



Midwives: The hand that saves



Our mission

Advancing midwifery by promoting independent, skilled midwives, working in a coordinated Healthcare system, as the main caregivers for childbearing women, newborns and children

Who we are

Founded in 1992, the Tanzania Midwives Association (TAMA) is a volunteer-led professional organization with over 4,000 members and 42 branches nationwide. TAMA strengthens maternal and newborn health by equipping midwives with skills, mentorship, and professional development to deliver safe, respectful, and quality care, particularly in underserved communities.

MIDWIVES CONNECT Powering Tanzania's Midwives Through Digital Connection, Visibility, and Leadership

MIDWIVES CONNECT is transforming how midwives connect, lead, and advocate across Tanzania. As part of the 2025 BRIDGE Programme, funded by ICM and the Gates Foundation, this six-month initiative strengthened digital platforms and built essential digital skills, enabling over 4,000 midwives to communicate, learn, and coordinate effectively—regardless of location. Through virtual leadership meetings, national livestreams, and targeted digital training, TAMA has amplified midwives' voices, increased professional visibility, and strengthened maternal health advocacy at scale. This investment demonstrates how affordable digital tools can deliver high-impact results, sustain long-term leadership, and drive system-wide change for midwives nationwide.

Our impact

4,000+

Midwives connected nationwide

1,500+

Stakeholders engaged through digital meetings and livestreams

1,000+

viewers reached through the International Day of the Midwife national livestream

Impact Story

“Digital skills transformed my journey as a Midwife.”

Before this training, I had no idea how to use digital platforms professionally. Today, I connect with midwives across Tanzania, share my experiences, and advocate for maternal health online. These skills are not just tools — they are shaping my future leadership in health.”

Valentina Mapenzi, Midwifery Student, MUHAS



What we do

MIDWIVES CONNECT project is TAMA's flagship digital initiative, empowering midwives across Tanzania to lead, connect, and advocate through modern digital tools. The programme strengthens TAMA's online platforms, builds digital skills among students and emerging leaders, supports national coordination via virtual meetings and livestreams, amplifies midwives' voices through storytelling and advocacy, and ensures uninterrupted digital operations. By transforming midwives into visible leaders and advocates, MIDWIVES CONNECT drives professional growth and improves maternal health outcomes nationwide.

Our Bold Initiative: By embedding digital skills into leadership development, student training, and national coordination, MIDWIVES CONNECT empowers midwives to be visible, connected, and influential across Tanzania. This initiative ensures that midwives can lead, share knowledge, and advocate for maternal health effectively — no matter where they are — strengthening both professional capacity and nationwide impact.

The Ripple Effect- Improved digital capacity has strengthened national coordination, increased professional visibility of midwives, enhanced stakeholder engagement, and positioned TAMA as a credible digital leader in maternal health advocacy.

Stronger digital systems enable stronger midwifery leadership and advocacy

Scaling Our Impact: With an investment of USD 1,000

With an investment of USD 1,000, TAMA will sustain and expand the achievements of MIDWIVES CONNECT

This scale-up will:

- With an investment of USD 1,000, TAMA will sustain and expand the achievements of MIDWIVES CONNECT by:
- Maintaining reliable internet connectivity and digital coordination tools for virtual meetings, livestreams, and branch collaboration
- Expanding digital storytelling and advocacy campaigns to reach more midwives and communities
- Strengthening TAMA's website and social media platforms to ensure midwives remain visible, connected, and influential
- This funding ensures that the momentum is not only maintained but amplified, enabling thousands more midwives to lead, advocate, and improve maternal health outcomes across Tanzania



With investment, we will scale life-changing digital tools that empower midwives, strengthen leadership, and amplify maternal health advocacy across Tanzania.