states, the District of Columbia and Puerto Rico, and to push back against the attempts of the American Medical Association and the American College of Obstetricians and Gynecologists to deny American families access to safe and legal midwifery care. The campaign plays a critical role in building a new model of U.S. maternity care delivery at the local and regional levels, at the heart of which is the Midwives Model of Care, based on the fact that pregnancy and birth are normal life processes. Media inquiries or interview requests of author Jennifer Block should be directed to: Steff Hedenkamp (816) 506-4630, steff@thebigpushformidwives.org.

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The Big Push for Midwives Campaign is fiscally sponsored by Sustainable Markets Foundation, a not-for-profit organization recognized as tax-exempt under Internal Revenue Code section 501(c)(3). The mission of the Big Push for Midwives is to build winning, state-level advocacy campaigns towards successful regulation and licensure of Certified Professional Midwives (CPMs) in all 50 states, the District of Columbia, and Puerto Rico.

Learn more about the Big Push for Midwives Campaign on the Web at www.TheBigPushforMidwives.org.

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