

Twinning up North Project Proposal



Photo by: Nathan Dumlao

A cultural exchange project between Dutch and Icelandic midwives aimed at increasing their transformative leadership skills to contribute towards midwifery-led care in both countries.

By Edythe Mangindin and Liselotte Kweekel

Needs

Evidence shows that midwives are instrumental in solving the global maternal health problem of “too little, too late/too much, too soon”¹. In the Netherlands and Iceland, we are facing the problems of “too much too soon” where the natural birth process is disturbed by early interventions. The increasing use of these unnecessary interventions may lead to worse birth outcomes and negative birth experiences, having long-term effects on women, their families and society. Although the midwifery model² emphasizes the natural physiological approach of pregnancy and childbirth, the rising fear of childbirth and negative media attention influence the decisions that women are making. Midwives have been activists in promoting and protecting women’s birth rights at a time when society is beginning to view pregnancy and birth as medicalized events instead of as natural physiological processes of life. There is an urgent need for midwives in leadership roles to address this issue. The absence of role models and lack of leadership training in the areas of advocacy skills and media representation place limitations on midwives, their capabilities and their strengths.

Objectives

The twinning method will be used to:

1. Inspire and stimulate midwives from Iceland and the Netherlands to increase their transformative leadership skills and be an example for their colleagues.
2. To exchange experiences and information between the two cultures in the hopes of improving midwifery-led care in both countries.

LMFÍ and KNOV goals

Common Goals	Indicator and Source
Midwives will take on more leadership positions.	At least 1 workshop is given to midwives in Iceland and the Netherlands about how to take on a leadership role. Twins are more confident to take on leadership roles in or outside their own work environment (source: end evaluation of the project).
Midwives will use social media to put midwifery in a positive light and strengthen their position.	At least 1 article or post per month published on social media about midwifery related topics.

¹ Miller, S. et al. Beyond too little, too late and too much, too soon: a pathway towards evidence-based, respectful maternity care worldwide. DOI: [http://dx.doi.org/10.1016/S0140-6736\(16\)31472-6](http://dx.doi.org/10.1016/S0140-6736(16)31472-6)

² Idem

LMFÍ Goals	Indicator and Source
To promote the natural birth process to increase the rate of births at home and at the new birth center in Iceland.	Provide information on antenatal care websites and design and distribute pamphlets in antenatal care.
Midwives will strengthen their public speaking abilities and express their knowledge and opinions on topics related to sex and reproductive health.	Workshop for midwives on how to write articles, hold lectures and respond in interviews.
To implement the use of Quality Register for midwives.	At least one twin pair will work on collecting information on how to establish a Quality Register for the LMFÍ in order to ensure continuing education and quality care.

KNOV Goals	Indicator and Source
Midwives from different practices (community/hospital) unify to strengthen the association.	At least one twin pair works on a project that relates to this goal and at least 2 workshop have been given for and with both community and hospital midwives.
Midwives will promote the natural birth process in hospital settings.	At least one twin pair work on a product that contributes to an increase in natural births in hospital.
Midwives actively search new forms of collaborating with women to be their advocates and strengthen them to make well informed decisions.	At least one new form of collaboration is introduced by the twins and 2 workshops are held to inform both midwives and women about this collaboration.
To have more midwives with a masters degree to build a stronger academic profession.	At least one informational meeting for students and midwives who want to continue their education.

Scope of Work

By means of the Twinning method midwives will work together on joint projects and gain the power to become change agents for their communities³. There are four main attributes of Twinning in health care⁴:

1. Reciprocity is a core value.
2. Twinning entails the building of personal relationships.
3. Twinning is a dynamic process.
4. Twinning is between two named organisations across different cultures.

³ Cadee F. et al. The state of the art of twinning, a concept analysis of twinning in healthcare. DOI: [10.1186/s12992-016-0205-5](https://doi.org/10.1186/s12992-016-0205-5)

⁴ Ibid.

In this project a type of Twinning is used that is called ‘twintwin’ where the focus of the reciprocal collaboration is a personal one between one twin with another twin from a different culture. These twins work together on specific subjects as part of a group. During the project twins will learn how to set up a project together and how to lead, lobby for and promote their project in order to achieve successful results. Those skills are taught in a total of 8 interactive workshops that will be held throughout the project. The workshops are led by the project coordinators but will also include guest speakers and experts. Twins will meet each other twice a year during exchanges in both countries.

We will find ways to ensure commitment of twins through positive encouragement (fe providing individual support, celebrating accomplishments, creating events and environments that give the twins inspiration for their projects).

Timetable

Year	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec
2017	Exploration new North-North twinning project.	Exploration new North-North twinning project. Narrowing down phase.	Discussion phase with potential partners & Board m4m.	Forming a team & first basic agreements for collaboration.
			Decision process.	Project plan formulated by project-coordinators Iceland/The Netherlands. Go/No go by m4m Board.
			Iceland chosen.	
2018	Project team-building. Formulating goals M&E and working culture.	Workshop 1: Twins meet each other in The Netherlands.	Workshop 2: Twins hold workshop in own country.	Workshop 3: Twins meet each other in Iceland.
	Twins are recruited.	Baseline evaluation		
2019	Workshop 4: Twins hold workshop in own country.	Twins meet in Iceland and visit congress together: <i>“Midwifery Across Borders”</i> 2-4 May https://vimeo.com/166053729	Workshop 5: Twins meet each other in The Netherlands.	Project team mid-term evaluation.

2020	Workshop 6: Twins meet each other in Iceland.	Workshop 7: Twins hold workshop in own country.	Preparations for finalising project.	Workshop 8: Twins meet each other in The Netherlands.
				Final evaluation.

Content of workshops

The project team and the twins meet each other in the form of workshops and exchanges. The content of the workshop will be flexible and adjust to the needs of the organization and the twins. Topics that will be repeated throughout the project include the philosophy of the twintowin project, expectation management, cross cultural collaboration, project management, leadership skills and media training.

1. Location: The Netherlands

Friday, April 6th - Wednesday, April 11th 2018

A) Welcome to twintowin!: Introduction of organizations, project team and twins; Getting to know each other, each others culture and twinning philosophy; Expectation management (making rules/ time commitments/ methods of communication); Critical Success Factors (CSF); Timeline; Goals of the project (with an emphasis on leadership and empowerment).

B) Where do you come from?: Present the context of the other culture and organizations; Discuss cross cultural communication; Explanation of the subprojects.

Exchange: Twins spending time with each other (home, workplace, community).

Excursion in the Netherlands.

*Baseline evaluation.

2. Location: In our own countries

Iceland: Monday, August 27th 16:00-20:00

The Netherlands: Wednesday, September 5th, 2018 16:00-20:00

Where are we going?: Use the joint goals of the organization to make themes for the subprojects (fe organizational, research, lobby, midwifery practice, empowerment/leadership); Guest speakers (How to take the lead in my project?); Skills of participants; Brainstorming and inspiration.

3. Location: Iceland

Friday, November 23rd- Wednesday, November 28th 2018 □

How do I set up my project?: How to write a project plan and budget; Fundraising for group projects (research what the current situation is, what improvements can be done, who can fund the project); Stakeholders, partners and experts.

We have a plan!: Feedback from experts in the respective areas (Project coordinators contact experts); Individual support and feedback from project coordinators; Twins present projects; Approval of projects; Introduce the idea of using the congress for the projects (Presentation, promote, network)..

Exchange: Time to work on projects together. Presentation of project at the end of workshop.

Excursion in Iceland.

4. Location: In our own countries

The Netherlands: Wednesday, February 6th 2019 □ 16:00-20:00

Iceland: Monday, February 18th, 2019 16:00-20:00

A) Cross cultural collaboration and communication/Overcoming challenges: Revisiting the Twinning Philosophy and looking at the broader picture; Evaluate communication; Define challenges and how to overcome them. Update on projects.

B) Lobbying and leadership: Guest speaker/expert. How can I lobby for my Project? How can we use the congress for the project? (Presentation, promote, network).

***“Midwifery Across Borders” Congress May 2nd-4th 2019:** <https://vimeo.com/166053729>

Twins will meet in Iceland 1-2 days before the congress to prepare; Teambuilding with the Project Team; Excursion in Iceland.

5. Location: The Netherlands

Friday, October 4th - Wednesday, October 9th, 2019

How to promote your project in the media: Media training; Storytelling

<https://www.girlsglobe.org/2017/06/19/top-tips-successful-storytelling/>

6. Location: Iceland

Friday, February 21st - Wednesday February 26th, 2020

We are nearly there! Finalising projects; Brainstorm on upscaling and sustainability; Evaluate twintwin philosophy and cross cultural communication: Did we achieve our goals?

7. Location: In our own countries

Iceland: Monday, May 11th, 2020 16:00-20:00

The Netherlands: Wednesday, May 27th 16:00-20:00

Express our joint efforts in art! Prepare for the end exhibition; Create joint artwork for the end exhibition; Preparations for finalising projects.

8. Location: The Netherlands

Friday, November 13th - Wednesday, November 18th, 2020

End exhibition: Let's celebrate! Presentation on how to upscale the project; Celebrate results and accept failure; End exhibition.

Budget

The total costs of the project are 260.220 euro (first year: 83.590, second year 91.540, third year 85.090). See the document 'budget M4M '18/'19/'20' for further specifications.

Key Personnel

The project team will consist of:

Franka, Project Manager

Aslaug

*Roles and responsibilities will be further defined in January 2018.

Liselotte, Project Coordinator for the Netherlands

Edythe, Project Coordinator for Iceland

The Project Coordinators will be responsible for the following:

- Selection and pairing of the twins
- Coordination of workshops, exchanges and final exhibition
- Coordination of Twintowin subprojects
- Support twins individually
- Monitoring and evaluation

How to recruit twins

We intend to make posters and pamphlets which will be ready for distribution before Wednesday, January 10th 2018. We also will produce a promotional video and advertise the project in our newsletters, Facebook and Snapchat.

Application deadline for participating in the project as a twin: February 15th, 2018. All applications must be written in English and include the applicant's CV and Motivational Letter. Interviews may be held depending on the number of applicants. The project coordinators will select 10 to 15 twins from different areas of practice in each country. The twins will be notified by March 1st, 2018. Pairing of the twins will be completed by March 15th.

Criteria for selection:

- Midwives (also non practising) and midwifery students
- Can write/speak English
- Able to make a 3-year commitment to the project
- Able to commit an average of 10 hours each month (including travelling and exchanges)
- Able to travel (once a year)
- Able to collaborate/work easily with others
- Individuals who are motivated to generate positive change in their work environment and empowering fellow midwives

Promotion

We intend to promote our project nationally and internationally to gain support and awareness of importance of cultural collaboration and exchange. We want to make visible the work and broad scope of practice that midwives are capable of. The project coordinators will promote the project through media and organizational journals as well as hold presentations at the 21st Congress of the Nordic Federation of Midwives (May 2019) and the 32nd ICM Triennial Congress (June 2020). We aim to lobby our project to Ambassadors, politicians, organizations and other stakeholders.