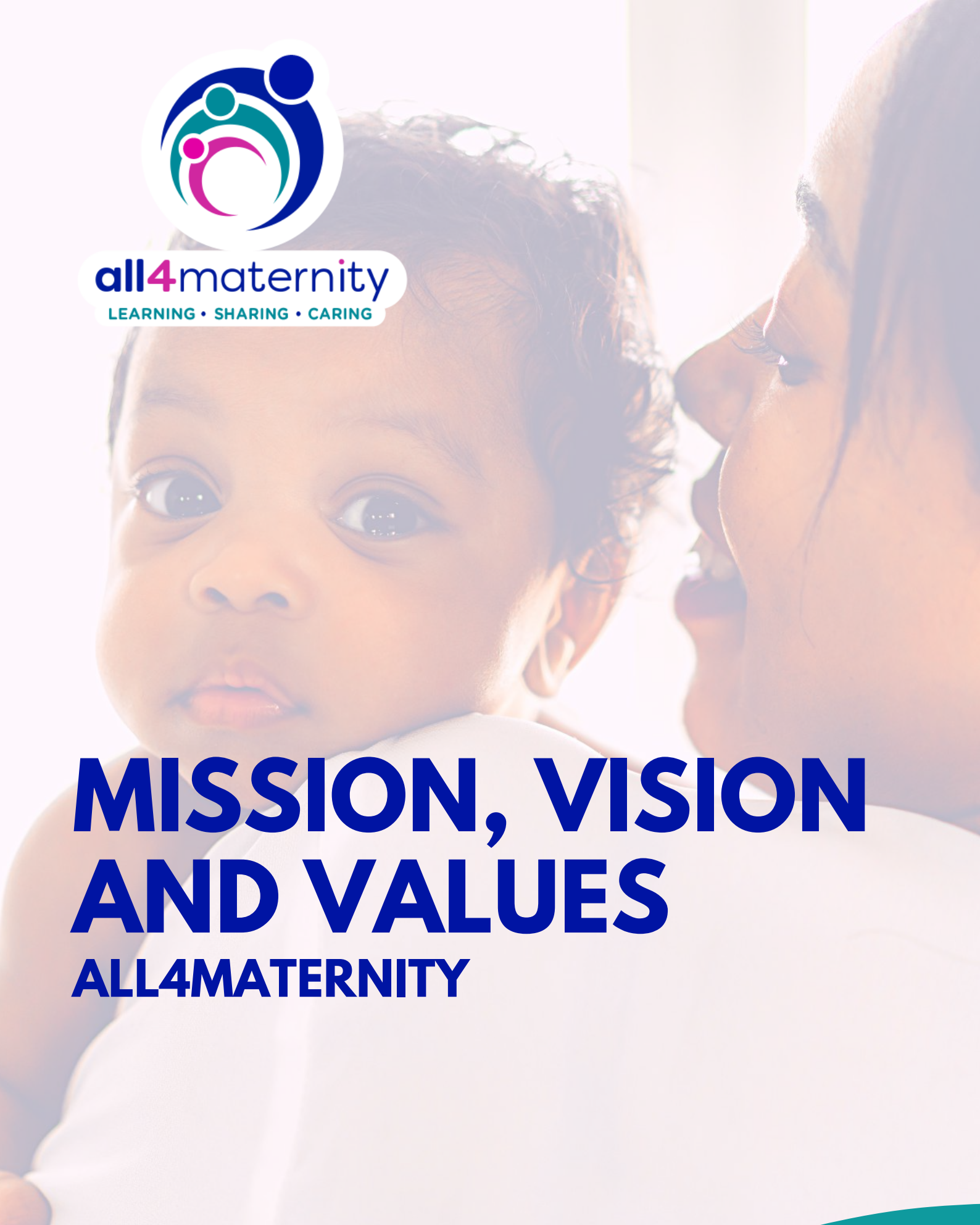


all4maternity
LEARNING • SHARING • CARING

MISSION, VISION AND VALUES

ALL4MATERNITY

Introduction

This statement is a living document that is open to continual organisational review and feedback from our members and the communities we serve. If you have any constructive feedback, comments or suggestions please email: Anna@All4Maternity.com

About All4Maternity

Enabling learning, sharing and caring for all.

All4Maternity is committed to fostering, cultivating and preserving a culture of diversity, equity and inclusion, embedded across our core values.

Our company values centre on our core mission to support the learning, sharing and caring needs of all midwives, perinatal care users and providers. These values sustain the culture of our organisation. They guide the behaviours of those who work within and alongside us and direct the development of our work across our digital education and information platforms, All4Maternity and All4Birth and publications including our journals The Practising Midwife and The Student Midwife.

Mission and Vision

Our Mission:
We aim to nurture a strong, diverse and inclusive midwifery and maternity community through practice-focused, compassionate and rights-based 'learning, sharing and caring' resources.

Our Vision:
To positively transform, communicate and amplify global midwifery knowledge, practice and education.

Our Core Values and Behaviours

Learn with openness – through reflection and honesty. Respect, value and celebrate diversity.

- We encourage and enable opportunities for experience- and evidence-based learning.
- We are reflective and committed to proactive organisational change and growth.
- We are responsible, accountable and respectful to ourselves and others.
- We embrace discomfort and engage in personal development.
- We approach our work with a sense of possibility and positivity.
- We stay aligned with our values when facing challenging decisions.
- We own our mistakes and discuss them in an open and honest way.
- We are open to being held accountable to our core values and behaviour

Continued

Share with creativity – through collaboration and generosity. Promote professionalism, mutuality and integrity. Ensure inclusivity, accessibility and representation.

- We invite and offer opportunities for collaboration and sharing.
- We encourage innovation and meet challenges.
- We foster an environment of collaboration.
- We practice integrity in all that we do.
- We communicate with clarity, compassion and professionalism.

Care with compassion – through connections, courage and kindness. Strive for equity and justice for all.

- We encourage and support a culture of caring.
- We are committed to cultivating and maintaining safe, inclusive, diverse and equitable spaces.
- We encourage and enable collaboration through respectful conversation.
- We address conflict with understanding, sensitivity and compassion.
- We acknowledge and respond to our own and other's vulnerability.
- We use our professional advocacy skills to strive for justice.
- We recognise and congratulate other on their positive work.
- We practice gratitude for ourselves and our colleagues.

Our Commitment

We recognise that our policies and strategies need to be operationalised and are committed to enacting our values in every area of our organisational work.

Our values direct our decision making, organisational culture and behaviours including our engagement with external stakeholders. They underpin how we implement our Equality Policy and how we engage with and respond to diversity and strive for inclusion, equity and justice in all areas of our work and organisation.

As an organisation founded by midwives and in our role as midwifery publishers our responsibility is to ensure that our organisation, publications and resources reflect the following core principle that: all childbearing women, people and families are seen, supported and have their basic human rights, individual needs and preferences respected across all services through compassionate, safe and personalised care.

Our Action

- We actively call people in to learning, discussion and insights but only if basic human rights are upheld and the safety of all engaging in the discussion is considered and assured.
- We aim to use our platforms, journals and social media streams to elevate and normalise the inclusion of marginalised voices at every level and capture important insights from those with lived experiences.
- We promote and value knowledge democracy ensuring to respect, include and elevate a diverse range of perspectives, experiences and insights.
- We uphold the principle that how individuals define themselves and ‘are’ themselves is not for public debate or critique. We offer a space to support learning, sharing and caring for all who work within, alongside perinatal services or support childbearing/birthing women, people and families.
- We recognise that we will always have much to learn or unlearn and much to action as an organisation to strengthen our diversity, equity and inclusivity across our team, resources and across wider perinatal services.
- We are committed to leaning into the discomfort and embrace opportunities to strengthen the safety of our space for all.
- We are committed to and hold each other accountable to ensuring equity in support to all minoritized communities.
- We strive to lead by example, and ensure our words are transformed into actions.

All4Maternity Inclusivity Principles

Diversity is our strength. All4Maternity is an inclusive platform to amplify the voices of women, birthing people, midwives and maternity care providers of all genders, ages, races, religions, ethnicities, abilities and sexual orientations and protected characteristics

- We include, honour and celebrate the unique traits and contributions of each individual person — fostering creativity and growth.
- We are committed to creating and maintaining a safe space for all.
- We are inclusive of the non-binary or transgender community, therefore, at All4Maternity, we will use both terms 'women' and 'person/people', sometimes written as birthing people, as well as referring to chest-feeding as appropriate, as well as other relevant inclusive terminology.
- We endeavour to recognise and address our unconscious biases which may limit our inclusivity principles.
- We work to uphold diversity in all levels of our publication, from authors and contributors to editors and section editors, in the spirit of participation and collaboration.
- We prioritise transparency — openness and honesty in our communication and actions—building trust within everything we do.
- We promote respect — for others, for ourselves, and for the work we do—this is the foundation of our publication, and our work as midwives and healthcare practitioners.
- We centre the value of compassion which promotes unity and justice. This value is present in the content, articles and resources we create and publish and in all of our interactions with others.
- We act with empathy — the ability to put ourselves in others' shoes and understand and share others' feelings—allows us to build bridges, and is the cornerstone of our publication, and of safe and effective midwifery care.