



Newborn Mothers

Breastfeeding

COURSE CURRICULUM

By Julia Jones

Welcome

Module	Lesson	Learning Outcome <i>Here's What You'll Learn</i>	Activity <i>Your Homework</i>
0. Welcome		Find Your Way Around The Course	<p>Your Breastfeeding Story</p> <p>Join The Facebook Community And Introduce Yourself</p> <p>Complete The Intake Survey</p> <p>Request Some Books From The Reading List At Your Local Library</p>

Module One - Baby Brain

Why baby brain is not just for birth, it's for life, and how it changes motherhood brains forever.

How stress and love hormones interact during the weeks and months AFTER childbirth.

How biology and environment interact in diverse situations to create loving families of all shapes and sizes.

Module	Lesson	Learning Outcome <i>Here's What You'll Learn</i>	Activity <i>Your Homework</i>
1. Baby Brain	1.1 Defining Baby Brain	History Of Baby Brain Redefining And Reclaiming Baby Brain Newborn Mothers Definition Of Baby Brain	Worksheet 1.1 How Does Baby Brain Feel? Revisit Your Breastfeeding Story And Explore When You Experienced Baby Brain? When Were You Made To Feel Slow Or Dumb Or Silly? Give Yourself A Quick Oxytocin Boost!
	1.2 Changes: Learning And Loving	Understand The Neuroscience Behind Baby Brain Identify Temporary Changes In The Brain During Pregnancy, Birth And Postpartum Explain The Key Concepts To Your Clients In A Relatable Way	Worksheet 1.2 Benefits Of Baby Brain Explore The Two Broad Areas Of Change That Happen In A Woman's Brain When She Becomes A Mother Learn How To Explain The Changes To Your Clients In A Positive And Accessible Way
	1.3 Diversity	Analyse How Biology And Environment Impact Baby Brain In Men And Fathers Consider How That Same Research Might Apply To Adoptive, LGBT+ Families And After Surrogacy Or Loss	Worksheet 1.3 Getting In Touch With Our Masculine And Feminine Sides When And How Could You Tune In To Either Masculine Or Feminine Traits?

	1.4 Baby Brain Boosters And Busters	<p>Evaluate The Impact Of Stress On Baby Brain</p> <p>Evaluate The Impact Of Information On Baby Brain</p> <p>Identify What Supports And Sabotages Baby Brain</p>	<p>Worksheet 1.4 Lowering And Raising Oxytocin</p> <p>Whilst We Can't Necessarily Control Everything That Happens To Our Clients, It Is Good To Have An Awareness Of What Helps And What Doesn't, And Whenever Possible Use An Approach That Increases Baby Brain</p> <p>Brainstorm Some Baby Brain Boosters And Baby Brain Busters</p>
	1.5 Science	<p>Understand The Complexity Of Science</p> <p>Find And Understand Research And Journal Articles</p>	<p><i>No Worksheet</i></p> <p>Do Some Of Your Own Research!</p> <p>*Reading Requirement: <i>How To Read And Understand A Scientific Article By Dr Jennifer Raff</i></p>



Module Two - Communication Skills

Four ways to compassionately communicate that put mum in touch with their babies and their intuition.

How to teach mothering skills, including breastfeeding, the baby brain way, and provide evidence-based information whilst respecting the choices of mothers.

Find out how to increase oxytocin even if childbirth doesn't go smoothly, for postpartum peace and joy.

Module	Lesson	Learning Outcome <i>Here's What You'll Learn</i>	Activity <i>Your Homework</i>
2. Communication Skills	2.1 How Baby Brain Learns	Identify Common Communication Techniques That Are Used By Birth Professionals That Sabotage Baby Brain Identify Alternative Ways Of Communicating That Enhance Peace And Joy (When Possible!)	Worksheet 2.1 How Baby Brain Learns Identify Categories Of Communication That Sabotage Baby Brain And How We Should Avoid This When Interacting With Newborn Mothers Identify Alternative Ways Of Communicating That Enhance Peace And Joy Practical Examples You Have Experienced Or Witnessed Of Communication Strategies that either helped or hindered baby brain? *Reading Requirement: <i>An Interview With Dana Raphael</i>
	2.2 Village Building	Demonstrate To Clients Why Villages Are Essential Overcome Asking-For-Help Blocks Practical Ways To Ask For Help Build Villages With Your Clients Mindset First!	Worksheet 2.2 Village Building Mindset Explore Ideas And Beliefs That Hold You Back From Asking For Help *Reading Requirement: <i>How To Ask For Help</i>

	2.3 Intuition	<p>Step Out Of Information Overload And Unlock Your Clients Intuition</p> <p>Create A Positive Environment That Supports Your Clients Experiential Learning Without Judgment Or Guilt</p> <p>*Reading Requirement: <i>Naomi Stadlen</i></p>	<p>Worksheet 2.3 Making Mistakes</p> <p>Reflect On Your Own Mistakes And Your Attitude Towards Them</p>
	2.4 Evidence Based Information	<p>How To Refer And Resource Your Clients</p> <p>Where To Get Evidence-Based Information</p> <p>How To Provide Evidence-Based Information Without Being Judgmental Or Patronising</p>	<p>Worksheet 2.4 Building Your Village Of Referrals And Resources For Mums</p> <p>Identifying Disinformation and Fake News</p> <p>Use Cochrane And HONcode To Find Evidence-Based Information</p>
	2.5 Increasing Oxytocin	<p>Create An Oxytocin Boosting Self Care Plan With Your Clients</p> <p>This Can Be A Great Compliment To A More Technical Breastfeeding Plan</p>	<p>Worksheet 2.5 Oxytocin Boosting Self Care Plan</p> <p>Complete An Oxytocin Boosting Plan For Yourself</p>
	2.6 You!	<p>Identify Your Own Prejudices And Put Them Aside</p> <p>Become A Professional Without Being Adding To Information Overload!</p> <p>Hold Space For Deep Transformation</p>	<p>Worksheet 2.6 Reflecting On Your Beliefs</p> <p>Review Possible Trigger Scenarios, Reflect On How Your Clients Beliefs And Experiences May Differ From Yours</p> <p>Is It Possible For You To Support Clients In These Situations?</p>



	2.7 Techniques	How To Teach Mothering Skills Including Breastfeeding And Sleep In A Way That Enhances Baby Brain Practical Communication Techniques You Can Implement With Clients	Worksheet 2.7 Setting Intentions Try Creating Some Intentions!
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Module Three - Your Professional Role

How to be confident and work within your scope as a professional as part of a breastfeeding village of support (even if you've never breastfed.)

Practical skills and strategies to figure out who (and when) to connect your clients with to give them the best chance at meeting their breastfeeding goals.

How to use learning aids to support your clients understanding of breastfeeding and create a plan to meet their own breastfeeding goals.

Module	Lesson	Learning Outcome <i>Here's What You'll Learn</i>	Activity <i>Your Homework</i>
3. Your Professional Role	3.1 Your Scope Of Practice	What Scope Of Practice Means How To Work Within Your Scope Of Practice	<i>No Worksheet</i>
	3.2 Your Role	How To Support Your Clients To Breastfeed How To Feel Confident As A Professional	Worksheet 3.2 Asking Questions Brainstorm Questions To Ask A Breastfeeding Mother
	3.3 Other Roles	Understand Various Breastfeeding Roles You May Need To Refer To Identify Experts And Resources In Your Area How To Identify Red Flags That May Mean Specialist Help Is Needed	Worksheet 3.3 Resources And Contacts Start Your Contacts List Learn About Your Local Breastfeeding Organisation(s) Bonus: Set Up A Coffee Date With An IBCLC!

	3.4 Tools	How To Listen To Your Client's Breastfeeding Story How To Help Your Clients Make A Breastfeeding Plan How To Use Learning Aids	Worksheet 3.4 - Practice Your Tools Create A Breastfeeding Plan Template Ask A Mother To Tell You Her Breastfeeding Story
	3.5 The Value Of Support	Why It Takes A Village To Breastfeed Positive Outcomes When Mothers Receive Support How Your Role Is Unique	<i>No Worksheet</i>



Module Four - Normal Breastfeeding

Understand how breastfeeding works and how to explain it to your clients and their whole village.

*A quick reference guide to common breastfeeding questions and challenges including
blocked ducts, expressing milk, positions and attachment.*

How to respond to common myths and misunderstandings and how to support natural infant behaviour.

Module	Lesson	Learning Outcome <i>Here's What You'll Learn</i>	Activity <i>Your Homework</i>
4. Normal Breastfeeding	4.1 How Breastfeeding Works	How The Breasts Make Milk How To Support Let-Down Reflex How To Establish And Maintain Milk Supply	Worksheet 4.1 - How Breastfeeding Works Anatomy Of The Breast Brainstorm Questions You Could Ask Your Clients
	4.2 Starting Breastfeeding	How To Support Your Client As She Begins Her Breastfeeding Journey How To Support Baby's Natural Instincts A Day In The Life Of A Breastfeeding Mother What To Do If Things Don't Go To Plan	<i>No Worksheet</i>
	4.3 Quick Start Guide	Everything You Need To Know About Breastfeeding How To Support Your Clients Through Typical Situations	Worksheet 4.3 - Quick Start Guide *Reading Requirement: Extract from <i>Dr Jack Newman's "What Is A Good Latch And Why Is It Important?"</i>

	4.4 Ending Breastfeeding	<p>How To Support Your Client As She Ends Breastfeeding</p> <p>How To Mark The Transition</p>	<i>No Worksheet</i>
	4.5 Breastfeeding Myths And Bad Advice	<p>Seven Common Myths About Breastfeeding</p> <p>What The Evidence Tells Us Instead</p> <p>What To Say To Your Clients</p>	<p>Worksheet 4.5 - Breastfeeding Myths And Bad Advice</p> <p>Have You Heard Of Any Breastfeeding Myths?</p> <p>How To Respond If Your Client Receives Poor Advice</p>



Module Five - Special Situations

Working with diverse families including LGBTQI+ families, families with disabilities, survivors of sexual abuse and families with multiples.

Supporting parents who are experiencing discomfort, aversions, pain or sensory overload.

Understand the complexities and interactions of mental health and breastfeeding.

Module	Lesson	Learning Outcome <i>Here's What You'll Learn</i>	Activity <i>Your Homework</i>
5. Special Situations	5.1 When Mother And Baby Are Separated	Why Mothers And Babies Are Separated How To Prepare For Separation How To Deal With An Unexpected Separation Strategies For Supporting Mothers Who Are Separated From Their Babies	Find Out What Milk Banks Or Milk Sharing Organisations Are Local To You And Add Their Details To Your Resources List
	5.2 Multiples	Why Mothers Are Able To Successfully Breastfeed Multiple Babies Stories From Mothers Of Twins How To Support Your Clients With Multiples	Find Out Who Your Local Multiples Organisation Is And Add Them To Your Resources List *Reading Requirement: <i>Excerpt From Miriam G's Story</i>
	5.3 Survivors Of Sexual Abuse	How Childhood Sexual Abuse Impacts The Breastfeeding Experience How To Support Childhood Sexual Abuse Survivors In Their Breastfeeding Journey	<i>No Worksheet</i>

	<p>5.4 Unusual Sensory Experiences Of Breastfeeding</p>	<p>Symptoms And Causes Of Breastfeeding Aversion</p> <p>Symptoms Of D-MER</p> <p>Symptoms And Causes Of Vasospasms</p>	<p><i>No Worksheet</i></p>
	<p>5.5 Tongue-Ties</p>	<p>What Tongue-Tie Is And Why It Can Cause Problems For Breastfeeding</p> <p>How And Why Mothers Concerns Are Routinely Dismissed</p> <p>How To Identify Tongue-Tie And What To Do If You Suspect One</p> <p>How To Support Clients Who Have Babies With Tongue-Tie</p>	<p>Find Someone Local To You Who Has A Good Reputation Among Mothers For Helping To Solve Tongue-Tie And Similar Issues</p> <p>*Reading Requirement: <i>Kalina's Story</i></p>
	<p>5.6 Mental Health</p>	<p>The Relationship Between Breastfeeding And Mental Health</p> <p>How To Identify And Support Good Mental Health</p> <p>How To Connect Mothers To Support Networks</p> <p>How To Protect Your Own Mental Health</p>	<p>Look For Examples Of The Three Types Of Support Networks In Your Local Area And Add Them To Your Resources List</p> <p>Review Your Own Mental Health, Implement Activities To Support Your Own Mental Wellness</p>



Module Six - Culture and History of Breastfeeding

Identify how perceptions of breastfeeding change throughout time, and the best way to support mothers in the 21st century.

Know your own cultural and biases so you can serve diverse communities with sensitivity.

Understand the crucial role of a supportive community in breastfeeding success and develop your vision for where you fit in.

Module	Lesson	Learning Outcome <i>Here's What You'll Learn</i>	Activity <i>Your Homework</i>
6. Culture And History Of Breastfeeding	6.1. History Of Breastfeeding In Industrialised Nations	How Attitudes Towards Female Bodies Shifted Through Time How The Medicalisation Of Birth Affects Breastfeeding The Rise Of Artificial Breastmilk Substitutes	<i>No Worksheet</i>
	6.2 Cultural Attitudes To Breastfeeding	How Culture Impacts Individual Experiences Of Breastfeeding How The Traditional Practice Of “Forty Days” Protects Breastfeeding Milk Sharing In Traditional And Modern Communities	Identify Your Own Cultural Biases
	6.3 Exploring Diverse Families	How To Support Same-Sex Couples, Adoptive And Trans Parents How To Support Mothers With A Physical Disability How To Support Neurodiverse Mothers	Read And Reflect On The Stories In Your Worksheet

	6.4 Discrimination Against Breastfeeding Mothers	<p>How Discrimination Affects Mothers In The Workplace</p> <p>How Discrimination Affects Mothers In Public Spaces</p> <p>The Human Rights Of The Breastfed Baby</p>	<i>No Worksheet</i>
	6.5 Racism And Exploitation	<p>How Racism Affects Breastfeeding Outcomes Today</p> <p>How Enslaved Mothers Were Exploited</p>	Read And Reflect On The Stories In Your Worksheet
	6.6 Village-Building	<p>Understand The Crucial Role Of A Supportive Community In Breastfeeding Success</p> <p>How To Support Your Clients To Build A Breastfeeding Village Of Support</p>	<i>No Worksheet</i>
	6.7 Reflecting On Your Role	<p>How To Build Your Own Village Of Support</p> <p>Why Debriefing Is Important And How To Do It</p> <p>Practices For Meaningful Work And A Sustainable Lifestyle</p>	Personal Reflection Exercise

**All Outlined Reading Requirements Listed Are Supplied Within Each Module Throughout The Course Content*



Graduation

You are ready to launch into the next stage of your abundant postpartum career!

Module	Lesson	Learning Outcome <i>Here's What You'll Learn</i>	Activity <i>Your Homework</i>
Graduation	Quiz	<p>You'll Need To Get A Minimum Of 80% Of The Questions Correct To Graduate</p> <p>Receive Your Certificate And A Graphic For Your Website</p> <p>You'll Be Invited To Join Our Membership Program <i>Designed For Graduates Only</i></p>	<p>Complete The Graduation Quiz</p>
	Bonuses	<p>How To Get Clients And Get Paid</p> <p>Leverage Your Time And Get More Results For Your Clients With Less Effort From You</p> <p>Learn How Content Marketing Can Make Selling Easy And Fun</p>	<p>Write Your Signature Talk</p> <p>Structure Your Free Interviews</p> <p>Create And Price Your First Package</p> <p>Set Up Your Business Systems And Tech</p>