

Australian College of Midwives Badges Terms & Conditions

The Australian College of Midwives (ACM) offers a number of 'badges' for use by midwives and organisations to demonstrate an achievement. This document details the terms and conditions for use of ACM badges.

Baby Friendly Health Initiative (BFHI) Badge

The BFHI badge is in recognition of the facility's successful BFHI accreditation. The ACM encourages all successful facilities to use the BFHI badge on all relevant documentation and promotional avenues as a way of promoting their significant achievement and commitment to BFHI standards to the wider health community.



The conditions of use are:

- The BFHI badge can only be used by the facility who the badge pertains to.
- The BFHI badge can be used on the facility's documentation, staff signature blocks, website and social media pages.
- The BFHI badge must not be altered in any way.
- The BFHI badge displays the validation period and must only be used until this date. At such time that the validation period expires the badge must be removed from all areas where it has been displayed.
- Facilities are not permitted to provide the BFHI badge to any third party.
- By using the BFHI badge, the facility is agreeing to these terms and conditions.
- The ACM reserves the right to take action if any of these terms and conditions are breached

Midwifery Practice Review (MPR) Badge

The MPR badge is in recognition of a midwife's successful completion of the MPR program. The ACM encourages all successful midwives to use the MPR Badge on their professional documentation as a way to promote their achievement to the community.



The conditions of use are:

- The MPR badge can only be used by the midwife who the badge pertains to.
- The MPR badge can be used on the midwife's documentation, signature block, website and social media pages.

- The MPR badge must not be altered in any way.
- The MPR badge displays the validation period and must only be used until this date. At such time that the validation period expires the badge must be removed from all areas where it has been displayed.
- Midwives are not permitted to provide the MPR badge to any third party.
- By using the MPR badge, the midwife is agreeing to these terms and conditions.
- The ACM reserves the right to take action if any of these terms and conditions are breached.

Continuing Professional Development (CPD) Recognition Badge

The CPD Recognition badge indicates activities which have been recognised as providing midwifery related CPD by the ACM Professional Development Advisory Committee. The ACM encourages the use of the CPD Recognition Badge on all promotional material and certificates for the event.

The conditions of use are:

- The CPD Recognition badge can only be used for the activity that the badge pertains to.
- The CPD Recognition badge can only be used on certificates and promotional material (i.e. flyers and websites) pertaining to the recognised CPD activity.
- In the instance that an applicant has been issued multiple CPD Recognition badges for an activity, the applicant is responsible for ensuring that the correct badge is utilised at all times (please refer to the applicants CPD approval letter for a breakdown on approved CPD hours).
- The CPD Recognition badge displays the approval period of the recognised CPD activity. Once CPD Recognition expires the applicant must cease use of the CPD Recognition badge.
- If more than 10% of the recognised activity content is altered within the approval period, the applicant must cease usage of the CPD Recognition badge and submit a new CPD application, which will incur the standard CPD Recognition application fee.
- The CPD Recognition badge must not be altered in any way.
- Applicants are not permitted to provide the CPD Recognition badge to any third party, except for the purposes of advertisement or promotion of the recognised activity.
- By using the CPD Recognition badge, the applicant is agreeing to these terms and conditions.
- The ACM reserves the right to take action if any of these terms and conditions are breached.

