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FROM THE AMERICAN PEOPLE

Good Practices and Promising Interventions Series:

Critical Contributions of USAID to the Integrated Midwives Association of the Philippines' (IMAP) Journey to Self-Reliance

What is IMAP and its journey toward self-reliance? IMAP, a nonprofit professional organization founded in 1975, equips midwives with the skills and tools to provide lifesaving care to women and their families. Licensed midwives, often the first point of care in their communities, play a vital role in delivering affordable maternal and child health services. Over the last three decades, USAID has worked closely with IMAP to foster the organization's capacity and sustainability. This documentation traces the metamorphosis of IMAP from its early years (1975 to 1992), to its growth (1993 to 2011), to its maturation (2012 to 2019), so that it could eventually become self-reliant.

What were the USAID investments made to make IMAP self-reliant and sustainable?

Investment

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Administrative capacity for self-reliance

- **Legal status and governance:** IMAP is registered with the Security and Exchange Commission and has a well-defined governance structure, from the IMAP National Office down to its local chapters.
- **Membership:** Midwives may apply for membership through any chapter. IMAP implements a Php500 annual membership fee to support the member's local chapter and the national organization.
- **Financial capacity:** Beyond membership fees, IMAP generates revenue from trainings, conventions, oath taking, issuance of the IMAP Certificate of Good Standing for private clinics, and for renewal of PhilHealth accreditation.

Competencies to build capacity for self-reliance



"My status had changed, financially: first, it has become my family's 'bread and butter'; second, I was able to enroll my children in a private school."
– Clinic owner, Pasig City

- **IMAP as a FP/MNCH provider:** USAID trained IMAP midwives to become competent FP providers in counseling and short- and long-acting contraception methods. USAID support also enhanced skills in deliveries, antenatal and newborn care, and breastfeeding.
- **IMAP as a training provider:** USAID enhanced IMAP's capacity as a training provider for other midwives, with those receiving training and hands-on experience tapped to also mentor others.
- **IMAP as a social enterprise operator/manager:** USAID provided individual midwives with start-up funds to establish their own clinics, training in basic business skills, and help to obtain accreditation from PhilHealth and DOH.

Stronger linkages and deeper engagement with the public sector for sustainability

- **Public policy processes:** IMAP midwives participate in Responsible Parenthood and Reproductive Health teams at national, regional, and provincial levels.
- **Reporting requirements:** All midwives are required to report to the public sector to enable access to public sector FP and MCH.
- **Participation in quality assurance:** Midwives become part of quality assurance teams to build their relationship with the public sector.

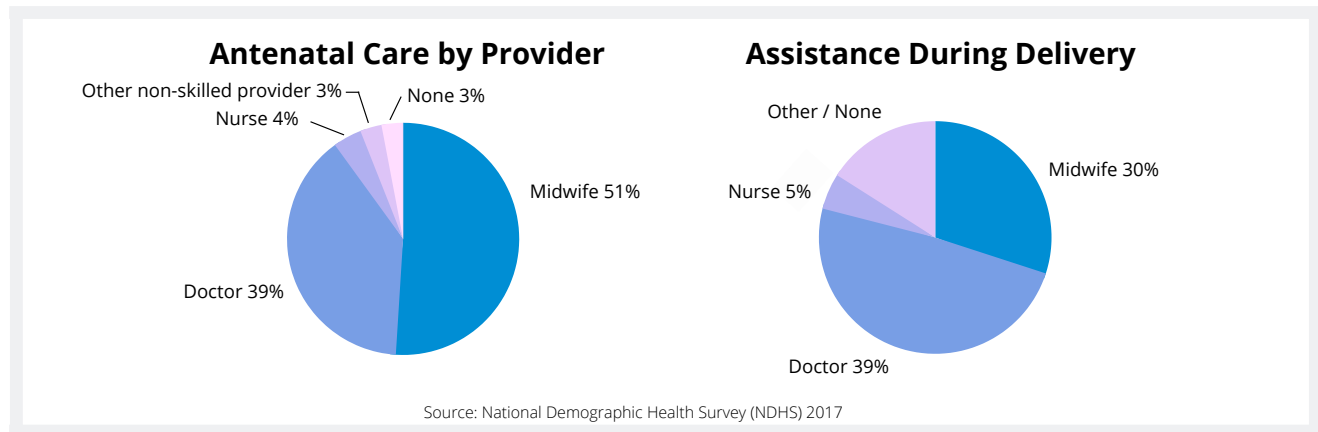
Organizational commitment to self-reliance

- **Responsive governance institutionalized:** through a well-defined organizational structure, skilled and experienced leadership, financial management, and regular gatherings. Maintained a strong tradition of providing quality education and training to equip and empower its members.
- **Supportive policies institutionalized:** IMAP's internal rules and policies (e.g. operations manuals and strategic plans) safeguard its resources and provide transparency.

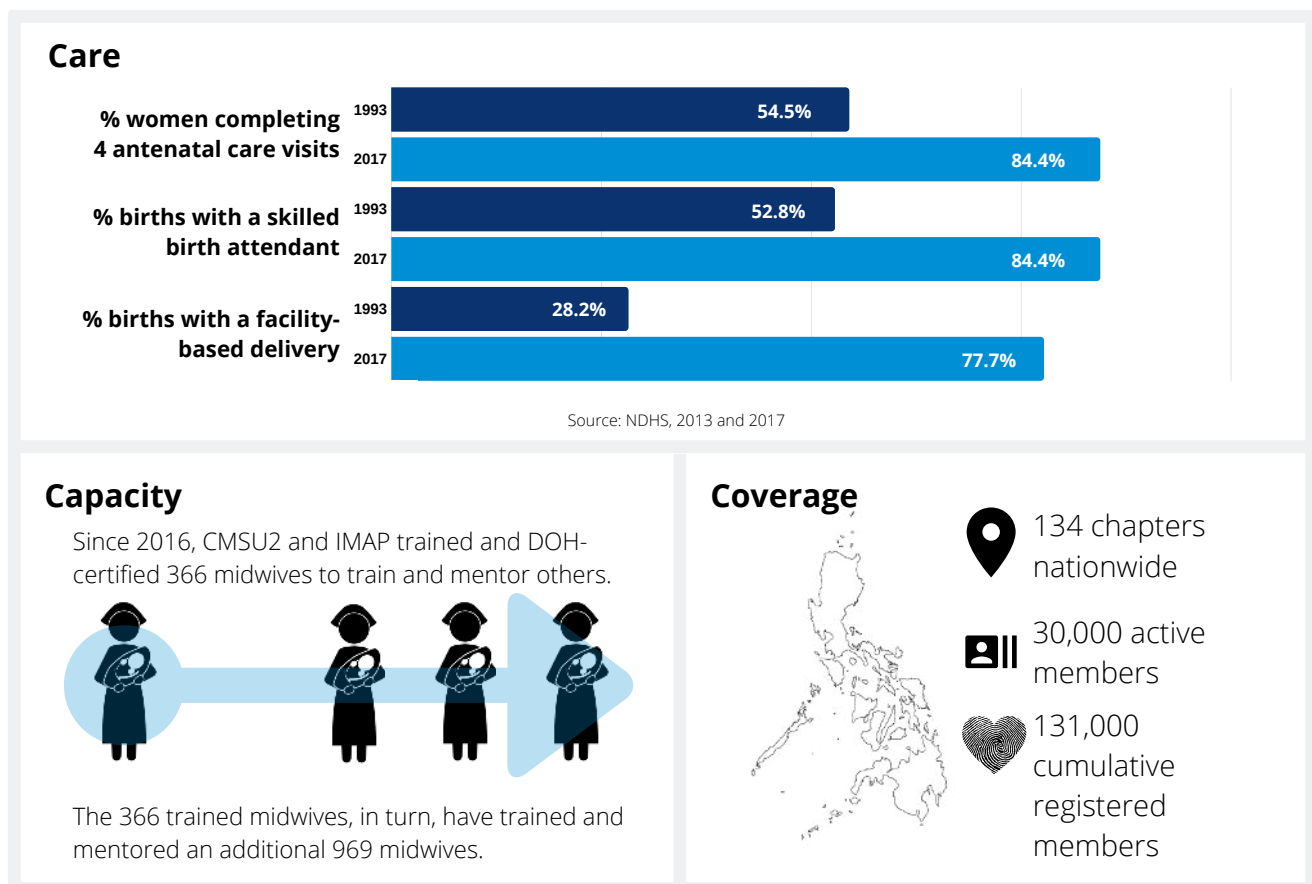


"Our commitment is not just to attend [trainings and seminars] but to implement; not just to increase knowledge, but [make it] life-saving. FP is also a catalyst for change."
– IMAP Officer

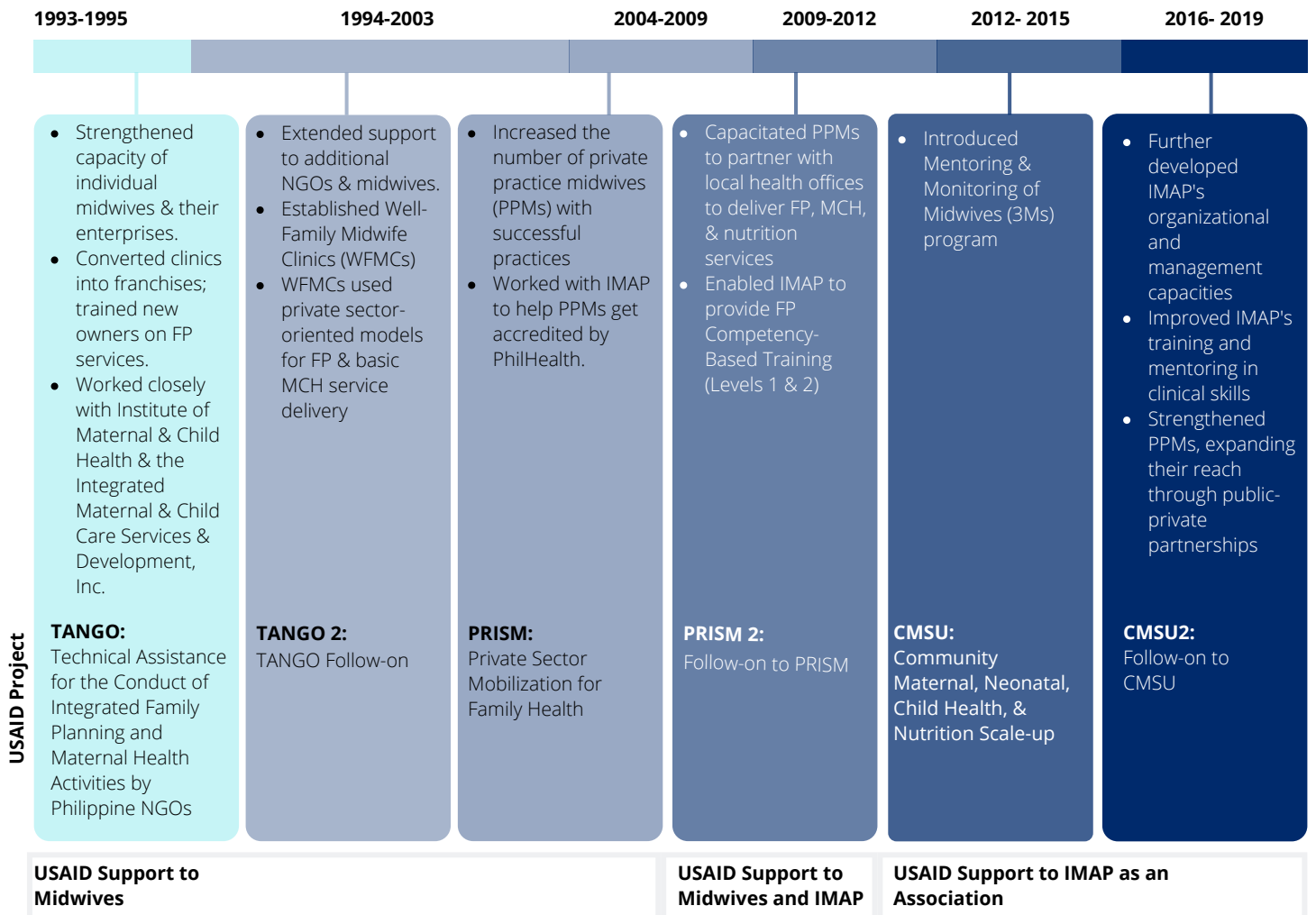
Why is IMAP's work important? In the Philippines, midwives play a critical role in reducing maternal and neonatal deaths and providing access to affordable maternal and child health care and family planning services. In 2017, for example, midwives provided 50 percent of antenatal care and attended 30 percent of all births nationally. Midwives have become central to the delivery of effective health service, particularly in rural areas.



What is the impact? IMAP was created at a time of high maternal and neonatal mortality due to high rates of unsafe home deliveries by traditional birth attendants. Through the commitment of the Philippine Government, USAID, and other partners such as IMAP, health outcomes for women have dramatically improved:



Timeline of USAID Support



Documentation Background

Engagement with IMAP is one of several good practices and promising interventions (GPIs), invested in by Government and USAID implementing partners, and identified and documented by USAID's CLAIMHealth. This brief in particular results from a collaboration between IMAP and USAID's CLAIMHealth to document IMAP's self-reliance journey. It's progress toward this goal was assessed by two key factors: its capacity to function independently and its commitment to promoting the midwifery profession and supporting its members to provide the highest quality care possible. CLAIMHealth validated IMAP's work through qualitative methods and a desk review and content analysis of available documents and reports.

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