



Mervi Jokinen, MSc (Distinction), PG Cert, BSc (Hons), RM, SRN is President, European Midwives Association (EMA), Vice Chair European Forum of National Nursing and Midwifery Associations (EFNNMA) and Practice and Standards Professional Advisor, Royal College of Midwives UK. She qualified as a registered nurse and midwife in UK with further studies BSc (Hons) in Professional Practice Midwifery with ENB higher Award; MSc in Social Intervention for Public Health (Distinction) from Imperial College London and receiving 'Adam's Award'. After holding a clinical role in NHS spanning all practice environments and management, she moved into a national role as Practice and Standards Professional Advisor in the Royal College of Midwives. In her current role she acts as a designated RCM representative with several arms length organisations; governmental, professional and other NGOs developing policies and standards, as well as participating in national level audits and research.

In her tributary elected role as President of European Midwives Association (EMA), Mervi has a strategic lead in maximising the representation and influence of EMA in the EU and seizing opportunities to promote women's general and reproductive health. This is underpinned by her belief that disseminating best practice and advancing all aspects of midwifery will impact on quality and safety of women's health care, including lobbying for woman-centred, humanized childbirth. This involves supporting all members of EMA; communicating and co-operating with other organisations representing health care professions and non-professional NGOs in the EU and wider Europe. Furthermore, she is also actively engaged with WHO European Region through her role as Vice Chair of European Forum of National Nursing and Midwifery Associations.

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