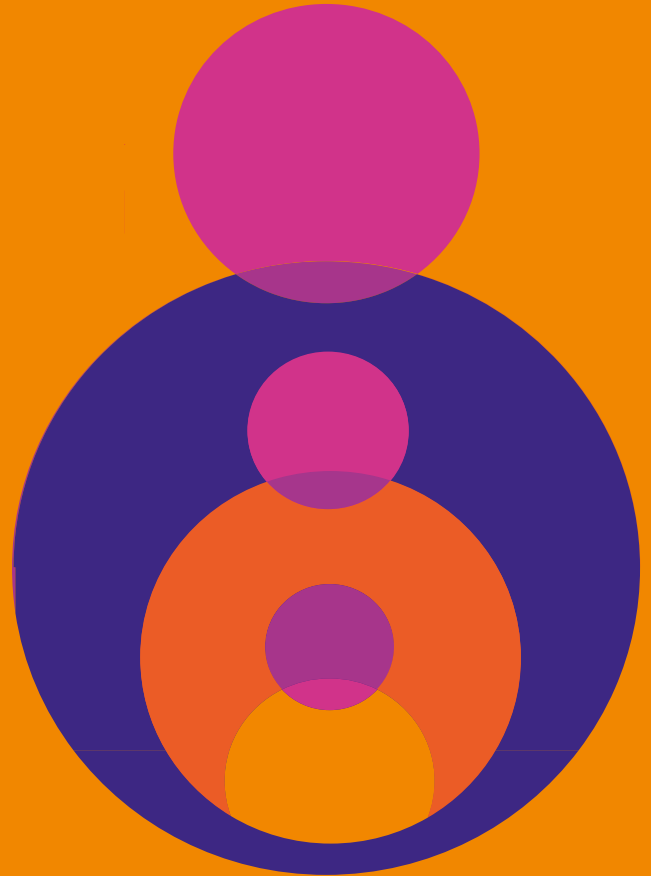




Royal College  
of Midwives



# msw celebration day guide

supporting our msws

22 November 2024

# What can I do?

How to get involved and celebrate MSW day



**This year's theme is 'valuing your career'. The RCM provides information to support our members with their wellbeing. We will also have moneysaving links on our website for NHS staff.**



## Sharing your celebrations

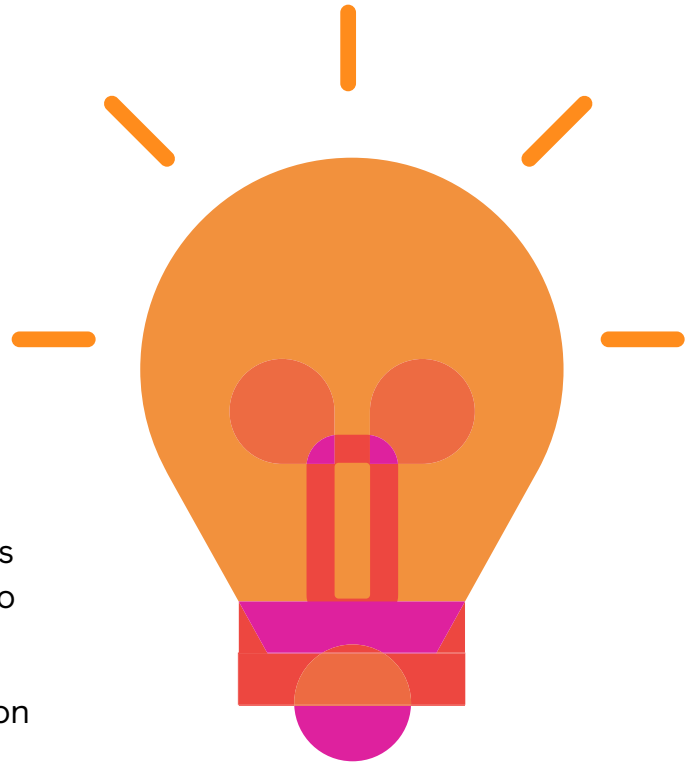
The Communications and Engagement team is keen to turn unusual and interesting activity into news stories, so that the breadth and depth of activity across branches can be shared with members via the website and in our newsletters. To enable them to pool the information quickly and easily, please ensure events are logged with your local organiser, and that you share any photos and videos across your social media channels.

## Merchandise

If branches choose to purchase merchandise to support their event/celebration, please use branch funds and buy in locally in order to support sustainability and local business.

# Suggestions for events

- ▶ Regional webinars – organise an insightful webinar around the key work of the RCM and our current campaigns.
- ▶ Collaborative events – encourage branches and midwifery societies to work together to celebrate MSW celebration day.
- ▶ Consider providing gifts for MSWs on duty on the day.
- ▶ Thank you message – through cards, emails or video messages. Please check with Communications and Engagement if you intend to use celebrity endorsements.
- ▶ Top tip: when planning any events, consider the benefits to members and how this will be evaluated to demonstrate impact on the well being of MSWs and awareness of resources for MSWs.



# How you can support



The focus of MSW celebration day is on supporting our MSW members and to share information. You can support your MSW colleagues by asking how they are and about their training needs etc. You could hold Caring for you events inviting MSW members or advocates to talk about their roles and the support available by joining the RCM.

## What we are doing across the UK

- ▶ This year we continue to focus on the development of MSWs and to celebrate their integral role in maternity care. The RCM will be providing guidance on job evaluation, job descriptions, and banding.
- ▶ Sharing messages on social media using the hashtag: #mswcelebrationday2024.
- ▶ The RCM is calling for employers to sign the new Caring for You charter, with fresh commitments on health, safety and wellbeing as well as rejuvenating its working relationship with RCM activists and branches.

## Ways to support you

- ▶ Being a member of the RCM means that you are joining nearly 50,000 midwives, student midwives and maternity support workers (MSWs) who together are the largest and strongest maternity organisation in the world.
- ▶ Our extensive range of personal benefits and services are designed to support you, wherever you work and whatever your role. We are here in the good times and the bad, helping you achieve the very best and looking out for you if things go wrong.
- ▶ ilearn has over 130 modules 16 of which are specific to MSWs many others are relevant to support you in your role.

## What we have planned

- ▶ RCM webinar about focusing on the New NHSE Framework.
- ▶ Sharing messages on social media using the hashtag: #MSWcelebrationday2024

## A few of the key benefits of joining the RCM

- ▶ A voice for MSWs locally and nationally
- ▶ Employment relations advice, representation and legal advice
- ▶ Access to i-learn
- ▶ 24-hour helpline
- ▶ Access to RCM Library and databases
- ▶ Access to either member prices or free places at face-to-face courses and online webinars to support your learning, Employment relations advice and representation
- ▶ To join the RCM or explore the many other membership benefits, please visit the RCM website.

## Who can join the RCM

Maternity support worker membership is open to those employed in a role Bands 2 - 4 which supports midwives in the care of childbearing women, the newborn and their family (e.g. a maternity support worker, health care assistant, maternity care assistant, nursery nurse working in maternity or similar role supporting midwives, including ward clerks and administrative staff).

**Subscription costs: £10.56 per month / £126.76 annually**

