

PASSING ON

This month marks the beginning of a fresh start for *The Practising Midwife (TPM)* as it is passed over to us, Anna and Sheena Byrom – mother and daughter midwives. We are delighted to have the opportunity to sustain, curate and nurture such an important midwifery journal. *TPM* represents what matters to us most: you – the students and midwives working hard every day to enhance care for all mothers, babies and families.



JOIN US ON OUR JOURNEY

As the new owners of *TPM*, we are excited about the journey ahead and full of enthusiasm about reaching our destination: a place where you will be supported in all your learning, sharing and caring needs. We hope you'll join our growing community; we want to take you with us as we develop *TPM* into a global platform for all.

WHERE ARE WE GOING?

Working together, we are combining our skills to support, encourage and care for all maternity care workers, including aspiring and practising midwives, doulas, maternity support workers, obstetricians, academics and senior leaders throughout maternity services.

Our vision is to rejuvenate *The Practising Midwife* journal and re-create an online space that welcomes all maternity carers to develop, prepare and share their practice. We are currently busy beavering away to make this vision a reality.

BUILDING TOGETHER

With extensive midwifery careers spanning a combined 58 years, we have always worked hard to share our experience and knowledge.

With something for everyone and a strong practice focus, *TPM* is the go-to journal for all aspiring, future and practising midwives. Drawing upon our experience in midwifery practice and academia, we are keen to strengthen the educational and practice-focused

content of the journal. Passionate about translating evidence into practice, we will continue to push the boundaries of what *TPM* has to offer – moving the journal beyond the 21st century, with the development of a new-look journal and the creation of a NEW online space.

A SNEAK PREVIEW

As valued members of the *TPM* community, we want to share with you a sneak preview of what is to come. Working with a trusted marketing and web developing company, we are excited to be creating a brand new online platform called *All4Maternity*, where *TPM* subscribers will gain FREE access to materials for your learning, sharing and caring needs.

“ We are delighted to have the opportunity to sustain, curate and nurture such an important midwifery journal. ”

WHAT ALL4MATERNITY WILL OFFER

The new-look TPM

Ready in November, our new-look *TPM* journal will be accessible in print or on all your devices as we utilise cutting-edge interactive page-turning software to improve your online reading experience.

Learning

All4Maternity will use the best of digital technology to provide you with dynamic and engaging, top-of-the-range education resources in our learning zone.

“WE LOVE HELPING OTHERS, ENCOURAGING AND MOTIVATING PEOPLE TO REACH THEIR POTENTIAL”

Sharing

We acknowledge the challenges of remaining up-to-date with the latest evidence and resources. *All4Maternity* will provide repositories of information in our sharing zone. This will include the first B.I.R.T.H information hub.

Caring

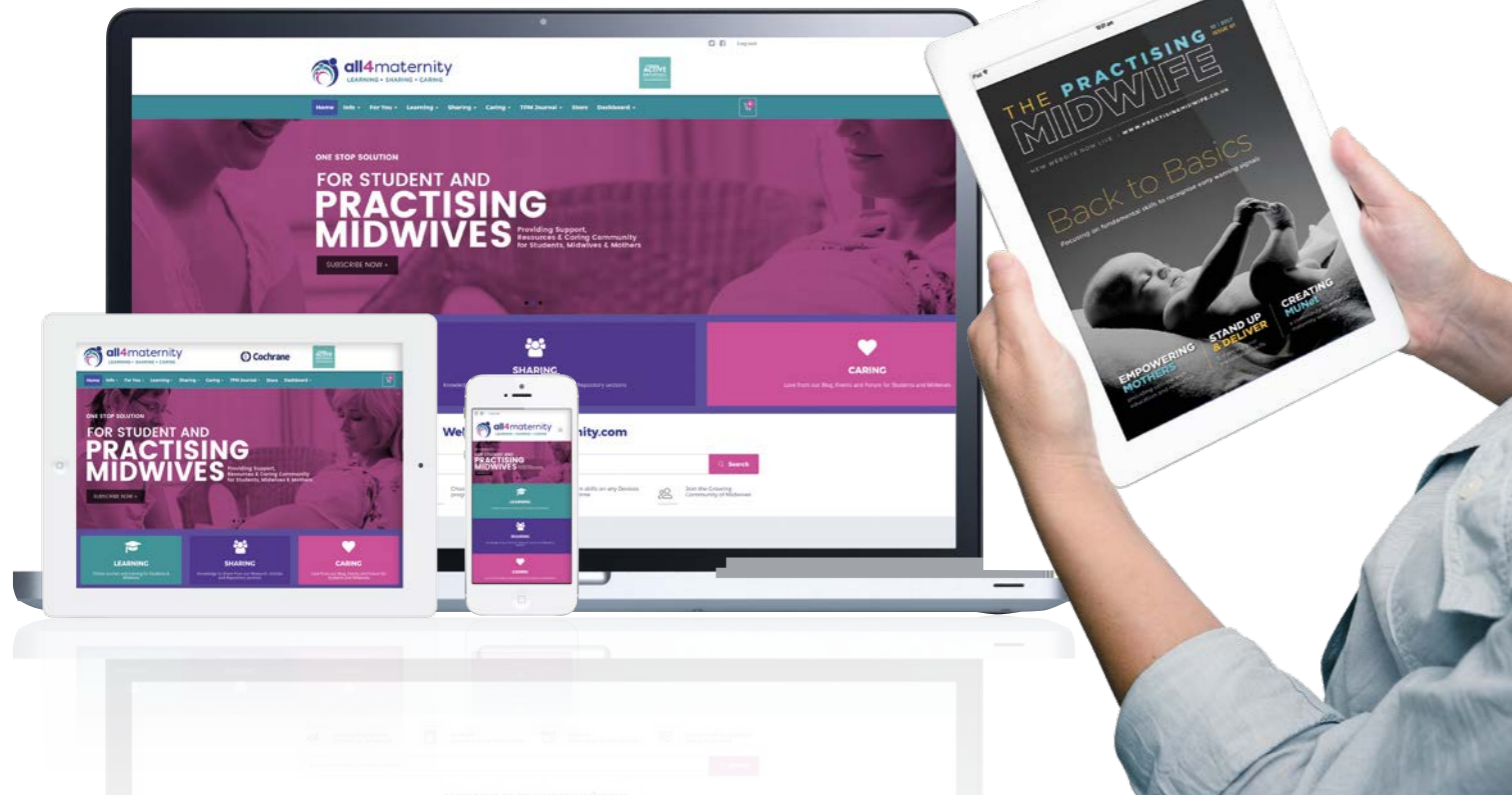
We love helping others, encouraging and motivating people to reach their potential. *All4Maternity* will increase our ability to do this, via our caring zone which will provide blogs, podcasts, forums and peer networking opportunities.

MAKING A DIFFERENCE FOR ALL

Our plan is to offer one4one access to our online platform: for every individual who subscribes in a high-income country, a free subscription will be offered to a maternity worker in a low-income country.

SET TO LAUNCH

We are so excited to launch *All4Maternity*, incorporating our new *The Practising Midwife* journal, at the Royal College of Midwives conference at the end of October this year. If you are attending, make sure you come and say hello; we can't wait to meet you. Please drop us a line, send us an email if you would like to connect.



Twitter - @BirthRepository

LEARNING Providing cutting-edge online learning resources: modules, videos, webinars, CPD activities	SHARING Resources and repositories of information to support your practice
CARING Offering: blogs, podcasts, forums and peer networking opportunities	ONE4ONE For every subscription in a high-income country we will offer one free of charge in a low-income country
PRACTICE-FOCUSED	A HELPING HAND

FOLLOW US ON SOCIAL MEDIA

Facebook The Practising Midwife Journal
Twitter @TPM_Journal
Email info@byromandbyrom.com

IMPORTANT NOTICE TO ALL SUBSCRIBERS

Following the change of ownership of *The Practising Midwife* last month, please note that all direct debits which have hitherto been credited to FastPay Ltd re Medical Education Solutions Ltd will change to FastPay Ltd re All4Holdings Ltd. There is no price change and you do not need to do anything to continue to receive your copy of *The Practising Midwife*.

Any enquiries please contact The Marketing Centre.
Tel: 01752 312140 Email: Karen@marketingcentre.co.uk

