

Childbirth International

Training that makes a difference

Training Syllabus: Breastfeeding Counselor

*Choose Childbirth International
to become the best that you can
be!*

*Call us today to find out more
about CBI's comprehensive pro-
grams.*



Childbirth International Courses

Breastfeeding Counselor

Many women experience breastfeeding problems in the early days after having a baby. As a Breastfeeding Counselor you can learn how to support them and overcome those difficulties, helping them to enjoy their baby and the special relationship that breastfeeding offers.

PART 1

ABOUT THE COURSE

Breastfeeding Counselors have the opportunity to make a real difference to the families they work with. You will be able to help mothers overcome breastfeeding difficulties, building a close relationship with the women you are working with, and knowing that in your support, you can help a mother and baby to gain the benefits of breastfeeding.

Studying with Childbirth International means you will have the flexibility and convenience of being able to study from the comfort of your own home. You can study a Childbirth International course in any country. Our students are currently found in 59 countries across the world and in every US state!

In addition to learning the skills of a counselor your course will also cover teaching breastfeeding classes.

If you want to help women, believe that breastfeeding provides the best nutrition for babies, and want more than a 2-3 day introduction that a workshop provides, this is the Breastfeeding Counselor training and certification program for you!

CERTIFICATION REQUIREMENTS

Breastfeeding Support: provide 30 hours of support and complete a self evaluation

Reflective Assignment: complete one reflective practice paper & case studies

Book Reviews: read 5 books and complete a book review on each

Breastfeeding Services Survey: submit one survey on the breastfeeding support available in your community

Tests: open book online tests (multiple choice) to cover physiology & anatomy

Fast Facts

How much does it cost? US\$710

How long does it take? Usually takes 10-14 months but you have up to 3 years to complete

Do you have refunds? Yes, a full refund (less \$50 admin fee) is available within 2 days of registering

PART 2

HOW DOES IT WORK?

You might be wondering how you can train as a breastfeeding counselor without attending a workshop? We use our own unique learning system that enables you to learn everything you would at a workshop, plus so much more!

During your training you will work with women in order to gain experience. You will use these experiences to develop and practice hands-on skills that you learn about in your study workbooks. The peer group support that you receive and the strong trainer and mentor support will reinforce your learning.

All your training materials are provided to you both online through our student website, and as paper based student manuals (optional) that become part of your professional library for future reference.

When you register for a training program you will be given immediate access to your course through the student website, enabling you to get started right away. We will then send you the complete set of study workbooks that you will use for your training (study workbooks are posted to students on the installment plan scheme once all installments have been completed. In the meantime, you have access to all course materials through the student website.) Each study workbook contains information on the topic together with activities for you to work through to grasp a better understanding of the topic.

You will be directed to online readings that give you new ideas on ways that you can help women with breastfeeding problems. Your trainer has direct experience of flexible learning as a student herself and has developed many strategies for helping you learn the practical skills you need as a birth professional.

Do not worry about having to have in depth internet knowledge or specialized computer skills in order to complete their course. Provided you are able to send a basic email you will be fine. Our student website is very easy to use and you are guided through the course every step of the way. All of your study materials are posted to you so you do not need to have access to the Internet all the time. The website has the additional materials like online readings and with just a few clicks you can find everything you need.

If you do not have a reliable internet connection you may be worried about whether or not you can complete the course. You will need to have intermittent internet access to look at the suggested readings online, and to submit work. Other than that, you can do everything in the written manuals. Some students use the local library for internet access on an occasional basis whenever they need to submit work. Others go once a week and print off all the online readings for the section they are

“This course provided so much information and a structure that was easy to follow. I really liked that there were many topics - I really enjoyed this program.” - Laura, Delaware

covering that week. Some use a friend's computer.

As soon as you register as a student, we will assign a mentor and trainer to you. She will be a certified and experienced birth professional herself, who can guide you through your training. You receive immediate access to the student website where all the student materials can be found. This means you can be up and running within 5 minutes of signing up as a student.

At the end of your training, on successful completion of all course requirements, you will be a certified and be awarded your certificate. We encourage you to continually learn new skills, develop your own understanding of issues related to pregnancy and birth, and keep up to date with research. You may then choose to take advantage of the ongoing advanced training programs to focus on specific areas.

PART 3

HOW LONG DOES IT TAKE?

Because we understand that you have families, jobs, and other commitments - in short, a busy life - we ensure the course is as flexible as it can possibly be. Study at your own pace. If you need a break, go right ahead. If you want to work more quickly, that's great as well.

The beauty of certifying as a Breastfeeding Counselor with Childbirth International is that you have the flexibility to fit it in with your lifestyle. You can complete the course in as little as 2-3 months, or take as long as 3 years. If your family commitments change, you can take a break from studying for a while. If you have holidays coming up and some extra free time, you can pick up a faster pace.

As an estimate, if you study for 10 hours each week, the course will take you 10-14 months to complete and certify. This would include the time it takes for you to complete

*“My trainers support was excellent. It immediately felt like I was handed over to someone who cared about me as a student, and I could ask her anything and get well thought out answers.”
- Alexandra, Thailand*

HOW DO PROGRAMS COMPARE?

Childbirth International

10-14 months including all learning, finding clients, assignments and observing a course. It is our belief that the skills needed to support breastfeeding women, including counseling skills, a thorough understanding of the physiology of lactation and the ethics related to lactation practice, require a comprehensive amount of learning.

Workshop based programs

On average 4-6 months including: 2-3 day workshop, home study work required (usually some reading, essays and an exam), finding and working with clients, supporting breastfeeding mothers.

Certified Lactation Consultant

On average 2-4 years including: home study learning, extensive breastfeeding support and the final ICBLE exam.

A comparison page of the major training organizations worldwide can be found on the Childbirth International website.

PART 4

HOW MUCH DOES IT COST?

Calculating your training costs is easy. There are no hidden fees, no workshop fees, no examination or certification fees, and no costs for membership or recertification. The cost of shipping will be calculated when you order your course and is dependent on where you live. You can pay by Visa, MasterCard, Visa Delta, Visa Electron, American Express, PayPal, and bank transfer (via PayPal).

The cost of the Breastfeeding Counselor Certification program is US\$710, plus shipping.

You can choose to pay for your course in one easy payment or alternatively pay in three or six installments. You will receive all your student manuals once your final payment has been processed but in the meantime will have access to all course materials online.

You can access all student materials through the student website once you have registered for a course. If, after looking at the materials, you decide that this is not quite what you are looking for, we offer a 2 day money back guarantee. Just contact us within 2 days (48 hours) of registering, and your payment will be refunded less a \$50 admin fee.

Registering for more than one course means significant discounts on your training costs. If you register for one course now, you can always add courses later and receive a student discount.

PART 5

HOW DO I BECOME CERTIFIED?

No other breastfeeding counselor course makes it as easy to complete your certification, while covering the depth of topics you will cover. In addition to the counseling skills required as a Breastfeeding Counselor, we also focus on strengthening your knowledge base of the physiology of lactation, and developing communication skills.

NO PREREQUISITES: Being a birth professional is about using your skills to help parents have the births they desire and communicate effectively with their caregivers.

The skills required to enable you to do this are covered in your training. You do not need to have the background as a nurse or midwife in order to be a great birth professional.

Some students have had children themselves, others have not. There is no prerequisite with the Childbirth International training in regards to your particular experiences. It does not matter how many children you have had (or maybe you have not had any), it does not matter if you have never experienced a vagi-

"I love Childbirth International. This program was easy to use, easy to study and yet the amount that I've learned is so vast."

- Michael, Connecticut

nal birth, or if you have never breastfed.

NO AGE LIMITS: Anybody can study with Childbirth International, whether they are aged 18 or 65 (or older!)

There are no age limits to training as a Birth Doula, Postpartum Doula, Childbirth Educator or Breastfeeding Counselor. For example, in the Birth Doula field, a younger doula you may be the perfect support for young women looking for peer support. As an older doula, you may be the perfect support for someone looking for life experience. Every birth professional has something different to offer.

We are often asked whether the training that you complete will be recognized by hospitals. Birth professionals may have heard from others that they have to be certified by a particular organization in order to be allowed to work in a hospital. If you are self employed, and have been hired directly by parents as an independent practitioner, this does not appear to be a problem. If you come across a hospital who requires a specific training, we can provide you with written details of the training you have undergone with Childbirth International, indicating the depth and quality of training. To date, no Childbirth International student or graduate has been denied the opportunity to work in a hospital because their training did not meet hospital requirements.

Read your student manuals: You will receive a comprehensive set of study guides which build up to form an impressive reference library that you can refer to again and again. Each study guide contains a variety of reading material, learning activities and exercises which you complete in your own time. The course is made up of three modules - Communication Skills, Breastfeeding, and Breastfeeding Counselor Skills. As each module is completed you simply submit an on-line evaluation form.

Support breastfeeding mothers: To gain experience and put some of your new found knowledge into practice, you will support women for a total of thirty hours. After you have completed your support, you will write to your trainer and tell her what you learnt from the experience. This may be the value of some of the skills you used, the experience of working with the family, or simply describing the personal satisfaction of being able to help establish a breastfeeding relationship! These support hours can take place any time after you begin your training. You can use

“It gave me much info about actually starting a business. This course reinforced my belief that this is what I would like to do with my life.”
- Amber, California

WHAT ABOUT RECERTIFICATION?

Childbirth International recognizes your certification for life.

During your training you will have worked hard at developing your skills and increasing your knowledge base through the most comprehensive training available. Your certification recognizes this achievement and does not need to be proven again in future years. We encourage all graduates to carry out continuing education and keep their knowledge and skills up to date.

Membership with Childbirth International is not compulsory. You do not need to maintain membership or pay yearly fees in order to continue your certified status. Involvement with any training organization should be because you believe in the philosophy of that group and choose to support them, not because you are required to in order to maintain your certification.

a combination of different forms of breastfeeding support to count towards your support hours, including face to face support, telephone support, teaching breastfeeding classes and facilitating mother to mother breastfeeding support meetings.

Read five books: To broaden your knowledge and become exposed to different viewpoints, you will read five books that are relevant to doula work. You can choose any three books you like from the extensive reading list. You can view the full book list on the Childbirth International website, or contact us and we can send you a list via email.

Complete a survey: To help you understand the options available for parents in your area, you will complete a short survey on the breastfeeding support services available in your community. This helps you to build up a portfolio of resources for the parents you are working with.

Complete three assignments: During the course of your training you will complete the assignments at your own pace. The first, a communication assignment, is a written account of one of your own experiences of feeding your own baby, or an event in your life that was significant to you if you have never had a baby.

The second assignment is an open book test of multiple choice questions on different aspects of the physiology of lactation. You can use any reference materials, including your student manuals, to research and find the answers to the quiz.

The third assignment is related to providing breastfeeding support. You will be required to answer a number of short answer questions on dealing with common problems you will come across as a Breastfeeding Counselor and how you would handle the problems. This assignment will also ask you to prepare a teaching plan for a 2 hour breastfeeding class. The course materials will assist you in learning how to plan and teach a class. All work that is required for certification is submitted through the student website. It is automatically sent to your trainer who will review it and provide feedback where appropriate.

Once you have completed all the course requirements you can request certification. A certificate will be available for immediate download, and a formal hard copy of your certificate will be posted to you, together with an ID card (where requested).

PART 6

WHO IS MY TRAINER?

All Childbirth International students receive mentoring from certified trainers who are there to guide you through your training every step of the way. Your trainer understands the challenges in training to become a birth professional and is there to guide you and assist you wherever possible. Like you, she is juggling many different roles and can help with tips on how to balance these while also building your career.

Your trainer supports you for as long as it takes you to complete your training. She will contact you at the very beginning so you can start getting to know each other. If you have any problems or questions, she is there to help. Trainers attend regular chat sessions so you can ask them questions or explore any problems you are having.

Your trainer will review all the work you submit and provide plenty of valuable feedback

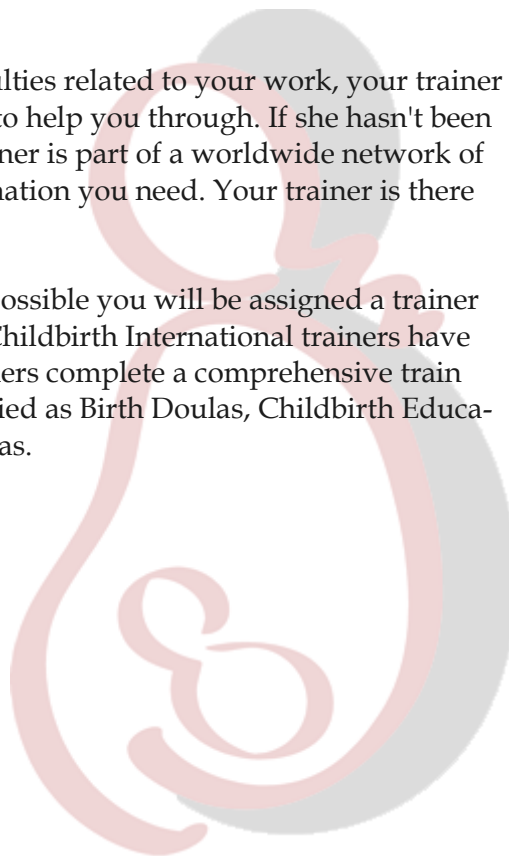
to help guide you. If you are experiencing any difficulties related to your work, your trainer can be a mentor, offering you suggestions and ideas to help you through. If she hasn't been there herself, she knows someone who has! Your trainer is part of a worldwide network of nearly 2,000 doulas so she can always find the information you need. Your trainer is there to help - she is always just a click away!

We have trainers on three continents and wherever possible you will be assigned a trainer who is in the same or similar time zone to yourself. Childbirth International trainers have all completed the CBI training programs and all trainers complete a comprehensive train the trainer program. We have trainers who are certified as Birth Doulas, Childbirth Educators, Breastfeeding Counselors and Postpartum Doulas.

ABOUT CBI TRAINERS

Childbirth International trainers have all completed the requirements for certification with Childbirth International so thoroughly understand the training program. All Childbirth International trainers have been personally invited to become trainers. They have received specialist training in learning at a distance and learnt adult training techniques.

All Childbirth International trainers have completed a comprehensive training program, and are active Doulas, Childbirth Educators and Counselors themselves.



PART 7

WHAT POLICIES DO YOU HAVE?

Childbirth International does NOT require you to agree to any policies or code of conduct. As a self-employed individual, it will be up to you to decide which births you attend, how much you charge, and what services you offer.

Working as a birth professional incurs costs - the cost of promoting and advertising yourself, childcare, the cost of equipment. Many students wonder whether it is appropriate to charge while completing training. This is an individual choice. We encourage you to look at your costs and whether or not charging is something you feel is appropriate. Remember you can explore alternative options such as barter, sliding scales and installments.

We will not restrict the types of births you can be present at—you choose whether you attend hospital births, birthing centers, homebirths or unassisted births. It is your responsibility to communicate your role with your clients and ensure they understand that you are not a medical caregiver and therefore are not qualified or certified to provide any form of medical care or medical diagnosis. Ultimately, as a self-employed professional, you will decide how you run your business!

“I really liked that it was self-paced because, with young children, it was nice to be able to work in spurts when life allowed.”
- Katie, Oregon

PART 8

REGISTERING FOR TRAINING

Registering for a Childbirth International course is done online and takes just a few minutes. Go to the Childbirth International website at www.childbirthinternational.com. Click on Register Now (the green arrow on every page of the website) or the "Registration" link in the menu across the top of the page. You will be taken to the shopping cart pages. Simply choose the course you want and complete your contact details. You will then go to the secure pages to pay for your training.

Once your payment has been processed, you will be sent an email confirming your registration together with a link for the student website. You can log in to the student website and get started on your training straight away.

Childbirth International uses WorldPay and PayPal to process all payments. WorldPay is a subsidiary of the Royal Bank of Scotland and is a leader in online transaction processing. PayPal is recognized as a safe, secure method of processing online transactions.

Your credit card and personal details are not sent to anyone, and all transactions are encrypted for your protection. If you are worried about using the Internet for making payment, you can always request us to call you and we can take your order over the telephone. If you have any questions, or would like us to call, either call us or click on contact us to send us an email.

If you do not have a credit card you can still register for Childbirth International training. Using PayPal you can choose to pay for your training with either your PayPal balance, or a bank transfer. PayPal is available in many countries and provides a safe way to transfer money from your bank account to Childbirth International.

We do not accept personal checks, bank drafts or telegraphic transfers. If you have received a grant or have a company paying for your training, please contact us to discuss payment options. If you are purchasing training for three or more people we have further payment options and discounts available - please contact us for more information.

To help students who are experiencing financial difficulties, we offer two payment plan options. This enables you to pay for your training over a period of three or six months. When you first register as a student, you choose to pay for your course either over 3 months or 6 months. The first installment is deducted on the day you register. Subsequent installments will be charged once a month after that, until the course payments have been completed. Installments are automatically deducted each month through a secure server. You will receive an email confirmation each time an installment is made. Please note, failure to make installments will result in access to the student website being withdrawn until the payments are brought up to date and an administration fee is paid.

CONTACTING US

Website

www.childbirthinternational.com

Telephone

USA: (415) 691-6162

UK: (020) 8144-4002

Australia (02) 8011-4177

SYLLABUS

COMMUNICATION SKILLS

Enhance your communication skills, enabling you to build strong relationships with clients and caregivers alike. Many of you will work as doulas in challenging environments. Perhaps the amount of medical intervention you see will lead you to feel uncomfortable, or those you are working with do not understand a doula's role. During the course you will explore these challenges and develop skills in building relationships with caregivers without compromising your professionalism or client's wishes.

One of the unique strengths of the Childbirth International training programs is the focus on reflective practice. In the context of your doula training, reflection means looking at choices you have made in the past and what you have learnt from those, how they apply to your work as a doula. The student manuals walk you through reflective practice and you will learn how to apply the Childbirth International model of reflective practice. Your trainer will provide you with feedback and support on improving these reflective skills.

Effective Communication

Communication is the transfer of ideas. Communication is essential to building social relationships, and to learning and growing. The ability to communicate effectively is paramount to our ability as doulas and childbirth educators to educate our clients and support them through the perinatal period.

Communication has two parts: a message is *sent*, and is then *received* and interpreted or understood. Communication is a skill developed from the moment of birth. Newborn babies are able to communicate their needs to their parents and caregivers, and as parents get to know their baby better, they become more effective in interpreting the baby's messages. These skills develop throughout our lifetime.

Beyond the simple act of making a statement, there are a host of more subtle and sophisticated communication skills we develop as we mature. In this unit, we'll look at a range of aspects of effective communication, both in the sending and receiving of messages. You'll start off by taking a quick inventory of how you perceive your communication abilities at the moment.

We'll then start from the beginning, looking at the basic components of communication, and the things that need to be in place to foster good communication: the crucial concepts of "owning our feelings" and "walking our talk." We'll look at the value of striving for open and honest communication, both to be more effective and to foster trust and commitment in our personal and professional relationships. We'll then move on to examine communication without words -- *non-verbal* communication, and the power it holds even when we're not aware of it. We'll look at major barriers to good communication -- the things that trip us up and get our wires crossed.

Finally, we'll start to explore strategies for effective communication, including responding with empathy instead of sympathy, and asking open questions. In later units, we'll look at other communication skills to build on this introduction.

Learning Outcomes

At the end of this unit you will be able to:

- List strengths and weaknesses of your own communication skills.
- Describe components of effective communication.
- Describe 3 pre-requisites to effective communication.
- Give 10 examples of non-verbal communication.
- Identify 3 factors that inhibit communication.
- Discuss differences between empathy and sympathy and identify the advantage of using empathy instead of sympathy in client relationships.

- Explain the difference between an open and a closed question, and give examples of each.

Topics covered will include:

- Identifying your communication skills
- Pre-requisites to effective communication
- Open and honest communication
- Non-verbal communication
- Barriers to communication
- Empathy and sympathy
- Open and closed questions

Language and Communication

In this unit we will consider the effect of language on the perception and understanding of birth and the postpartum experience. The way people perceive language affects how they understand concepts, whether they are the speaker/writer or the hearer/reader. As doula and childbirth educators, our confidence in using explicit language, our body language, and our understanding of the cultural context of language all affect the messages we send, and can also affect the way we present "reality" to our clients.

We'll discuss all these influences, and look at how we as professionals can choose appropriate language to create the perceptions we want to convey. Through our use of language, we can present birth as either a scary, overwhelming thing, or something that women have control over and an inherent ability to do with power and dignity. Altering our language can have a significant impact on how effectively we communicate.

One important aspect of the use of language is in the distinction between providing information and support on the one hand, and offering advice or recommendations on the other. This is a crucial distinction to make, and we'll look at why it is important, and how doula and childbirth educators can alter their communication strategies to assist women in claiming their own power and responsibility – one of the most important goals in this work.

Learning Outcomes

At the end of this unit you will be able to:

- Describe the effect language can have on caregivers, supporters, and parents.
- Explain the importance of being comfortable using explicit language in your work
- Demonstrate 3 expressions of body language that could influence communication.
- List 5 ways cultural background can influence the effectiveness of communication.
- Give 3 examples each of appropriate language for minimizing gender bias, avoiding euphemisms, appropriate use of technical language,

- and employing sensitive language.
- Explain the difference between offering information and giving advice or recommendations, and describe the impact giving advice can have on the effectiveness of support and on client empowerment.

Topics covered will include:

- The power of language
- Explicit language
- Body language
- Language and culture
- Appropriate language
- Advice, recommendations, and support

Active Listening Skills

Listening effectively enables us to understand the thoughts, feelings, and perspectives of our clients and recognize their current level of understanding. This can help us know what information or support they need, or what skills they might like to develop.

Sometimes our clients don't want information or input – they may just need a listening ear. When we allow others the space to speak freely, they may identify their own misconceptions, fears, or the steps they need to take.

Effective listening is not a passive state. It is not just the absence of speaking. Listening is not "letting others speak." Listening effectively is an *active* skill, and it takes practice and work to develop and maintain this skill!

In this unit we will look at the barriers to effective listening, including lack of awareness of listening skills, assumptions and judgment, personal baggage, filling space, misinterpreting communication, distraction, and noise. We'll explore techniques for active listening that you can use with clients and with anyone and everyone else in your life, including reflective listening, paraphrasing, using silence, and prompts. We'll also look at the four steps to developing these active listening skills.

Learning Outcomes

At the end of this unit you will be able to:

- Identify 4 indicators of effective listening.
- List 5 potential negative consequences of failing to listen effectively.
- Describe 7 common barriers to effective listening.

- Describe and demonstrate 4 active listening skills.

Topics covered will include:

- The power of language
- Why listen?
- Barriers to effective listening
- Active listening skills

Reflective Practice

Reflection is a process through which we look not only at *what* happened in a situation, but *why*. Reflection enables us to go beyond the surface of our experiences and to explore the reasons why we and others acted in certain ways, what influenced us, what choices we made, and whether those choices supported our goals. With reflection, we are able to see a whole range of alternatives we may not have identified at the time of the event in question, and can examine why we did not identify and/or choose any of those alternatives. Reflection helps us to be aware of our own power, even if at times we realize that we didn't use our power.

Reflection benefits us not only in our own personal and professional lives, but also leads us to begin asking different, more effective, questions of our clients, providing them with a vision of a more empowered way of acting. Many clients may never have considered this approach before. If we "walk our talk" by being willing to question our own assumptions and actions, we encourage others to do so as well, and this is a crucial step in making a difference in the world of maternity care.

As we all know, maternity care is filled with practices that are done "just because" or "because it's always been done that way." Healthcare professionals are more likely to change their own approach to care if consumers – in this case, pregnant women – are asking

good questions and refusing to do things "just because." As doulas and childbirth educators, we can be part of the movement to use those skills to make a difference.

In this unit we will look closely at what reflective practice is all about, what the benefits are of using it, and we'll explore several different methods of using reflection. The first step in making a difference in our clients' experiences, and in the world of birth and parenting, is to start within, with our own ability to reflect. The skills you will learn in this unit will also be used to complete the main assignment for the communications unit, your reflective practice essay.

Learning Outcomes

At the end of this unit you will be able to:

- Describe the processes of recount and reflection and the differences between them.
- Explain 5 benefits of reflective practice as a professional skill for doulas and childbirth educators.
- Describe 3 frameworks that can be used for reflection.

- Write a reflective account of your own choices and decisions.

Topics covered will include:

- What is reflective practice?
- Why reflect?
- Recount vs. reflection
- Using a reflective practice framework
- Writing a reflective journal

Values and Diversity

As doulas and childbirth educators, we are likely to often find ourselves working with clients and colleagues who have completely different belief systems and lifestyles from us. Depending on the family and culture a person was raised in, he or she may have very different ideas of what is "right or wrong" and "good or bad." In order to work effectively with people who are different from us, it is helpful first to have a clear sense of our own values and biases, and then to understand how we can respect the beliefs of others, even if we don't always agree with them. It is also helpful to know what our boundaries are, whether there are situations we feel we cannot support, and how we will communicate these limits to clients. We may find that in examining our own values closely, as well as considering the multicultural world we live in, we are able to be more comfortable with diversity and see it as a strength rather than a threat.

Learning Outcomes

At the end of this unit you will be able to:

- Explain the difference between ethics and morals and discuss how they affect working relationships with clients and caregivers.
- Identify your core personal values and your biases.
- Describe the value of respecting other belief systems.

Topics covered will include:

- Ethics and morals
- Evaluating our values and biases
- Ethics and our culture
- Respecting other belief systems
- Gender roles in different cultures
- Embracing difference

Grief and Loss

Supporting families through loss and grief is one of the most challenging areas of both childbirth education and doula support. This is one area that students and experienced practitioners alike often dread. In this unit we'll explore theories of grief to give you an

overview of the ways the grief process can be understood, and we'll look in some detail at individual forms of loss, such as miscarriage, stillbirth, illness, or infertility. We'll examine how families experience such losses, and the issues they may face in the aftermath. We'll also look at how you can support clients in maintaining control over their decisions and making their experience a positive and empowering one, before, during, and after a loss, even if their experience is one they would never have chosen. And finally we'll talk about the importance of looking after ourselves during such a time.

Learning Outcomes

At the end of this unit you will be able to:

- Explain 3 theories of the processes of grief.
- Identify relevant issues for parents facing major forms of loss such as miscarriage, stillbirth, or subfertility.
- List things a doula or childbirth educator can do to help grieving parents before, during, or after the loss.
- Describe ways that men and women differ in their expression of grief.
- Identify sources of community and other support available for clients.

Topics covered will include:

- Theories of grief
- Miscarriage
- Stillbirth and neonatal death
- Disability or illness in a child
- Infertility and subfertility
- Termination of pregnancy
- Other forms of grief and loss
- Men and grief
- Providing support for grieving families
- Caring for yourself following grief

Communication Assignment

Once you have completed the communication module you can write and submit your communication assignment. This assignment is common to all Childbirth International training programs so if you are doing more than one course you will only need to submit it once.

You are required to write a reflective account of a challenging experience.

If you have given birth: you are required to write a reflective account of the birth of one of your own children, or of a postpartum experience. Some students feel that a postpartum experience is more relevant to them - for example, if your baby spent time in special care, breastfeeding was particularly challenging, or you struggled with postpartum depression. You may choose either a birth reflection or a postpartum one, whichever you feel is more appropriate.

If you have adopted a baby: if you have not given birth but adopted a child, you can choose to write about the experience of adopting or of any parenting experiences that were particularly challenging.

If you have never given birth: You are required to write a reflective account of an event in your life that was particularly challenging for you: for example, a career change, whether or not to stay in a relationship, a decision that went against the status quo or issues with relatives, friends or business partners. Students who have not had children often find it more difficult to come up with an appropriate topic. The following list may provide you with some ideas.

- The death or illness of a loved one

- Miscarriage, termination or infertility
- Deciding whether or not to stay in a relationship
- Major career change
- Abusive relationship
- Decision whether or not to end a business partnership
- Significant difference of opinion with a close friend
- Decision to move to a new area or country
- Crime committed against you
- Strained relationship with a parent or a sibling
- Discovering something in your family that shocked you (e.g. that a parent had previously had an affair, or a sibling was adopted)
- Difficulty in coming to terms with your own, or a close friend/family members sexuality
- Something that happened that caused you to question your faith

You **MUST** use the Childbirth International reflective practice framework or model to write your paper. Using a model is absolutely key to this assignment. Following the model when you are writing your paper will help to ensure you cover each area required for reflection. It is helpful to lay the assignment out so the stages or steps of the model you choose become subheadings - this way you cover all the steps in a logical sequence and it is easier to focus on each step.

Step 1 : Description

The beginning of the paper should include a description of the event you are writing about. Do not talk about how you felt or other choices you could have made at this stage. Simply describe what happened.

Explain what your goals or expectations were at the time. What did you hope would happen? Did you expect everything to go smoothly? Was your only goal to avoid a cesarean or to breastfeed your baby? Were you hoping to have a home birth, or expecting to parenting a straightforward process?

Step 2: Feelings

At the time, what were you feeling? What about others? Your family, partner, caregivers? Immediately after the event, what were you feeling? What do you think caused these feelings? Think about the events or people that led you to feel the way you did. For example, perhaps you were feeling angry. Who were you angry at and why were you angry at them? What had they done or said that led you to feel angry?

Step 3: Actions

Your actions are the things that you did, or the choices you made. In what way did they meet your goals? Look back at the goals and expectations that you listed in step 1. Then think about the things you did. Do you think the choices you made were aligned with your

goals or were they different? What reasons were there for the differences? What other choices were available to you and why do you think you did not choose them? There are almost always other choices available to us. They may not be acceptable at the time but it is important to recognize that they were there. For example, you may have chosen a caregiver who had an active management approach and a high rate of interventions. At the time, you could have explored an alternative caregiver. This may not have been an attractive option if your insurance only covered one caregiver and you did not have the finances to choose another, but it was still an option.

Step 4: Learning

What do you feel now, looking back on the event? If your feelings have changed, how have they changed and why do you think that is? What have you learnt about yourself and others as a result of this experience and the way you have chosen to feel about it?

Step 5: Application

How has the process of reflection helped you? In what way will the event and your subsequent reflection of it change the way you work as a doula or childbirth educator?



SYLLABUS

BREASTFEEDING PHYSIOLOGY

Gain a thorough understanding of the anatomy and physiology of pregnancy, birth and the early postpartum period.

All student materials are focused on evidence-based care. Evidence-based means medical practice that is based on research. The opinions and thoughts of experts on pregnancy and birth are referred to throughout your student manuals - it is important to hear the views of others in the field to build your own knowledge base.

Physiology of Lactation

Understanding the normal process of lactation is a fundamental requirement for a breastfeeding counselor. A solid grounding in what is "normal" and how lactation works at a detailed level enables the counselor to recognize when things are not going right, and, more importantly, *why*. In this unit we gain a deeper understanding of how the human body makes milk to provide nutrition for infants.

Learning Outcomes

At the end of this unit you will be able to:

- Define the four stages of lactation.
- Name the different parts of the breast and describe the process of breast development from the embryo stage through pregnancy in adulthood.
- Describe the parts of the baby's mouth, throat, and stomach that are relevant to the process of breastfeeding, and describe the motions of the suck cycle.
- Explain the process by which the breast makes milk.
- List the hormones needed for breast development and milk production and explain their role.
- List the components of breastmilk and explain their role.
- Describe the function of breastmilk as part of the

immune system.

- Describe the potential effect of various birth and postpartum interventions on breastfeeding.

Topics covered will include:

- Stages of lactation
- Breast development
- Breast anatomy
- Variations in breast appearance
- Infant anatomy and reflexes
- The suck cycle
- Lactogenesis ("creating milk")
- Hormones and lactation
- Milk composition
- Immunology and lactation
- Birth interventions and lactation

Positioning and Latch

Positioning and latch are the fundamental physical skills in breastfeeding. Mastering these skills helps ensure the baby is getting enough milk, and avoids the most common causes of pain in the nipple and breast.

Learning Outcomes

At the end of this unit you will be able to:

- Demonstrate common and less-common breastfeeding positions.
- Describe the situations in which each position might be especially useful, as well as the potential disadvantages of each.
- Demonstrate techniques for holding and supporting the breast.
- Describe the situations in which each method of holding the breast might be especially useful, as well as the potential disadvantages of each.

- Describe the steps for preparing to latch and for bringing the baby to the breast to latch.
- List signs of a good latch.
- List ways to gently detach a baby from the breast

Topics covered will include:

- Common and less-common breastfeeding positions
- Holding and supporting the breast
- Latching on and releasing the breast

Establishing Breastfeeding

Even parents who have taken good-quality childbirth classes are often surprised at or concerned about their baby's habits in the early weeks after birth. Sleeping, feeding, and elimination habits are so different from adult patterns, and may be very different from the media images and impressions parents have of what is "normal," that often they worry their baby has a problem when in fact he is following typical newborn patterns. Because these patterns often reflect how well a baby is feeding, as a breastfeeding counselor it is helpful for you to have a thorough understanding of the range of normal, emphasizing that the range of normal may be very wide indeed.

Learning Outcomes

At the end of this unit you will be able to:

- Describe the range of normal feeding patterns in newborn babies, including how often and how long they feed, and sucking patterns.
- Discuss the ranges of infant weight loss after birth, and patterns of weight gain, differentiating between breastfed and formula-fed babies.
- Describe the expected patterns of passing urine and bowel movements after birth, including frequency, color, and texture.
- List the risks to supplementing the breastfed baby with water or formula, as well as the medical indications for supplementing.

- Describe typical sleep patterns of breastfed babies compared to formula-fed babies.
- List ways in which maternal diet does and does not influence the composition or quality of breastmilk

Topics covered will include:

- Feeding patterns in newborns
- Infant weight loss and weight gain
- Urination and bowel movements
- Supplementing with water or formula
- Sleep patterns of newborns
- Maternal diet during lactation

Breastfeeding Problems

Although with basic education and support most women can breastfeed without major difficulties, there are a number of common problems that can crop up in the course of breastfeeding. Being able to identify these problems and guide the mother to finding appropriate solutions are some of the most important skills of a breastfeeding counselor, and these tasks may make up a good part of your working hours.

Learning Outcomes

At the end of this unit you will be able to:

- Explain the causes and physiology of a wide range of common breastfeeding problems.
- Identify signs and symptoms of these problems.
- Identify possible solutions for these problems.
- List strategies for preventing these problems

Topics covered will include:

- Sore or cracked nipples
- Engorgement
- Breast lumps
- Mastitis
- Breast abscess

- Thrush
- Low intake
- Colic
- Blood in the milk
- Latching problems
- Tongue problems
- Sucking problems
- Sleepy baby
- Oversupply and foremilk imbalance
- Fussing at the breast
- Breast refusal
- Nipple irregularities
- Biting and teething

Health Problems in the Baby

In this unit, we'll look at a number of types of conditions that could present challenges for breastfeeding:

- Conditions that may be common in the first hours and days after birth, and may be either normal physiological adaptations or pathological conditions, including jaundice, breast-milk jaundice, and hypoglycemia.
- Common illnesses of infancy and childhood, including diarrhea, vomiting, chicken pox, colds, and flu.
- Anatomical conditions that may not pose direct health threats, but can interfere with breastfeeding, such as cleft lip and palate, tongue-tie, and high-arched palate.
- Conditions that may present more significant threats to health, including galactosemia, cystic fibrosis, Down syndrome, neurological problems, and heart problems.

As a breastfeeding counselor, you are not able to diagnose illnesses, but in conjunction with diagnosis and possible treatment recommended by the family's health care providers, you can assist the family in identifying strategies for initiating and maintaining lactation when a baby is affected by these conditions.

Learning Outcomes

At the end of this unit you will be able to:

- Identify breastmilk's specific benefits for ill babies.
- Identify the challenges that various illnesses in the baby can present to breastfeeding.
- Identify strategies for promoting and maintaining breastfeeding while a child is ill.
- Identify medical problems incompatible with breastfeeding.

Topics covered will include:

- Jaundice
- Breastmilk jaundice
- Hypoglycemia
- Vomiting and diarrhea

- Dehydration
- Common childhood illnesses such as colds, flu, chicken pox, measles, etc.
- Cleft lip and palate
- Tongue-tie
- High-arched palate
- Galactosemia
- Phenylketonuria (PKU)
- Cystic fibrosis
- Down's syndrome
- Sensory integration problems
- Neurological impairment
- Heart problems
- Hospitalization of the ill baby

Illness in the Mother

When a breastfeeding mother is ill, she, and others around her, including family and caregivers, may be concerned about the risk of transmitting her illness to the baby, either through contact, or through the breastmilk itself. If her illness is not infectious, there may be concern about damaging her health by breastfeeding, by not producing milk that is "good enough" for her baby, or by exposing the baby to medications that may transfer into the milk.

It is important to realize that in most cases when the mother has an infectious disease, the baby has already been exposed to the illness by the time the mother's condition is diagnosed, and has begun to receive protective antibodies from the mother. In only a few cases is breastfeeding contraindicated when the mother is sick. Most of the time, in fact, continued breastfeeding protects the baby against the disease in question, as well as many other illnesses.

If the mother's disease is not infectious and she is reasonably well herself, there is rarely a reason not to breastfeed. In fact, in some cases, breastfeeding can provide important added protections to the mother with a chronic illness, or to her baby.

Because of the fear mothers may have, and because some caregivers are not experts in the transmission of disease from mother to child while breastfeeding, or in the management of illness in breastfeeding mothers, as a breastfeeding counselor you can provide important evidence and reassurance to mothers and assist them as they make an informed choice about continuing to breastfeed their baby when they are ill.

Learning Outcomes

At the end of this unit you will be able to:

- Explain the difference between an infectious and non-infectious disease.
- List the key issues in determining the risk to the baby when the mother has an infectious disease.
- Describe the general recommendations for breastfeeding and/or contact when the mother has an infectious disease.
- Describe the general recommendations and considerations for breastfeeding when the mother has a non-infectious disease (endocrine or metabolic disorder, autoimmune disease, epilepsy, or postpartum depression).
- List strategies for protecting and promoting

breastfeeding when the mother must be hospitalized.

Topics covered will include:

- Infectious disease
- Human Immunodeficiency Virus (HIV)
- Human T-Cell Lymphotropic Virus (HTLV)
- Endocrine and metabolic diseases (diabetes, polycystic ovary syndrome, thyroid problems, cystic fibrosis, PKU, and galactosemia)
- Autoimmune disorders (multiple sclerosis, lupus, rheumatoid arthritis)
- Epilepsy
- Postpartum depression
- Hospitalization of the mother

Breastfeeding a Preterm Baby

Breastfeeding holds special advantages for preterm babies, above and beyond even the spectacular benefits it provides to healthy, full-term infants. When a baby is ill and possibly in intensive care, however, he may not be able to feed at the breast, or may need special assistance in feeding. Policies in intensive care units are changing to reflect the latest evidence, but some still follow outdated notions such as the idea that bottlefeeding is easier than breastfeeding and therefore a preterm baby must be able to bottlefeed before he can breastfeed. As a breastfeeding counselor, you can help your clients work with their care providers and a specialized lactation consultant to determine the most appropriate feeding method for an individual baby, with a knowledge of the evidence. You can also help with techniques to facilitate breastfeeding preterm babies.

Learning Outcomes

At the end of this unit you will be able to:

- List the advantages for a preterm baby of being fed human milk, and of breastfeeding over bottlefeeding when oral feeding is possible.
- Describe the various feeding methods available for preterm babies, including oral and non-oral methods, and the advantages of each.
- Discuss the factors that indicate when a baby is ready to breastfeed.
- List possible strategies for making the transition from tube-feeding or other feeding methods to breastfeeding.
- Describe emotional challenges parents may face and list ways to support them.
- Explain concept and practice of kangaroo care.
- List special considerations involved in expressing and storing breastmilk for preterm babies.
- Explain the special considerations that may be

involved when the breastfeeding mother of a preterm baby must take medication.

- Explain the challenges the family faces when leaving the hospital and settling into life at home, and list strategies for overcoming those challenges and maintaining breastfeeding

Topics covered will include:

- Advantages of breastfeeding for preterm babies
- Feeding methods
- Readiness to breastfeed
- Transition to feeding at the breast
- Positioning and latch for preterm babies
- Parenting a preterm baby
- Kangaroo care
- Expressing milk for preterm babies
- Maternal medication and breastfeeding preterm babies
- Going home from the hospital

Breastfeeding in Special Circumstances

Some of the women you work with might choose to breastfeed in some less-than-usual circumstances, and may look to you for specialized support and information. Women can breastfeed in an amazing range of circumstances, showing how breastfeeding is possible and often healthy in situations we might at first be surprised to consider.

Learning Outcomes

At the end of this unit you will be able to:

- Describe various special circumstances in which women may choose to breastfeed.
- Identify the key physical, emotional, and social issues that may affect the breastfeeding experience in these special circumstance
- List techniques for maximizing the success of breastfeeding in these special circumstances.
- List techniques for suppressing lactation after a stillbirth.
- List techniques for maximizing success of expressing milk, and handling expressed milk safely

Topics covered will include:

- Breastfeeding after breast surgery
- Breastfeeding multiples (twins, triplets, etc.)
- Breastfeeding after having been sexually abused
- Breastfeeding while trying to conceive
- Breastfeeding during pregnancy
- Tandem feeding a baby and an older sibling
- Induced lactation and relactation
- Pumping milk or suppressing lactation after a stillbirth
- Expressing milk in a range of circumstances

Drugs and Toxins

Aside from the practicalities of learning good positioning and latch, one of the most vexing concerns for many breastfeeding mothers is the possibility of drugs or other potentially harmful substances passing into the breastmilk. Although some caution is warranted, it turns out that there are very few drugs that a mother might take that pose serious risks to her breastfeeding baby; in most cases, continuing to breastfeed while taking medications is far more advantageous than weaning.

As a breastfeeding counselor, however, it helps to have a detailed understanding of the way drugs interact with lactation so that you can help women to evaluate the pros and cons of taking a particular drug, and help them communicate with their medical caregivers about their options.

Learning Outcomes

At the end of this unit you will be able to:

- Describe factors that affect women's perceptions of use of drugs and medications while breastfeeding, and their decision to breastfeed.
- List 6 key factors that dictate how a drug may or may not pass into breastmilk, and may or may not affect the breastfeeding baby.
- Describe 3 systems used to categorize lactation risk, including Dr. Tom Hale's .
- List strategies for minimizing risks to the baby when taking drugs while lactating.
- Demonstrate the use of 4-6 reliable sources of information on drugs in lactation.
- Identify the lactation risk category and relevant

features of a wide range of drugs.

- Discuss the pros and cons of breastfeeding in the face of evidence that environmental toxins have been isolated in breastmilk.
- List common lactation suppressants and galactogogues.

Topics covered will include:

- Drug entry into breastmilk
- Effect of drugs on milk supply
- Evaluating and minimizing drug risks
- Actions of specific drugs, including labor medications, prescription drugs, over-the-counter medications, contraceptives, fertility drugs, complementary therapies, vaccines, recreational drugs and drugs of abuse, environmental toxins, galactogogues, and suppressants

Beyond Breastfeeding

At some point, every baby will begin to take liquids, foods, and possibly nutrient supplements in addition to breastmilk, and will eventually wean from breastfeeding. This is all part of the process of breastfeeding.

Learning Outcomes

At the end of this unit you will be able to:

- Describe the function of vitamin and mineral supplements for infants and discuss why these are often recommended by many caregivers.
- List the pros and cons of vitamin and mineral supplements for infants.
- List the myths and realities of when it is appropriate to start solid foods.
- Discuss the physiological and behavioral signs that a baby is ready to begin solid foods.

- List the risks of starting solid foods too early.
- List strategies for introducing solid foods.
- Describe the 4 types of weaning and list pros and cons of each.

Topics covered will include:

- Nutrient supplements sometimes routinely recommended for infants (vitamin D, iron, and vitamin K)
- Introducing solid foods
- Weaning

Equipment and Supplies

Although there is no equipment that is "necessary" for most breastfeeding women to have, various types of equipment and supplies can help to solve particular breastfeeding problems, when properly diagnosed and when other more basic approaches have been tried (such as attention to good positioning and latch). Other equipment is just "nice to have" sometimes, although different women will have very different opinions on what is "nice to have"! What one woman finds a lifesaver another will find useless, and vice versa. We'll look at the function and operation of each of these types of equipment.

Some breastfeeding counselors supplement their services (and income) by selling or renting breastfeeding equipment. We'll also look in this unit at the practicalities of this aspect of a business.

Learning Outcomes

At the end of this unit you will be able to:

- Describe the function and proper operation or use of a variety of breastfeeding equipment and supplies
- List any potential disadvantages of using breastfeeding equipment and supplies, and ways to minimize risks
- List key considerations in offering sales or rental of breastfeeding equipment as part of your business

Topics covered will include:

- Breast pumps
- Milk bags

- Bottles
- Nursing supplementers
- Cups
- Syringes
- Spoons
- Nipple shields
- Breast shells
- Nursing bras
- Nursing pads
- Nursing pillows
- Creams and ointments
- Pacifiers
- Selling or renting equipment

SYLLABUS

BREASTFEEDING COUNSELOR SKILLS

Develop your hands-on skills as a Breastfeeding Counselor, enabling you to provide the best care possible, and identify strategies for establishing and developing your business.

Childbirth International is the only training organization to have developed models and tools that can be used in your work as a breastfeeding counselor. Many doulas become frustrated when clients make choices that are inconsistent with what they have said they would like for their births. The strong focus on understanding perspective is a core component of the Childbirth International doula training program. You will learn how to use these models and tools to enhance your relationships with clients and increase your enjoyment in your work.

Becoming a Birth Professional

This unit on becoming a birth professional is included in all CBI courses. Whether you are studying to be a birth doula, childbirth educator, postpartum doula, or breastfeeding counselor -- or all four -- this material is for you. We'll refer to all of you as "birth professionals."

Childbirth educators, labor supporters, postpartum doulas and breastfeeding counselors have the privilege to share a very special time with a family, the time around the birth of a baby. This privilege comes with unparalleled rewards but also intense challenges. In this unit, we will explore the roles and responsibilities of birth and parenting professionals, and discuss the benefits to the family of support at this time. We will also explore the stresses you may confront, and how these can be managed. Finally, you'll have the opportunity to explore your own personal goals and begin to plan how you will reach them.

Learning Outcomes

At the end of this unit you will be able to:

- List 5 types of support available to families.
- Describe the role of each type of birth professional.
- List the responsibilities each type of birth professional.
- Explain the benefits of support in the perinatal period.
- Identify typical areas of stress for birth professionals, and identify the unique stresses you personally may be likely to encounter.
- Identify your personal goals for your work.

- Write a 3-point plan for achieving each of your goals

Topics covered will include:

- Types of support available to families
- Roles and responsibilities
- Benefits of support during pregnancy, birth, and postpartum
- Family and work stresses for birth professionals
- Recognizing your personal goals
- Achieving your goals

Role of a Counselor

In this unit, we'll look at the roles a counselor might play, and examine how it is the client who ultimately determines the counselor's role in each situation, and also the client who decides what to do with the information received. We'll pay special attention to the difference between giving advice or recommendations (which is *not* the role of a breastfeeding counselor), and providing education and support (which *is* her role).

Learning Outcomes

At the end of this unit you will be able to:

- Describe the three main roles a breastfeeding counselor may play.
- Discuss how the roles can vary depending on the needs and wishes of the client.
- Demonstrate a response to a client that is based on advice and recommendations, as well as a response that is based on education and sup-

port, and explain why the second type of response is more appropriate.

Topics covered will include:

- Emotional support
- Education
- Problem solving
- Following the mother's cues
- Information versus recommendations

The Counseling Process

The formal counseling process has a series of clearly defined steps that together allow you to make a connection with your client, understand her situation as much as possible, and come up with a plan to help her. This is done very much in partnership with the client herself, not as a system that is imposed upon her. The process helps to ensure you are tackling each problem in a systematic way, and gaining the knowledge you need before attempting to offer solutions. The process also includes the essential component of evaluation, which is done in three ways: as you go as each conversation evolves, as follow-up to a consultation, and through self-evaluation of your experience with each client.

Learning Outcomes

At the end of this unit you will be able to:

- List 15 possible questions to ask in taking a client's history.
- Explain the features a counselor looks for in a physical assessment of a woman's breasts and a baby's mouth.
- List 3 sources of information on breastfeeding problems.
- Describe the process of identifying a client's breastfeeding problem, based on the information gathered in the history and assessment.
- Describe the process of selecting appropriate potential solutions.
- Explain how to ensure the mother remains at the center of the counseling process and of decision-making so that the counselor is not giving prescriptions but is providing education and guid-

ance.

- Describe the three types of evaluation.
- List four types of situations where breastfeeding may not work, and describe the role of a breastfeeding counselor in supporting a mother in those circumstances.
- Discuss strategies for ending a counseling relationship

Topics covered will include:

- Taking a history
- Assessment
- Identifying the problem
- Identifying likely solutions
- Evaluation
- When breastfeeding doesn't work
- Ending a counseling relationship

Counseling Tools

There is a whole range of tools you can use to help guide the counseling process and support your clients. These tools include specific techniques such as decision-making models, and ideas for offering telephone and email counseling. They also include ways to think about your own frame of reference, such as in ensuring you make the assumption that breastfeeding is the norm, and also ways to think about your clients' frame of reference by considering the issue of guilt.

Learning Outcomes

At the end of this unit you will be able to:

- Give examples of language that supports the assumption that breastfeeding is the normal way to feed a baby.
- Define "guilt" and refute the idea that a person can be "made" to feel guilty.
- Demonstrate the use of 3 decision-making models.
- List the special considerations of counseling by telephone rather than face-to-face.
- List the special considerations of counseling by email or web forum rather than face-to-face.
- List characteristics of adult learners and how

they differ from child learners, and list methods to effectively work with adult learners.

- Describe the circumstances under which referrals to other professional resources might be appropriate for your clients, and how to develop a referral list.

Topics covered will include:

- Assume breastfeeding is the norm
- Rethinking guilt
- Decision-making
- Telephone counseling
- Email and web counseling
- Working with adult learners
- Referrals to other resources

Teaching Breastfeeding

Much of your work as a breastfeeding counselor may revolve around individual consultations with women coming to you with specific concerns. However, as a supplement to this, you might find it useful to your clients and for your practice to offer classes on breastfeeding. These could be private or group classes, and could be extensive multi-week courses or single workshop sessions.

This unit will introduce some of the key topics you may choose to cover in breastfeeding classes, and will provide ideas for how to teach these concepts and skills in an *active* way. Keep in mind that these are only ideas; they are not a "must-do" blueprint. Feel free to experiment with other activities and strategies that work for you and your particular client base.

Learning Outcomes

At the end of this unit you will be able to:

- Identify the topics you want to include in a breastfeeding class.
- Describe at least one way to teach each topic using active teaching skills.
- List strategies for creating a supportive and comfortable environment for classes

Topics covered will include:

- Motivations for and benefits of breastfeeding
- How breastfeeding works
- Preparing to breastfeed
- Breastfeeding problems
- Working mothers
- Support
- Recapping and evaluating a class

Social Context of Breastfeeding

Breastfeeding isn't all about anatomy and physiology and technique. Breastfeeding happens in a context of a woman's personal experience of her own body, her family and social relationships, and her economic situation. Understanding how these issues influence women's attitudes toward, and experience of, breastfeeding is helpful for you as a counselor to understand your clients' motivations and concerns in a wider context.

Learning Outcomes

At the end of this unit you will be able to:

- Describe the impact a woman's experience of conception, pregnancy, and birth can have on her breastfeeding experience.
- Describe the two main parenting styles and discuss how each relates to aspects of best-practices for breastfeeding success.
- Discuss the role of cultural beliefs and family attitudes in shaping a woman's attitude toward and understanding of breastfeeding.
- List aspects of breastfeeding that are culturally influenced.

- List obstacles to breastfeeding posed by working outside the home.
- List strategies for maximizing the continued success of breastfeeding after a woman returns to work.

Topics covered will include:

- Fertility treatment and breastfeeding
- Birth experience and breastfeeding
- Parenting styles
- Cultural beliefs
- Family attitudes
- Work outside the home

Ethical Issues

Birth professionals work in a field where their clients are going through one of the most intense experiences they will ever have: becoming a parent. This is almost always a period of great learning, stress, and emotion. Within such a context, clients look to you to provide professional support and that includes working in an ethical way. "Ethical" means "acting with right conduct" and has a moral aspect to it. Some ethical obligations may also be legal obligations, but the fundamental quality of an ethical principle is that it is, simply "the right thing to do." In this unit, we'll look at three of the most important ethical obligations of birth professionals.

Learning Outcomes

At the end of this unit you will be able to:

- Describe the principle of confidentiality and explain situations in which it is permissible to discuss details of a client's situation, and when not.
- Explain the concept of conflict of interest and give an example of how a conflict of interest could arise in the work of a birth professional.
- Identify the laws of the area where you live that

may require certain persons to report suspected cases of abuse of children or adults, and discuss your ethical obligations in cases where you suspect abuse of a client or her baby (or other children).

Topics covered will include:

- Confidentiality
- Conflict of interest
- Abuse and neglect

The Formula Industry and the WHO Code

This unit is an introduction to the controversies surrounding the marketing and sale of breastmilk substitutes, also known as formula milk. It also gives an overview of the World Health Organization's International Code of Marketing of Breast-milk Substitutes that was developed to curtail the problems of overly aggressive marketing of formula and other products. Most of the sections of the Code are reproduced here in full, followed by a plain-language summary. Examples of the practices that still go on in violation of each section of the Code are also listed.

Learning Outcomes

At the end of this unit you will be able to:

- Describe the controversies surrounding the marketing of breastmilk substitutes.
- Describe the key points of the WHO Code, and give examples of practices that violate the Code.

Topics covered will include:

- Overview of the formula-milk industry and the controversies about the sale and marketing of formula milk
- The WHO Code of Marketing of Breast-milk Substitutes

Recognizing Perspectives on Birth and Parenting

This unit is one that is studied by all CBI students, in all our courses, because the topic of recognizing perspectives is essential to the work of birth doulas, childbirth educators, postpartum doulas, and breastfeeding counselors. (We'd argue it's essential for doctors, midwives, and nurses too!) We will refer to all of you reading this as "birth professionals," whether you intend to work with parents primarily in pregnancy and birth, or primarily postpartum, or both.

One of the most important skills in supporting parents during pregnancy, birth, and parenting is to be able to recognize the perspective our clients have on their own experiences, and to understand how that perspective affects her choices and her chances of reaching her goals. Understanding clients' perspective is also crucial in knowing how to effectively support clients. The first step in recognizing a client's perspective is to listen and *hear* her. Echoing the work we did on active listening in the communication units, we'll again look here at how to focus on what the client needs, not what we are eager to offer. One of the primary orientations of our work is that it is about the *client*, not about us!

CBI has developed a tool called the Hierarchy of Birth and Postpartum Experience to help you identify where your client is "at," to understand what she is looking for (even when her words may not match her actions), and to understand in turn what you can do to support her most effectively. Working with this tool helps you to meet your clients' needs but also to avoid the burnout and frustration that so many birth and parenting practitioners face, especially when they see their clients making choices that lead to intervention they said they didn't want. In addition, CBI has provided a tool called WIGWAM - another way of looking at what a client *says* she wants, and what she is willing to *do* to make it happen. Understanding these tools and how they apply to your clients can help prevent you from becoming frustrated when a client's actions are inconsistent with her expectations or preferences.

Learning Outcomes

At the end of this unit you will be able to:

- Describe characteristics of the 5 levels of birth and postpartum experience
- Explain how to determine the client's position on the Hierarchy
- Describe how you can support a client at each level of the Hierarchy
- Give 3 examples of unrealistic expectations clients may have and describe how to alert the client in a sensitive way that she may need to adjust her expectations.

ents may have and describe how to alert the client in a sensitive way that she may need to adjust her expectations.

Topics covered will include:

- Hearing what our clients are saying
- Separating our own perspectives from our clients'
- Hierarchy of Birth and Postpartum Experience
- Managing expectations

Establishing Your Practice

This unit on establishing your practice is included in all CBI courses. We again refer to all of you together as "birth professionals."

When you start out as a birth professional, you may have passion and commitment to the work, but feel unsure about the "business" end of things. How will you find clients? How will you keep a steady stream of work coming in? What sort of paperwork will you need to do? Are there legal matters you have to attend to for setting up a business? You may find that word of mouth is already bringing you clients and feel that you could manage on an informal basis without much in the way of business "planning." However, in the longer term, your business is more likely to be successful if you have a plan in place for marketing it (getting the word out) and for supporting the administrative side of things. You may also save yourself a lot of headaches down the road by attending to these details from the start.

In this unit, we'll show that the mysteries of setting up and running a business are not so

Learning Outcomes

At the end of this unit you will be able to:

- Identify the specific services you will offer, based on an analysis of the market in your area.
- List 5 strategies for marketing your business and building your client base.
- Design and write the forms and documents you'll need for your business.
- List the equipment and supplies you'll need or want to start your business.
- Identify the facilities you'll need to offer your services.
- Describe the payment policies you will adopt, and identify any challenges you expect you might encounter in dealing with payment issues.
- Identify the legal requirements and options for setting up a business and arranging liability insurance in your area.
- Identify sources of professional and personal support.

support.

- Identify avenues for continuing your learning.

Topics covered will include:

- Developing a marketing plan
- Promoting your business and developing promotional and identity materials (website, business cards, etc.)
- How clients will contact you
- Handling business paperwork, including administrative records, business expenses, and taxes
- Equipment and supplies
- Facilities
- Charging fees (fee structures, payment options, asking for money, etc.)
- Legal requirements and insurance
- Support and networking
- Continuing your learning

Why cover these topics?

The Childbirth International Breastfeeding Counselor course enables you to support women who are experiencing breastfeeding problems and develop a strong knowledge base to enhance your confidence and counseling skills.

Being a Breastfeeding Counselor brings you into a family at a time when they may be struggling. Whether you are helping a new mother learn how to latch her baby on, or working intensively with a woman who is trying to overcome mastitis, your role will be a crucial one. At CBI we make sure you have a thorough grounding in all these areas and more.

Those working in breastfeeding support often say that the toughest part of this work is helping women who desperately need someone to listen to them, and struggling with the business side of being a doula. We have these both sorted! As a student you will develop strong communication skills, learning the important skills of reflective practice and effective listening. You will also cover all the business aspects - how to build your client base, paperwork, forms and legal issues, advertising and promoting your business.

There is no doubt, Childbirth International can provide you with a training program that will truly make a difference!