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Midwives Put Their Message in the Mail

Stamps are a simple way of making a statement. Now, with the launch of midwifery-themed postage stamps, supporters of midwives can send their message across the country: "Choose a Midwife."

SILVER SPRING, MD, October 08, 2008 **/24-7PressRelease/** -- The American College of Nurse-Midwives is unveiling the new stamps in conjunction with National Midwifery Week, October 5-11. Stamps are available for purchase online at www.photostamps.com/acnm. These unique stamps - authorized by the United States Postal Service - capture messages and images promoting midwifery.

ACNM developed these stamps as part of its growing public education efforts. "It is important for women to know their full range of options when it comes to their health care, whether they are looking for gynecological services or maternity care," says Lorrie Kline Kaplan, Executive Director of ACNM. "Getting the word out about midwifery care in this unique way will educate even more women about why they should visit a midwife."

Midwives are known for their individualized approach in caring for their patients - providing care from adolescence through menopause and beyond - and for specializing in the normal processes of women's health. In childbirth, many women choose a midwife because of their role as watchful guardians during pregnancy and birth, and their judicious use of medical interventions only when necessary.

"Every woman wants the birth of her baby to be a safe and satisfying experience," says Kaplan. "In choosing a midwife, women get a lot of individual attention and support from an expert who is ready to handle complications that may arise. Not only does this contribute to a healthy mother and healthy baby, but also an emotionally satisfying experience."

ACNM encourages midwives and the public to purchase these real U.S. postage stamps to heighten the profile of midwifery. Mail them, collect them or give them as gifts. Proceeds from the stamps will help fund ACNM and the A.C.N.M. Foundation's Public Education Project.

ACNM is currently running a contest to select new artwork that will be used in a second release of stamps in Summer 2009. ACNM members and the public are invited to participate at: http://www.midwife.org/art_contest.cfm.

For more information, please contact Rebecca Fellenbaum, ACNM Communications Manager at (240) 485-1822 or via email at rfellenbaum@acnm.org.

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About ACNM

With roots dating to 1929, the American College of Nurse-Midwives is the oldest women's health care association in the U.S. ACNM's mission is to promote the health and well-being of women and newborns within their families and communities through the development and support of the profession of midwifery as practiced by certified nurse-midwives and certified midwives. Midwives believe every individual has the right to safe, satisfying health care with respect for human dignity and cultural variations. More information about ACNM can be found at www.midwife.org.