|  |  |  |
| --- | --- | --- |
| (Ideas to ask) | **Positives** | **Negatives** |
| **Internal Factors*** Human resources
* Physical resources
* Financial resources
* Activities and processes
* Past experiences
 | **Strengths*** Numbers-practices, individuals
* Independent practitioners
* ACNM membership
* Location-variety of practice settings
* Demand for services
* Good pay
* Long history
* Mix of new and experienced
* Midwifery program in state
* Evidenced based practice
* Midwifery leadership is strong
* Accessibility to home birth
* Political support for HC (+access to midwives)
 | **Weaknesses*** Home birth practice restrictions
* Reimbursement
* Medical education system is strong, competition for educational opportunities
* Battles: for ↑time with patients, for good midwifery care etc.
* Work-Life Balance
* Limited loan repayment/Big Debt
* Life changes + Workforce fluctuations
* Difficulty incorporating students into practice
* Time/energy to mentor new grads
* Few opportunities for new midwives as hires
* Tracking future students into midwifery (lacking P.R.)
* Internal practice advocacy
 |
| **External Factors*** Future trends - in your field or the culture
* The economy
* Funding sources (foundations, donors, legislatures)
* Demographics
* The physical environment
* Legislation
* Local, national, or international events
 | **Opportunities*** Interprofessional education for midwives with other learners to ↑understanding
* Audience and pendulum swinging toward CNMs
* Marketing midwifery
* Mentoring
* Contact midwifery education programs
* Ed programs need to contact CNMs
* Tap into nursing students for future CNMs
 | **Threats*** PAs + NPs + FPs + Med students🡪competition for jobs and students
* Lack of preceptor support
* Lack of funding for SNMs
* Lack of reimbursement for the workforce
* No control over own practices + midwifery model of care
* Money as a driver of care
* Birth reqs in residency education
 |

**SMART Action Plan:**

**Items:**

**Increase visibility:**

* Invite friends to Mass Midwives Facebook Page
* ACNM web site
	+ Share P.R. items
	+ Speakers bureau/toolkit to increase internal practice (Grand rounds)
	+ Stats/Data, CNM outcomes
	+ Link to Declerq site, Birth by the Numbers
* Midwives do New OB visit (intro to CNMs)
* Make midwifery “opt out”

**Make more midwives to meet the demand**

* Precepting mentorship
	+ At ACNM meetings, everyone, include something for preceptors
* Sites commit to SNM as a priority

**Visibility for midwives**

* Video, BID Plymouth🡪share “Why I chose a midwife”
* ACNM toolkit🡪Mass Version
* Speaker’s Bureau for Grand Rounds
* More Data/Stats
* Midwifery Week 2018, Statewide PR

**Increase preceptors**

* Brainstorm a second location for a Mass CNM education program
* Midwife practices will only take SNMs for one year or parity of midwifery