|  |  |  |
| --- | --- | --- |
| (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