

Delivering Results at Birthwise Midwifery School

Passing Policies & Achieving Awards

A New Accomplishment for Cumberland

Birthwise Midwifery School is the first and only Career & Trade School partnership secured in Cumberland County. Through aligned values and new opportunities, Birthwise will be bringing a lot to show in their upcoming school year.

Benefiting Mothers & Mothers-To-Be

Smoking during pregnancy can increase the risk of pregnancy complications. Tobacco harms babies both before and after they are born. While the students training to be midwives do a host of studying around prenatal and public health issues, and their school already had a tobacco policy, there was still the opportunity to show its staff, students, and visitors their level of commitment by making their campus 100% tobacco-free.



“...as an institution committed to the health and wellbeing of our students, staff, faculty and clients, we’re excited to strengthen our policies.” –Katie Krebs, Executive Director of Birthwise Midwifery School



Silver Success

Working from home may have delayed the timeline, but Birthwise still submitted their GSSE application with time to spare. Unlike a traditional College or University that tends to have larger and established resources, this 60-student school and their local tobacco prevention partner had to get creative with their application and proudly received a Silver-Level award.

Birthwise Midwifery School will also be starting their 2020-2021 school year with a tobacco policy that exceeds model expectations and new signage to post throughout campus.

Engaging a New Type of Higher Education Partner

The new criteria for the 2020 Gold Star Standards of Excellence (GSSE) Award changed who qualified as an Institute of Higher Education – and created a new angle to offer when pitching to this career school.

With free signage, resources, and the hope of a plaque to display the school’s dedication to the health of those on their campus, the Executive Director of Birthwise Midwifery School expressed an eagerness to collaborate and discuss next steps.

As a program dedicated to the health and wellness of women and their children, the values of the Birthwise community already aligned with the goal to foster smoke-free environments. It was these shared values that started the conversation when the Cumberland local tobacco prevention partner initially reached out to their Executive Director, and it was these values that put them on their path to success.

For More Information Contact Us At:

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