all4maternity

LEARNING • SHARING • CARING



MISSION, VISION AND VALUES

STATEMENT 2025-26

Introduction

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

About All4Maternity

Enabling learning, sharing and caring for all.

All4Maternity is committed to fostering, cultivating and preserving a culture of safety, 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:
To provide evidence-informed, practice-focused, compassionate and rights-based learning, sharing and caring resources that strengthen the safety, wellbeing and professional development of maternity and newborn care providers and the families they serve. We create inclusive, collaborative spaces for reflection and growth, where knowledge, research and lived experience combine to advance safe, kind, and equitable maternity care around the world.

Our Vision:
To enable learning, sharing and caring for all.

Our Core Values and Behaviours

Learn with openness – through reflection, honesty and evidence.
Respect, value and celebrate diversity as the foundation for safe, inclusive practice.

- We encourage and enable opportunities for learning that draw on both experience and evidence.
- We are reflective and committed to proactive change and growth that strengthen our people, culture and impact.
- We act with responsibility, accountability and respect towards one another and those we serve.
- We engage thoughtfully with challenge and change as opportunities for growth and improvement.
- We approach our work with a sense of possibility and positivity.
- We remain guided by our values and professional code of conduct when making complex or challenging decisions.
- We own our mistakes, address them transparently, and use them as opportunities for learning.
- We welcome accountability for our values and behaviours, recognising that transparency builds trust.

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Share with creativity – through collaboration and generosity.
We promote professionalism, shared respect and integrity, ensuring our work remains inclusive, accessible and representative of the diverse communities we serve.

- We actively create and welcome opportunities for open collaboration and shared learning.
- We approach challenges with creativity and courage, encouraging innovation and co-creation.
- We act with integrity and fairness in all 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 nurture a culture of caring that is safe, skilled and compassionate.
- We are committed to maintaining spaces that are safe, inclusive, equitable and brave enough for honest dialogue.
- We build understanding through respectful, solution-focused conversation.
- We address conflict with understanding, sensitivity and compassion.
- We acknowledge and respond sensitively to our own and others' vulnerability, fostering mutual trust.
- We use our professional advocacy skills to strive for justice, equity and safety in all maternity care settings.
- We recognise and celebrate the positive contributions of others, practising gratitude for our colleagues and community.

Our Commitment

We recognise that our policies and strategies must be put into practice, and we are committed to living our values through every aspect of our organisation's work.

Our values guide our decisions, shape our culture, and influence how we work with our partners, contributors and communities. They underpin how we engage with diversity; striving for inclusion, equity and justice across all areas of our work.

Founded by midwives and working as midwifery publishers, we recognise our responsibility to ensure that our organisation, publications and resources embody the following core principle:

All childbearing women, people and families should be seen, supported and have their human rights, individual needs and preferences respected across all services — through compassionate, safe and personalised care.

Our Governance, Quality and Editorial Standards

All4Maternity is committed to maintaining the highest standards of editorial quality, ethical governance and professional integrity.
Our work is guided by an Editorial Advisory Board made up of midwives, educators, clinicians, researchers and service-user representatives from across the UK and internationally. The Board supports the integrity, inclusivity and safety of all published content.
All articles and learning resources are reviewed under our Editorial Policy, which is informed by the principles of the Committee on Publication Ethics (COPE) and the International Committee of Medical Journal Editors (ICMJE). We ensure that:

- All content is evidence-informed, professionally reviewed and referenced.
- Diverse voices and perspectives are represented and respected.
- No single professional, ideological or commercial interest influences editorial decision-making.
- Feedback and correction mechanisms are in place to maintain transparency and accuracy.

Through these structures we uphold the professionalism of our journals — The Practising Midwife, The Student Midwife and The Practising Midwife Australia — and ensure that all our learning and community platforms reflect safe, ethical and balanced practice.

These governance mechanisms ensure that our mission to learn, share and care is enacted with accountability, rigour and credibility — sustaining All4Maternity as a credible, leader in global maternity education and publishing.

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 minoritised communities.
- We strive to lead by example, and ensure our words are transformed into actions.

All4Maternity Inclusivity Policy

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 publications and resources, 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 publications and resources 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.