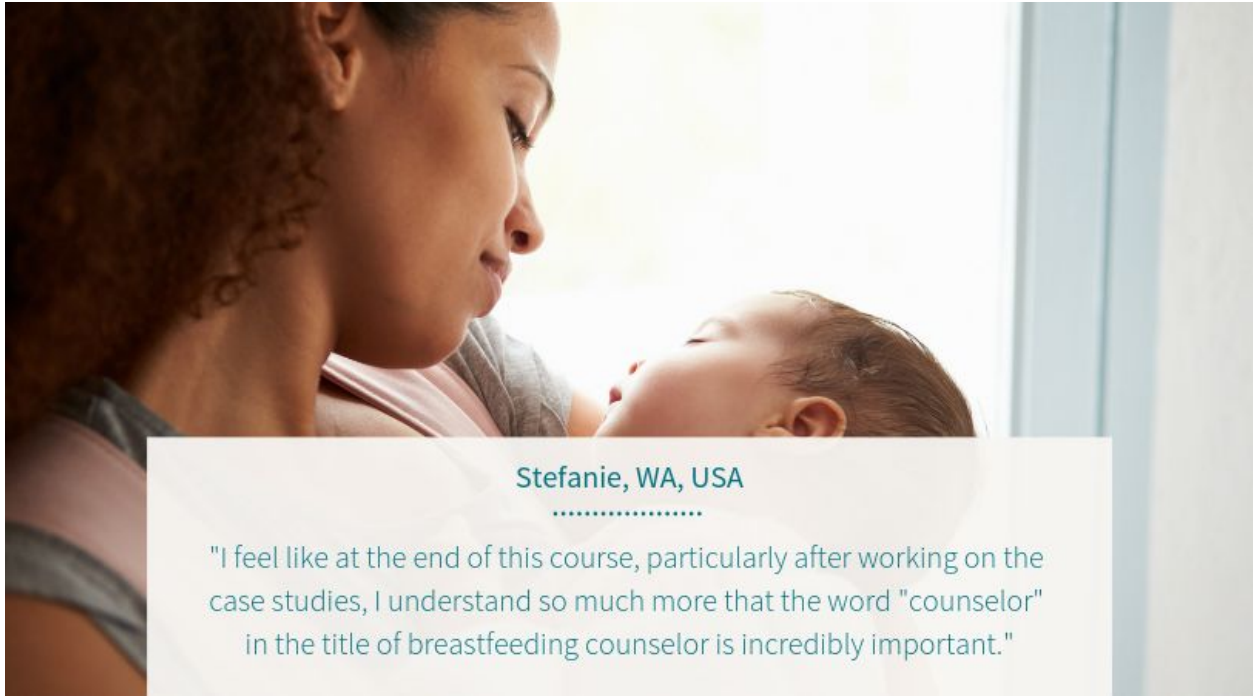


# Breastfeeding Counselor

## Syllabus

# Table of Contents

Introduction	3
Learning Flexibility	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



Stefanie, WA, USA  
.....

"I feel like at the end of this course, particularly after working on the case studies, I understand so much more that the word "counselor" in the title of breastfeeding counselor is incredibly important."

## Introduction

Many breastfeeding parents 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 clients to overcome breastfeeding difficulties, build a close relationship with the clients you are working with, and know that with your support you can help breastfeeding parents and their baby gain the many 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 parent learn how to latch their baby or working intensively with a parent who is trying to overcome mastitis, your role is crucial. At CBI, we make sure you have a thorough grounding in all these areas and more. You'll have support and guidance from your trainer as well as access to our network of breastfeeding counselors and birth professionals from around the world.

Much of your work as a Breastfeeding Counselor will be listening to the clients you work with to be able to truly support 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 breastfeeding parents 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.

# Learning Flexibility



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 emailed invoice and an important separate email with a link to complete your registration as a student. Once you click on that link and confirm your registration as a student, you will have immediate access to your course materials and can get started right away.

Your course materials are available through our student website ([www.cbistudents.com](http://www.cbistudents.com)). 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 as other priorities come up!

If you chose the “printed manuals” option, your printed course materials will be ordered within a few days of your final payment. Depending on where you are, they’ll arrive via FedEx between 5-15 business days. The printed manuals are a copy of the online material and offer you another way to study the course curriculum.

A trainer is assigned to you within a couple of days of your registration and you’ll receive a welcome and introductory email from them to begin the journey of getting to know each other. Your trainer follows you through your course, providing feedback for your assignments and evaluations and they are there to encourage, motivate, and support you.

After you graduate, a certificate and ID badge will be made available for download through the student website. As a graduate, you will continue to have access to the course content and any updates through the student portal.

# Childbirth International Curriculum Framework

Childbirth International 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 our students are expected to know, understand, and do.

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 ensures you will finish your training without any gaps in your knowledge or understanding.

This syllabus document outlines the content in the Breastfeeding Counselor course, offering more details on 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.



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

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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 competences and how you will be assessed.

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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 can track your progress. You can see clearly the skills you are developing and how your competency as a birth professional is growing.

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Developing competency happens as a result of acquiring knowledge, understanding the relevance of that knowledge, and the 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.

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Becoming a skilled birth professional takes 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.

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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.

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The CBI Competency Framework is based on six domains. During your course you will develop skills relevant to each of these 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 serving and supporting them in 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.

### CBI Competency Framework



## Knowledge

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

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

## Skills

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

## Competencies

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 of competency: People, Practical, Leadership, Wellness, Ethics and Professionalism, and Cultural Competency.

## Professionalism

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

## Communication

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







## Assessments

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

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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.

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

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

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You will provide 30 hours of breastfeeding support to clients in your community. These hours 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.

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You will do a survey of lactation related services available for those in your community. This will include reflections on marketing and accessibility for breastfeeding parents.

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You will read 3 books, each from a different category of our extensive reading list. You will write a reflection for each book and submit it to your trainer.

# Communication



Enhancing your communication skills enables you to build strong relationships with clients and caregivers. Many of you will work in challenging environments. During this course you'll explore these challenges and develop skills in building relationships with other 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 and increases confidence and professionalism. It's an incredibly valuable skill that you can pass on to your clients and help them to assimilate their own experiences.

All CBI training programs have an ongoing reflective practice focus. In every assignment you submit this will be evaluated by your trainer, who will then provide you with feedback to help you 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

Effective communication components	Active listening skills	Effective Communication
Active listening techniques	Using empathy	Language and Communication
Factors that inhibit effective communication	Self-awareness	Active Listening
Nonverbal and verbal communication	Reflective practice	Reflective Practice and Debriefing
Open and closed questions	Conflict resolution	Diversity and Cultural Humility
Reflective practice and reflective practice models	Communication without bias	Evidence-Based Care and Informed Choice
Recount and reflection	Critical thinking	Grief and Loss
Decision making tools	Research and analysis	Professional Practice
Informed choice and informed consent	Identification and communication of personal boundaries	Perspective and Recognition
Evidence-based care	Assertiveness	
Cultural factors affecting communication	Collaboration	
Standard precautions and infection control procedures		
Scope of practice		
Local and regional regulations		

# Breastfeeding Physiology



Understanding the normal physiology of lactation provides you with the foundation essential to supporting your clients. The physiology module begins with 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 this impacts 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 also be covered, including normal growth patterns for breastfed babies.

This module will also cover common breastfeeding problems and options available for resolution, health problems in the baby, and illness in the mother. You'll also explore special circumstances in breastfeeding, such as breastfeeding a premature baby, breastfeeding after breast/chest surgery, inducing lactation or relactating, and breastfeeding multiples.

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

Knowledge	Skills	Topics
Mammogenesis	Communication of complex concepts	Physiology of Lactation
Anatomy of the breast and the infant	Reflective practice	Positioning and Latch
Lactogenesis	Critical thinking	Establishing Breastfeeding
Milk composition	Research and analysis	Breastfeeding Problems
Immunology	Resource development	Health Problems in the Baby
Normal growth patterns	Teaching breastfeeding	Illness in the Breastfeeding Parent
Resolving common breastfeeding problems		Breastfeeding a Premature Baby
Expressing breastmilk		Breastfeeding in Special Circumstances
Kangaroo Care		Drugs and Toxins
Weaning and the introduction of solid foods		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 to the families in your community. You'll learn how to really listen to clients and how to guide them through finding solutions for their breastfeeding problems. You'll explore the social and cultural influences on breastfeeding as well as learn more about the formula industry and its impact on breastfeeding rates across the world. During this module you'll be required to submit reviews on three books, a survey of lactation services, evaluations of the support hours you've provided, and answer a series of case study questions. These will be reviewed and assessed by your trainer.

You will learn about the counseling process and cover the different options available for teaching breastfeeding and be guided through how to prepare and teach a breastfeeding class. You will look at the social context of breastfeeding, learning how birth experiences, parenting styles, family attitudes, and culture impacts 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

Knowledge	Skills	Topics
Roles and responsibilities of the breastfeeding counselor	Active listening	Getting Started as a Breastfeeding Counselor
History of breastfeeding support	Reflective practice	The Counseling Process
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	Writing a teaching plan	Ethical Issues
Helpful documentation for the breastfeeding counselor (eg. invoices, contracts, etc.)	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 how to 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 is for you! It will challenge the way you think about your business by exploring the various aspects of self-employment and identify how being business savvy can affect your success. You will learn how to take control of your finances and achieve your own personal goals.

Once you learn how to manage your business more effectively you can keep coming back to check how you are doing and see if there are changes that can benefit your business. 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 business will flourish and grow.

## Business of Birth Knowledge, Skills and Topics

Financial Measures ; CB031	Personal and Business Skills	Business Topics
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

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You can pay for your course in a single payment of US\$945. You will have immediate access to your course materials online and receive a printed copy of your course materials in the mail via FedEx.

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We also offer a flexible five month payment plan option. The first monthly installment will be charged when you enroll, and subsequent payments will automatically be charged once a month on the same day each month for the next 4 months. Once your final payment has been made your printed course materials will be ordered and shipped out to you. If you start on an installment plan but want to pay your balance early, just send us an email 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 \$10 (per course) is added to your installments each month.

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

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There are no recertification fees, and membership is free for life! You will not have the additional costs associated with attending a workshop and we will not charge you extra for applying or receiving your certification.

Five Payments	One Payment	Green Option
US\$199	US\$945	US\$905
per month for 5 months	single payment	single payment
Pay over five months with online access immediately and printed manuals sent to you when the final payment is made	Pay one single payment and receive your printed manuals as well as online access through the student website	Be kind to the environment! Complete your course online - save money and trees! Also available in monthly installments.

# Frequently Asked Questions

**Q: How many hours of lactation specific education are required for IBCLC in Pathways I and II?**

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.

**Q: Is Childbirth International accredited?**

Childbirth International is accredited with distinction as a provider of continuing nurse education by the American Nurses Credentialing Center's Commission on Accreditation (ANCC) – which is the highest recognition awarded by the ANCC. CBI is the only organization offering Breastfeeding Counselor training with accreditation with distinction!

**Q: What is the difference between a Breastfeeding Counselor and a Lactation Consultant?**

A Lactation Consultant is generally recognized as someone who has passed the IBCLC exam, completing health science courses, lactation specific education, and support hours. A Breastfeeding Counselor completes comprehensive lactation education and training in the counseling process, providing 30 hours of support to breastfeeding clients. Both a Breastfeeding Counselor and a Lactation Consultant can support a breastfeeding parent or run breastfeeding classes and support groups. They can both work in hospitals, clinics, or private practice. Neither a Breastfeeding Counselor or a Lactation Consultant can give a medical diagnosis or prescribe medication or treatments.

The fundamental differences between the two designations are the completion of health science courses and the number of hours supporting breastfeeding clients.

**Q: How many hours of support are required for IBCLC in Pathways I and II?**

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. There are also six case studies that you will reflect on to assess your competency in using the counseling process.

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You will support at least 8 different clients 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.

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As long as you need! We do not have 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.

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We do not have any additional costs to training. Once you have paid for your course and completed the certification requirements your certification will be made available to you. We do not require membership or certification. 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 certification to be reissued after providing evidence of professional development. We offer this service at cost.

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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.

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It really depends on how much time you have available and how quickly you find your clients. As a general guideline, it will take 10-15 months if you study for 10-15 hours a week and find your clients quickly. Although, finishing your course quickly may not be optimal. The skills of reflective practice take time to develop and taking your time to really absorb everything you are learning may be of great benefit to you.

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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.

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We are pro choices! As a Breastfeeding Counselor you will be supporting clients who are exclusively breastfeeding, supplementing, using formula milk, using or providing donor breast milk, 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 bottle-feeding products.

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We offer a 48-hour money back guarantee. This gives you the 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 email to us within 48 hours of registration and we will fully refund your payment, less the \$50 administration fee.

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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.

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Take a look through our website 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.

**Website:**

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