

**Standard 1: The midwife shall provide health education and promote the health of women and their families from conception to the end of the postnatal period.**

**Competencies**

- Takes part in health promotion, health education, and illness prevention initiatives, and contributes to their evaluation. This includes engaging in health education for women throughout pregnancy and up to eight weeks into the postpartum period, as well as engaging the family and community.
- Applies best available evidence for health promotion and health education.
- Acts to empower the woman, her family, and the community to make informed decisions regarding childbirth and infant wellbeing.
- Demonstrates an understanding of traditional healing practices within an individual's, a family's, and a community's health belief systems and either incorporates appropriately or provides education if belief adversely affects optimum health.
- Applies a variety of teaching and learning strategies with the woman, her family, and the community to affect and evaluate learning.
- Values community-based primary care and uses health promotion and disease prevention and control strategies.
- Promotes wellness in women, babies, and families, taking into consideration the social, emotional, cultural, and physical aspects of a woman's reproductive experience.
- Collaborates with other health professionals to ensure that women and their infants receive the best possible care.
- Promotes and supports breastfeeding.
- Provides family planning services.

**Domain Seven: Communication and Information Technology**

Communication is simply the act of transferring information from one place, person, or group to another. While Information technology is defined as the application of information processing systems, comprising both computer hardware and software, to manage, access, exchange, and utilize healthcare information, data, and knowledge, enabling enhanced communication and informed decision-making in the healthcare sector (Pailaha, 2023). Midwives are expected to maintain effective communication and interaction with women and their families. By employing information technology skills midwives can also communicate, share and transfer their knowledge and experience to women, families and other healthcare team.