

Mervi Jokinen, MSc (Distinction), PG Cert, BSc (Hons), RM, SRN is
Practice and Standards Professional Advisor, Royal College of Midwives UK
President, European Midwives Association (EMA)
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Mervi 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 working 30 years in the NHS, she joined the Royal College of Midwives in 2001, taking a national role as Practice and Standards Professional Advisor. In her current role she acts as a designated RCM representative with several external organisations: governmental, professional and other NGOs developing policies and standards, as well as participating in national level audits and research.

In her past role as President of European Midwives Association (EMA 2009-21), Mervi had 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 was 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. 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.