

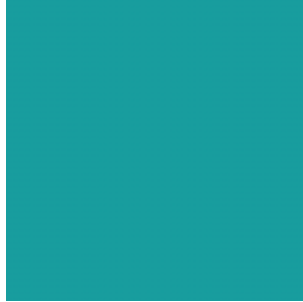
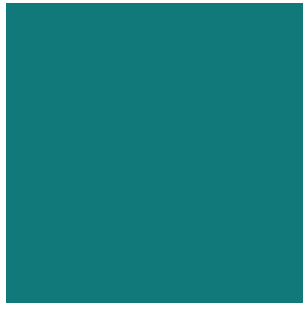
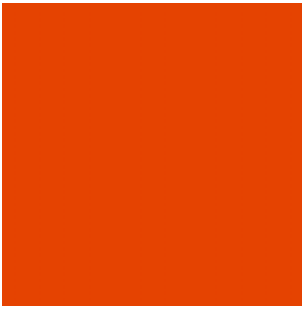
CHILDBIRTH
INTERNATIONAL
training without boundaries



Breastfeeding Counselor Syllabus

Contents

Online and Distance Learning	4
Childbirth International Curriculum Framework	5
Communication	11
Communication Knowledge, Skills and Topics	12
Breastfeeding Physiology	13
Breastfeeding Physiology Knowledge, Skills and Topics	14
Being a Breastfeeding Counselor	15
Being a Breastfeeding Counselor Knowledge, Skills and Topics	16
Business of Birth	17
Business of Birth Knowledge, Skills and Topics	18
Paying For Your Course	19
Frequently Asked Questions	20



Many women experience breastfeeding problems in the early days after having a baby. Breastfeeding (Lactation) Counselors have the opportunity to make a real difference to the families they work with. Breastfeeding counselor training will enable you to assist women to overcome breastfeeding difficulties, building a close relationship with the women you are working with, and knowing that with your support, you can help a mother and baby gain the benefits of breastfeeding.

Being a Breastfeeding Counselor brings you into a family at a time when they may be struggling. Whether you're helping a new mother learn how to latch her baby on, or working intensively with a woman who's 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. You'll also have support and guidance from your trainer, and from our network of breastfeeding counselors around the world.

Much of your work as a Breastfeeding Counselor will be listening to the women you work with and truly supporting them. As a student you'll develop strong communication skills, learning the important skills of reflective practice and effective and active listening. You'll develop strong skills in using the counseling process to help women feel supported and heard. You'll also cover all the business aspects – how to build your client base, paperwork, forms and legal issues, advertising and promoting your business.

ONLINE AND DISTANCE LEARNING

All Childbirth International courses are carried out through distance learning. This enables you to study wherever, and whenever, you like. After you register for your course, you will receive an email confirming your order and another with a link to register as a student. Once you click on that link and choose your log in details, you will have immediate access to your course materials.

Your course materials are available through our student website (<https://www.cbistudents.com>). In here you will find all the course modules, assignments, online tests and reflective evaluations that are needed for certification.

There are no time limits on your course. You can work through the materials and graduate within a few months, take your time, or take a break if life gets in the way!

If you have ordered them, paper based course materials will be posted to you within a few days of your final payment being made. These are a copy of the materials available through the student website.

A trainer is assigned to you within a couple of days of your registration. They will contact you to introduce themselves and begin the journey of getting to know each other. Your trainer follows you through your course, providing feedback for all your assignments and evaluations. They are there to encourage you, motivate and support you.

After you graduate, a certificate will be sent to you in the post and you can order an ID badge. You will continue to have access to all your course materials through the student website for as long as you like.



CHILDBIRTH INTERNATIONAL CURRICULUM FRAMEWORK

Childbirth International (CBI) courses are designed using a Curriculum Framework. The Curriculum Framework provides the foundation of our courses, determining what should be included (the content or topics) together with what you, as a student, are expected to know, understand and do by the end of the course.

We design all our courses by first looking at what you need to be able to know, understand, or do, in order to be successful in your work. Once we have done that, we then look at how we can teach that knowledge or skill to you, and how we can measure whether or not you have become competent in that area. This approach means that everything you learn has a clear purpose and you will finish your training without any gaps.

This syllabus document outlines the content in the Breastfeeding Counselor course, together with the essential knowledge and skills you will learn in each topic. It also includes general information about the course including pricing options, and frequently asked questions.



Advantages of competency-based learning

Competency-based learning has been shown to be more engaging for students, with students developing skills that they can use for a lifetime.

Provides a clear understanding of what is expected

1 A competency-based syllabus identifies the knowledge you will build, how that knowledge can be applied to your work (understanding), and the skills you will develop as a result. It also identifies how you will recognize when you have acquired these competencies and how you will be assessed.

Enables you to track your progress

2 Throughout your course you will be able to see the assessments you have completed and what is left to complete. By monitoring the competencies that you develop you track your progress. You can clearly see the skills you are developing and how your competency as a birth professional is growing.

Links what you are learning to the work you are doing

3 Developing competency happens as a result of acquiring knowledge, understanding the relevance of that knowledge, and then knowing how to apply that knowledge with a client. By linking your developing knowledge with the experience you gain, you will understand how you can apply it to your work.

Includes continuous and ongoing assessment

4 Becoming a skilled birth professional takes place over time. Knowledge and understanding are important, but it is the ongoing learning that really matters. You'll complete self-assessment activities and receive continuous and ongoing feedback from your trainer who will accompany you through your journey.

Is individualized and student-centered

5 Each activity you complete will be relevant to you and the clients you work with. If there are competencies that you already gained from your previous learning and experience you will mark these as complete and move on. The only required parts of the program are the formal assessments that your trainer will review.

CBI Competency Framework

The CBI Competency Framework is based on six domains, or areas. During your course you will develop skills relevant to each of the domains.

Birth professionals trained through CBI have a complex understanding of pregnancy, birth, parenting and lactation. They apply this knowledge and their unique skills when working with clients, and are committed to serve and support them in meeting their needs. They have an obligation to act according to their professional code of conduct, to demonstrate cultural competency and to practice within their own limits.

CBI uses competency standards to demonstrate what you will learn through your training and what you should be able to demonstrate by the time you graduate.

Knowledge – what you know

Knowledge is the information you will learn when you are training. For example, you can know the signs of a good latch, or list the main symptoms of mastitis. You either know it, or you don't.

Understanding – making connections

Understanding is when you can make connections between pieces of knowledge and a real-life context. For example, you understand how the birth interventions can affect the establishing of breastfeeding.

Skills – what you can do with your knowledge or understanding

Skills are the ways that you apply your knowledge and understanding, or the things you can do. For example, you can teach a mother how to use breast compression if there are concerns over the amount of milk her baby is taking, or you can use active listening or conflict resolution when there is a disagreement with a colleague.

Competencies – providing context

The competencies provide context. They indicate the circumstances where you might apply your knowledge, understanding and skills. For example, in order for you to be able to use research to guide practice, you would need to:

- recognize the general structure of research and how to interpret it,
- analyze the quality of the research and recognize any biases,
- comprehend the research in relation to clients you are working with, and communicate that research effectively to clients.

We focus on six domains, or areas, of competency: People, Practical, Leadership, Wellness, Ethics and Professionalism, and Cultural Competency.

Domain 1: Ethics and Professionalism

This domain covers the competencies that relate to professional practice. It includes the your legal responsibilities, ethical behavior, safety, and client-centered care.

Domain 2: People

These are the skills related to communication with clients, their families, caregivers & peers. This domain includes communication skills, collaboration, conflict resolution and reflective practice.

Domain 3: Practical

These are the skills related to carrying out your job. They include the knowledge, understanding and skills related to working with and supporting clients.

Domain 4: Leadership

These are the skills related to effecting change within the industry. They include recognition of the challenges that affect the ability for system change, the student's own role in being a change agent, and their capacity to mentor and guide new birth professionals, and pass on knowledge and skills.

Domain 5: Wellbeing

This domain includes the importance of self-care and developing a sustainable business. It covers how a birth professional manages stress and seeks out support and mentorship within their own community of professionals. Developing a sustainable business means it has to be financially sustainable, as well as meeting the needs and respecting the values and beliefs of the business owner.

Domain 6: Cultural Competency

This domain relates to working with diverse groups, without judgement, including providing appropriate resources that meet their needs and recognizing the role that culture plays in the choices available to clients.

Course Content

Your course is divided into a series of modules. The modules are made up of units of related topics. The modules in the Breastfeeding Counselor course are:

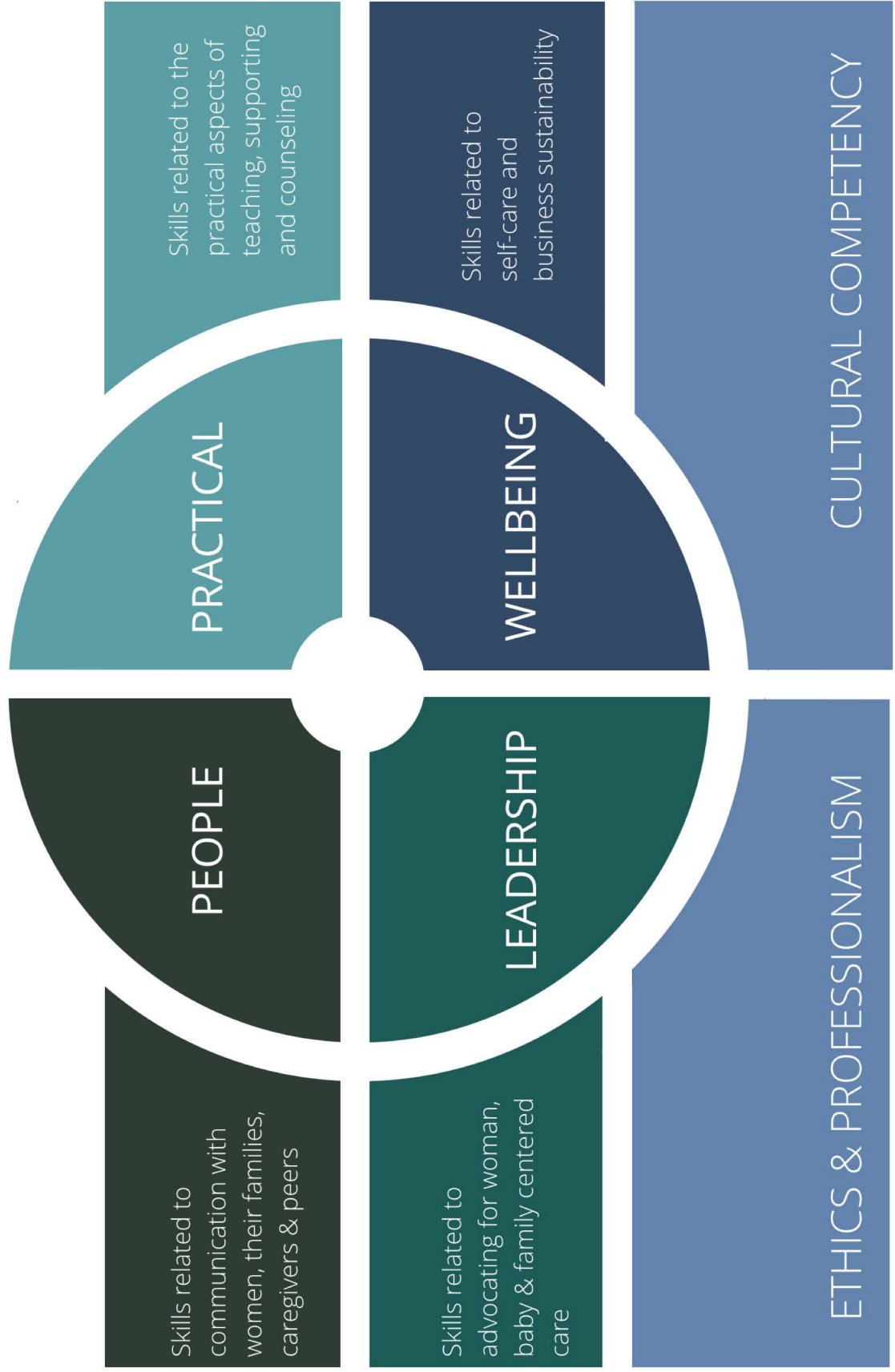
- Communication
- Breastfeeding Physiology
- Being a Breastfeeding Counselor
- Business of Birth

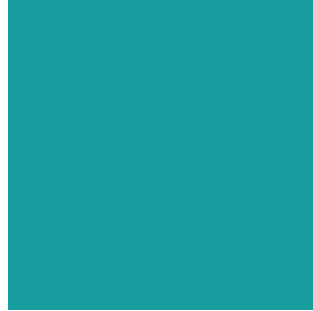
As you work through each unit you will find the knowledge, understanding and skills laid out at the beginning. Within the unit there are activities and online readings to develop further perspective.

At the end of each unit is a summary task that draws together your learning and helps you to relate this to your own work.

In the next section we will go through each of the modules within your course.

CBI Competency Framework





ASSESSMENTS

Within your course there are a number of formal assessments that you will submit to your trainer. They will review your work, evaluate and provide extensive feedback.

Communication Assignment

The communication assignment is a written essay, using the Childbirth International reflective practice model. You will submit this as a draft first. Your trainer then provides you with feedback and suggestions on how you might develop your essay. You then submit your final which is graded by your trainer.

Physiology Tests

There are eleven physiology tests for you to complete. These are open book tests that you can use any resources to locate the answers. The purpose of the tests is to evaluate your knowledge on the physiology of lactation, and to develop research skills.

Counselor Assignments

You will provide 30 hours of breastfeeding support and reflect on this afterwards. The support can include telephone/email support, running a breastfeeding support group or teaching a breastfeeding class. There are also six case studies to complete that cover common breastfeeding problems, which you reflect on using counseling skills.

Lactation Services Survey

You will do a survey of lactation related services available for those in your community.

Book Reviews

You will read 5 books from our extensive reading list (over 100 titles to choose from) and write a reflection on the book.

Module Evaluations

At the end of each module you will write a reflection on what you learned and identify areas that you feel you still need to work on.



COMMUNICATION

Enhancing your communication skills enables you to build strong relationships with clients and caregivers alike. Many of you will work in challenging environments. During the course you'll explore these challenges and develop skills in building relationships with caregivers, without compromising your professionalism or your client's wishes.

At the heart of every CBI training and certification program is reflective practice. But what exactly is "reflective practice"?

At its simplest, reflective practice is looking at what you've done, or didn't do, and reflecting on it. In relation to CBI training, though, it's so much more. Reflective practice is about examining choices and decisions, considering them from different perspectives, thinking about alternatives, learning from them, and then applying that learning to your work. It demonstrates best practice in continuing education, increases confidence and professionalism. It's an incredibly valuable skill that you can pass on to your clients and help them to assimilate their experiences.

All CBI training programs have an ongoing reflective practice focus. In every assignment you submit, this will be evaluated by your trainer, providing you with feedback on this aspect and help you to see your own growth in this area. You'll be encouraged to reflect on the language you use, your participation in discussions and how you approach every aspect of your work.

At the end of this module you'll write a reflective essay that will be reviewed by your trainer who'll provide feedback and assessment.

Communication Knowledge, Skills and Topics

Essential Knowledge

Effective communication components

Active listening techniques

Factors that inhibit effective communication

Nonverbal and verbal communication

Open and closed questions

Reflective practice & reflective practice models

Recount and reflection

Decision making tools

Informed choice and informed consent

Evidence-based care

Cultural factors affecting communication

Standard precautions and infection control procedures

Scope of practice

Local and regional regulations

Essential Skills

Active listening skills

Using empathy

Self awareness

Reflective practice

Conflict resolution

Communication without bias

Critical thinking

Research and analysis

Identification and communication of personal boundaries

Assertiveness

Collaboration

Topics

Effective Communication

Language and Communication

Active Listening

Reflective Practice and Debriefing

Diversity & Cultural Humility

Evidence-Based Care and Informed Choice

Grief and Loss

Professional Practice

Perspective and Recognition



BREASTFEEDING PHYSIOLOGY

Understanding the normal physiology of lactation provides you with the foundation essential for supporting your clients. The physiology module begins with the the stages of lactation, anatomy of the breast and infant anatomy related to breastfeeding. You will also look at milk composition and immunology.

Once you have a solid knowledge base on normal physiology, you can then dig deeper into understanding the concepts of interventions during childbirth and how these impact lactation. You will go through the different options for holding a baby during breastfeeding and how to recognize a good latch. The physiology of the breastfeeding infant will be covered, including normal growth patterns for breastfed babies.

This module will also cover common breastfeeding problems and options available for resolving them, health problems in the baby and illness in the mother. Special situations such as breastfeeding a premature baby, breastfeeding after breast surgery and breastfeeding multiples will be explored.

You will cover drugs and toxins and their impact on breastfeeding, looking beyond the breastfeeding period and equipment and supplies.

Breastfeeding Physiology Knowledge, Skills and Topics

Essential Knowledge

Mammogenesis
Anatomy of the breast and the infant
Lactogenesis
Milk composition
Immunology
Normal growth patterns
Resolving common breastfeeding problems
Expressing breastmilk
Kangaroo care
Weaning and the introduction of solid foods

Essential Skills

Communication of complex concepts
Reflective practice
Critical thinking
Research and analysis
Resource development
Teaching breastfeeding

Topics

Physiology of Lactation
Positioning and Latch
Establishing Breastfeeding
Breastfeeding Problems
Health Problems in the Baby
Illness in the Mother
Breastfeeding a Premature Baby
Breastfeeding in Special Circumstances
Drugs and Toxins
Beyond Breastfeeding
Equipment and Supplies



BEING A BREASTFEEDING COUNSELOR

Develop your hands-on skills as a Breastfeeding Counselor, enabling you to provide the best care possible. You'll learn how to really hear women and guide them through finding solutions to their breastfeeding problems. You'll examine the social and cultural influences on breastfeeding, and explore the formula industry and its impact on breastfeeding rates across the world. During this module you'll provide reviews on five books, a survey, evaluations of the support hours you've provided, answer a series of case study questions, and write a reflective evaluation of this module. These will all be reviewed and assessed by your trainer.

You will learn about the counseling process and walk through it step by step. You will cover the different options available for teaching breastfeeding and be guided through preparing and teaching a breastfeeding class. You will explore the social context of breastfeeding, looking at how birth experiences, parenting styles, family attitudes and culture impact lactation and the breastfeeding experience.

Finally, you will delve into ethical issues related to breastfeeding and learn about the WHO Code of Breastmilk Substitutes, and how to comply with this in your work as a breastfeeding counselor.

Being a Breastfeeding Counselor Knowledge, Skills and Topics

<i>Essential Knowledge</i>	<i>Essential Skills</i>	<i>Topics</i>
Roles and responsibilities of the breastfeeding counselor	Active listening	Getting Started as a Breastfeeding Counselor
History of breastfeeding support	Reflective practice	The Counseling Process
The steps of the counseling process	Problem solving	Counseling Tools
Alternatives to face-to-face counseling	Networking and peer community building	Teaching Breastfeeding Classes
Structure of a breastfeeding class	Planning and time management	Social Context of Breastfeeding
Applying the WHO Code to breastfeeding counselor work	Write a teaching plan	Ethical Issues
Helpful documentation for the breastfeeding counselor (invoices, contracts, templates)	Evaluate teaching skills	International Code of Breastmilk Substitutes (WHO)
	Counseling skills	



BUSINESS OF BIRTH

Running your own business is an exciting challenge. As well as being financially rewarding it can also boost your self esteem. Learning how to successfully manage your own enterprise, however large or small, is liberating. This module will take you through the steps of establishing a business and get it up and running.

While many people would love to run a business they often do not feel prepared and may be anxious about leaping into something that has unknown risks. Some are passionate about an interest and would like to make it profitable but do not know how to start turning their interest into an income. They often discover they are not getting paid a fair amount for the hours they work, their business is poorly structured, the products or services are more complicated than they anticipated or they are not finding clients as easily as they imagined they would.

If you are worried about the business side of being a birth professional, or have had a business for a while but not reaping the rewards you had hoped for, this module will help you. It will challenge the way you think about your business. We will explore the various aspects of self-employment and identify how being business savvy can affect your outcome in terms of success. You will learn how to take control of your finances and achieve your own personal aspirations and goals.

Once you learn how to manage your business more effectively you can keep coming back to check how you are going and see if there are changes that need to be made. With the knowledge and the experience of CBI to support and guide you every step of the way, together we can make the difference needed to ensure that your confidence and birth related business will flourish and grow.

Business of Birth Knowledge, Skills and Topics

<i>Essential Knowledge</i>	<i>Essential Skills</i>	<i>Topics</i>
Financial measures for a business	Personal and business goal setting	All About You
Legal and tax obligations	Active listening	Clients and Competitors
Basic marketing techniques	Reflective practice	Products and Services
Basic documentation for a business	Problem solving	Designing the Look and Feel
	Networking and peer community building	Promoting Your Business
	Budgeting and managing cash-flow	Finances and Legal Issues
	Analyzing competitors	Looking to the Future
	Profiling customers	
	Brand development	
	Developing a pricing strategy	
	Carrying out a SWOT analysis	
	Time management	
	Negotiation and networking	
	Self awareness	
	Decision making	

PAYING FOR YOUR COURSE

We have several price options.

One Payment

You can pay for your course in a single payment of US\$915. You will have immediate access to your course materials online and receive a printed copy of your course materials in the post. Course packages are shipped using FedEx.

Five Payments

If you prefer, you can pay for your course across five months. The first monthly installment will be charged when you enroll, and subsequent payments will automatically be charged once a month for a further four months. Once your final payment has been made, your printed course materials will be posted to you. If you start on an installment plan and then subsequently want to pay your balance early, just drop us a line and we can give you the information on the balance. Once this is received we will ship your printed materials straight away. An administration fee of \$5(per course) is added to your installments each month.

Green Option

Some of our students prefer to just work from the student website using the online materials, and save on printing and shipping. You can choose this option when you are enrolling through the shopping cart.

No Hidden Costs

With CBI, you will never be asked to pay additional fees. There are no recertification fees, and membership is free for life. You will not have the additional costs associated with attending a workshop. We will not charge you extra for applying for certification or for receiving your certificate.

five payments	one payment	green option
US\$ 188 per month for 5 months Pay over five months with online access immediately and paper manuals sent to you when the final payment is made.	US\$ 915 single payment Pay one single payment and receive your paper manuals as well as online access through the student website.	US\$ 885 one payment Be gentle on the environment! Complete your course online - save money and trees! Also available in monthly installments.



FREQUENTLY ASKED QUESTIONS

Can I use this course to meet the requirements for IBCLC recognition?

This is probably the most common question we receive! This course meets the 90 hours of lactation specific education requirements for IBCLC in Pathways I and II. It is, however, not mapped directly to the IBCLC exam. In early 2018 we will be launching a course that is directly mapped to the exam.

What is the difference between a breastfeeding counselor and a lactation consultant?

A Lactation Consultant is generally recognized as someone who has completed a comprehensive education on lactation, health and science, and has passed the IBCLC exam. A breastfeeding counselor generally covers lactation specific topics in their training, without the requirement to focus on broader health and science subjects.

How will my counseling skills be assessed during my training?

During your course you will support clients for a total of 30 hours. Afterwards you will write a reflection on the skills you developed and evaluate your own learning as a result of support. There are also six case studies that you will reflect on to assess your competency in using the counseling process.

Do all the breastfeeding support hours have to be with one woman?

Not at all! You will support at least eight different women to provide you with a broad base of experience. You can also use four hours of email or telephone support, and up to six hours of teaching a breastfeeding class or running a breastfeeding support group.

How long do I have to complete the certification requirements?

As long as you need! We do not impose time restrictions as we understand that each student has different amounts of time available for studying. Learning all the knowledge and skills necessary to be a competent breastfeeding counselor takes time, and we support you in taking however long you need.

Once I have finished all the work for the course, how much will it cost to apply for certification, and how often do I need to recertify?

We do not have any additional costs to training. Once you have paid for your course and completed the certification requirements your certificate will be sent to you. We do not require membership or recertification. The skills you have learned are for life! If you need to show evidence of recertification in order to be a member of a local organization you can apply for your certificate to be reissued after providing evidence of professional development. We offer this service at cost.

If I do more than one course do I have to repeat the certification requirements?

Several assignments are common to multiple courses. For example, the communication assignment is required for all our courses. Once you have completed it for one course, it does not have to be done again for the other courses you are enrolled in.

What is the fastest possible time I can complete the course in?

It really depends on how much time you have available and how quickly you find your two certification births. As a general guideline, it will take 10-15 months if you study for 10 hours a week and find your clients quickly. Finishing your course quickly though may not be optimal. The skills of reflective practice take time to develop. Taking your time to really absorb everything you are learning might be beneficial for you.

Will my certification be recognized where I live?

Certification as a breastfeeding counselor is not required anywhere in the world in order for you to work. It is a recognition of the hard work you have done in completing training. If you want to work for a hospital or clinic they may require evidence of certification but generally do not have restrictions on the certification program you chose. If you do experience any problems we are more than happy to write to the hospital administration, outlining our training program and providing them with a document showing the competencies you have developed. To date, this has been accepted in all hospitals where it has been required.

Are you pro breastfeeding?

We are pro choices! As a breastfeeding counselor you will be supporting women who are exclusively breastfeeding, supplementing or exclusively using formula milk, using or providing donor breastmilk, relactating, weaning and tandem feeding. In all cases we support the right of a birthing person to determine their own experience and their right to make informed decisions that are right for them. We recognize that breastfeeding is the optimum way for a baby to be fed, but this is not the right choice for everyone. We do support the International Code of Marketing of Breastmilk Substitutes (WHO) and require that all students and graduates follow this code by not promoting or profiting from formula milk or bottlefeeding products.

How do I know if this is the right course for me?

We offer a refund option to give you an opportunity to review the course materials and determine whether or not this is the right course for you. Once you enroll you will have immediate access to your course materials through the student website. If you look at them and feel this is not the right format for you, just write to us within 48 hours of registration and we will fully refund your payment, less a \$50 administration fee.

I am not sure if online learning is right for me. I struggle with reading a lot and find it hard to keep motivated. How can you help me?

Online learning can be difficult. It is worth bearing in mind that even if you choose an in-person workshop for your training, only the initial learning will take place face-to-face, usually done in a weekend. All the certification requirements are still done by distance and your trainer will only be present for you during the actual workshop. With CBI, your trainer will join you on your journey to certification every step of the way. They will review every assignment and evaluation you submit, providing you with comprehensive feedback and suggestions. They will be able to help you with developing your own study plan and ideas on how to stay motivated. When you log in to your student account you will also see a list of the assignments required with progress bars so you can monitor how you are progressing. There is quite a bit of reading, although we try wherever possible to provide videos and audio recordings to make it easier if reading is not your thing.

Where can I get more information?

Take a look through our website (<http://www.childbirthinternational.com>) for details of all our courses and more about CBI. If you would like to speak to someone our team is always ready for your call or email.

Email: support@childbirthinternational.com

Telephone:

USA West (415) 992 5602

USA East (603) 676 7818

UK (020) 7193 0647

Australia (02) 8011 4177



Childbirth International Training Pte Ltd

Email: support@childbirthinternational.com

Website: www.childbirthinternational.com

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USA East (603) 676 7818

UK (020) 7193 0647

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