



Newborn Mothers

Postpartum Education and
Care Professional

Curriculum

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Welcome and Orientation

Orient yourself within the course and class and learn how to access your resources
 Introduce yourself, meet your peers and meet your educators
 Set yourself up for longevity with the skills and plans you need for your career to be happy, healthy and sustainable

Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
Welcome and Orientation	Understand the course process	How the course and live classes work How to access all of your resources and bonuses How to graduate		
Intake Survey	State your statistical data to inform our understanding the population of our student community.	These questions help Newborn Mothers understand the experiences and diversity of our student community	Survey: Complete the intake survey	
Meet Your Educators	Identify your educator and the knowledge/ experience they are bringing to the course	Meet Julia, Antonia, Amanda, Katie, Dusk and Frances	Optional Listening: Listen to podcast interviews	
Study Skills	Design your educational experience	How to interact with this course in a way that meets your learning needs Set yourself up for success	Worksheet: Design your educational experience	



Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
Your Safety	Prepare for a safer learning environment	Know yourself, your boundaries and your triggers Make a plan to support yourself during this course and career	Worksheet: Your Self and Community Care Plan	
Exploring Your Story	Examine your maternal story	Explore your own experiences, beliefs and stories around motherhood and begin healing	Reflection Prompts: Your postpartum story	
Curriculum	Recognise the learning outcomes, workbook and client resource kit within the curriculum	Orient yourself within the course and class and learn how to access your resources Set yourself up for longevity with the skills and plans you need for your career to be happy, healthy and sustainable	PDF: Curriculum	
Full Course Workbook			Optional: Download each module workbook when it is released, printable or fillable online	
Full Course Transcripts			Optional: Download each module transcript when it is released	



Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
Client Resource Kit	Compile your own client resources	<p>Access to your customisable templates, plans and handouts.</p> <p>Instructions for customising with your logo, colours and fonts</p>	Optional Template: Add your logo to the templates or create your own.	
Optional Resources	Assemble your postpartum professional resource hub	Extra books, scientific articles, videos, podcasts and all sorts of resources to deepen your learning	<p>Optional Resource: Create a library of resources for your clients.</p> <p>Optional Reading: Create a reading list for yourself according to your area of interest.</p>	



Module One - Your Role

How to be confident and work within your scope as a professional alongside a village of support (even if you're not a parent)
 Clarify your goals for your postpartum career and imagine your dream day in the role of Postpartum Education and Care Professional
 Understand the role and value of compassionate and non-judgmental care that is based on scientific evidence

Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
The Value of Support	Define the value of support in postpartum care	Why it takes a village to raise a child A brief history of parenting	Reflection Prompts: Support during postpartum	
Your Role	Recognise the parameters of your role	The history and future of postpartum care and doula's role		
Scope of Practise and Code of Ethics	Identify the scope of practice of a postpartum education and care professional	What scope of practice and code of ethics means How to work within the limits of your knowledge, experience and skills How to feel confident in your unique role	Checklist: Scope of Practise for Postpartum Education and Care Professionals Checklist: Postpartum Education and Care Professionals Code of Conduct	
Other Professionals, Organisations and Resources	Distinguish your role from various professionals who can support postpartum mothers and carers	Understand various professionals, organisations and resources you may need to refer to	Template: Resources, referrals and contacts (spreadsheet) Activity: Set up a coffee date	



Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
		<p>Identify professionals, organisations and resources in your area</p> <p>Identify red flags that may mean specialist help is needed</p>		
You	Examine your own beliefs and how they interact with the beliefs of your clients	<p>Identify your own prejudices and leave them aside</p> <p>Become more open-minded and curious about potential clients and their beliefs, experiences and decisions so you can support a wider variety of families</p> <p>Find your boundaries</p>	Reflection Prompts: Your beliefs	
Day in the Life	Discover the various expressions of postpartum care professionals and focus areas	<p>Learn different ways to be a Postpartum Education and Care Professional</p> <p>Create an energetic anchor for your career and life</p>	<p>Worksheet: Write your ideal day</p> <p>Checklist: Home Visit Checklist</p>	



Module Two - Baby Brain

How and why pregnancy, birth and care-giving changes brains forever and how to explain this to your clients
 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

Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
Science	Differentiate between evidence-informed care, anecdotes and science	Understand the complexity of science and acknowledge the cultural limitations of science		
Gender and brain science	Outline the definition of baby brain and the importance of reclaiming it	History of brain science How pregnancy changes the brain Redefine and reclaim baby brain	Reflection Prompts: Explore your cultural understanding and personal experiences of baby brain	
Brain Changes: Learning and Loving	Communicate the benefits of baby brain with your clients	Understand two key ways the brain changes during the transition to parenthood Identify the protective aspects and risks associated with brain changes Explain key concepts to your clients	Activity: Write, record or draw how you'd explain baby brain to a client	



Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
Benefits of Baby Brain	Understand the benefits of baby brain	Identify the benefits of positive parental brain adaptations Recognise signs that a client might need more support	Case Study: Positive parental brain adaptations or red flags?	
Supporting baby brain	Apply your understanding of baby brain to support clients	Create an environment that supports positive and protective brain changes Teach skills and share information in a way that supports baby brain	Reflection Prompts: When have you experienced or witnessed care that supports or sabotages baby brain?	
Baby Brain in Diverse Families	Suggest the important brain changes that are experienced by non-birthing or biological parents	How brain changes are experienced by caregivers who are not the birthing parent or biological parent		



Module Three - Practical Support

Increase oxytocin for postpartum peace and joy and encourage your clients to connect with their intuition and with their baby
 Connect your clients with a village of support, including friends, family, neighbours, peers and professionals
 Share information based on scientific evidence with your clients without judgment, guilt or shame
 Support them in making the right decisions for their family and create practical plans they can follow through

Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
Asking questions	Identify when to use open questions and direct questions	Know the benefits and limitations of asking questions How to respond when your clients ask you questions	Case Study: Asking questions	
Boosting Oxytocin	Discover ways to boost the oxytocin in your clients postpartum	Implement simple ways to bring your client peace and joy in postpartum Know the value and limitations of oxytocin	Activity: Boost your own oxytocin	Handout: Optimising Oxytocin Template: Oxytocin Boosting Plan
Village Building	Illustrate the importance of village building and how you would support clients to do this	Know the value and limitations of village building How to develop village building mindset Practical ways to build a village	Reflection Prompts: Your village building mindset Worksheet: Your village building services Activity: Add to your Professional, Organisations, and Resources List	Template: Village Building plan



Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
Intuition	Develop an understanding of intuition and how to support your clients to create an environment for listening	<p>Create a positive environment that supports your clients' learning</p> <p>Understand the difference between intuition and instinct</p> <p>Know the value and limitations of intuition</p>	Reflection Prompts: Your attitude towards making mistakes	
Information Based on Scientific Evidence	Recognise the value and limitations of information and how to support your clients with this	<p>Support your clients in assessing the quality of information they have been exposed to</p> <p>Know when to share information with your clients</p> <p>Know the value and limitations of information</p>	<p>Research: Postpartum information based on scientific evidence</p> <p>Activity: Add to your Professional, Organisations & Resources List</p>	
Supporting Decision Making	Determine how to support clients with decision making	<p>Share information with your clients without judgment, guilt or shame</p> <p>Support your clients to make decisions for their unique family and situation</p> <p>How to protect yourself and support clients who make risky or dangerous choices</p>	<p>Reflection Prompts: Your own decision making process</p> <p>Research: Local Privacy and record-keeping laws</p>	



Module Four - Cultural Care

Discover how various cultures (including your own) support, celebrate and acknowledge the birth of a mother
 Learn practical and simple ways of incorporating rites and rituals into your postpartum support
 Work in a way that is culturally safe and respectful

Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
Stories	Discover various traditional cultural ways of postpartum support	<p>Appreciate positive postpartum stories from different cultures</p> <p>Discover how traditional cultures support, celebrate and acknowledge postpartum</p>	<p>Reading: Newborn Mothers - stories</p> <p>Reflection Prompts: Brainstorm cultural care themes</p>	
Universal Themes	Discover the universal themes of postpartum care	<p>Identify universal themes of postpartum care in different cultural contexts</p> <p>Understand the value and limitations of these practices</p>	<p>Worksheet: Value and limitations of cultural care</p>	
Cultural Appropriation	Recognise where cultural appropriation occurs in the postpartum profession and ways to work with respect to other cultures	<p>Understand cultural appropriation and how to work with respect</p> <p>Acknowledge your privilege</p> <p>Explore postpartum care in your own culture</p>	<p>Reflection Prompts: Acknowledge your privilege</p> <p>Checklist: Avoiding cultural appropriation in your work</p> <p>Activity: Explore your own culture of postpartum care</p>	



Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
Rites and Rituals	Develop rites and rituals to incorporate into your postpartum care	Explore ways to include cultural care in your practice	<p>Checklist: Creating rites and rituals</p> <p>Worksheet: Design a rite or ritual</p>	
Cultural Safety	Discover cultural diversity and safety within postpartum care	Acknowledge postpartum challenges facing people from different cultural backgrounds	Research: Cultural Safety in your community	



Module Five - Food

Explore postpartum food from different cultures and learn how to adapt and create recipes and menus for postpartum rejuvenation
 Understand risks and use appropriate language to support mothers to build a more positive relationship with food and their bodies
 Learn how to start a safe food business and different ways of supporting your clients with food

Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
Postpartum Food Culture	List traditional postpartum foods and recipes	Recognise universal themes of postpartum food from around the world Explore postpartum recipes from different cultures	Activity: Cook a traditional postpartum recipe & take a photo Reflection Prompts: Explore your postpartum food experience	
Postpartum Nutrition	Examine postpartum nutritional needs and complex situations	Nutritional needs during postpartum Disordered eating, diet culture, allergies and when to refer for more support	Activity: Add to your resources, referrals and contact lists Reflection Prompts: Explore your relationship with food	
Food Safety	Formulate how to work in the kitchen and plan, organise and cook meals for clients	Basic food business equipment, packaging, transport, safety and hygiene Cooking in your home, in your client's home or in a commercial kitchen	Research: Local food safety and hygiene legal requirements for food businesses	



Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
Food Business Ideas	Discover how to incorporate food into your business model	Incorporate food into your business model	Worksheet: Incorporating food into your business plan	
Creating Recipes, Menus and Meal Plans	Create recipes and menus postpartum rejuvenation	How to write professional recipes How to develop a postpartum menu or meal plan	Checklist: How To Write Recipes Worksheet: Create a postpartum menu or meal plan	
Food Planning and Support	Design ways to help your clients with food planning and support	Quick and easy ways to stock your client's pantry, fridge and freezer Creative ways to support your clients to ask for and receive support with food		Template: Postpartum Food Plan
BONUS: Recipe Book updates				



Module Six - Bodywork

Introduction to a variety of ways of providing physical support during postpartum
 Encourage your clients to connect with their body and their baby with simple, comforting touch
 Know your boundaries, scope and qualification and who to refer to

Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
Physical Recovery	Recognise normal physical recovery after childbirth	What to expect from normal physical recovery during the weeks and months after childbirth	<p>Reflection Prompts: Your postpartum recovery</p> <p>Activity: Add to your Professional, Organisations & Resources List</p>	
Providing physical comfort	Define bodywork basics and boundaries	<p>How bodywork can transform your client's experience of the transition to parenthood</p> <p>Bodywork legalities and how to stay within the scope of your role</p> <p>Incorporate comforting touch into your postpartum care work</p>	<p>Activity: Bodywork and the law</p>	
Oils and Herbs	Discuss safe oils and herbs	Using herbs and oils safely whilst respecting different cultures and families		



Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
Self-massage and baby massage	Teach self and baby massage discerningly in your postpartum care work	Teaching self-massage and baby massage When to avoid or end massage	Handout: Self-massage poster Handout: Baby massage Activity: Try self-massage or baby massage yourself	
Belly Binding	Perform simple belly binding in your postpartum care work	Why belly binding is common in postpartum cultural care around the world Common myths about belly binding and what the evidence tells us instead How to incorporate simple belly binding into your postpartum care work	Handout: Bellybinding Activity: Try belly binding on yourself Worksheet: How to incorporate physical comfort into your practice	



Module Seven - Breastfeeding

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

Learn everything you need to know about breastfeeding, including attachment, positioning and common challenges

Find out how to respond to myths and misunderstandings and how to support natural infant behaviour

Learn how to use learning aids to support your clients' understanding of breastfeeding and create a plan to meet their own breastfeeding goals

Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
How Breastfeeding Works	State the basic physiology of how breastfeeding works	<p>How the breasts make milk</p> <p>How to support let-down reflex</p> <p>How to establish and maintain milk supply</p>	<p>Reflection Prompts: Your breastfeeding story</p> <p>Worksheet: How breastfeeding works</p> <p>Worksheet: Brainstorm questions you could ask your clients</p>	
Starting Breastfeeding	Identify ways to support a client to start breastfeeding	<p>How to support your client as she begins her breastfeeding journey</p> <p>How to support baby's natural instincts</p> <p>What to do if things don't go to plan</p>	<p>Activity: Add to your Professional, Organisations & Resources List</p> <p>Worksheet: Get to know Your Local Breastfeeding Organisations</p>	



Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
Breastfeeding Foundations	Discover breastfeeding foundations and basic principles	<p>Everything you need to know about basic breastfeeding principles including:</p> <ul style="list-style-type: none"> ● Colostrum ● Skin to skin ● Breastcrawl ● Feeding cues ● Engorgement ● How to know if baby is getting enough ● Attachment ● Positions ● Night time feeding ● Cluster feeding ● Expressing and storing breastmilk ● Food and Galactagogues ● Tandem feeding 		
Breastfeeding Myths	Distinguish between common breastfeeding myths and evidence	<p>7 common myths about breastfeeding</p> <p>What the evidence tells us instead</p> <p>What to say to your clients</p>	Worksheet: Breastfeeding myths	



Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
Breastfeeding Education Tools	Discover breastfeeding education tools to teach and support your clients breastfeeding journey	<p>Listen to your client's story</p> <p>Support your clients to make a breastfeeding plan</p> <p>Understand and use learning aids</p>	<p>Activity: Explore the Breastfeeding Plan Template in the Client Resource Kit</p> <p>Worksheet: Practice listening to breastfeeding stories</p> <p>Case study: Responding to Breastfeeding questions</p>	Template: Breastfeeding Plan
Ending Breastfeeding	Recognise the ways to support clients in ending breastfeeding	<p>How to support your clients as they end breastfeeding</p> <p>How to mark the transition</p>		
Overcoming Obstacles	Develop strategies for overcoming obstacles in breastfeeding	<p>Strategies for overcoming common challenges including:</p> <ul style="list-style-type: none"> ● When mother and baby are separated ● Sore nipples ● Cesarean birth ● Mastitis and blocked ducts ● Tongue ties ● Unusual sensory experiences ● How to support physically disabled parents ● Re-lactating and inducing lactation 		



Module Eight - Breastfeeding Culture and History

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

Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
History of Breastfeeding in Industrialised Nations	Discover how the history of attitudes towards female bodies and the medicalisation of birth affects breastfeeding in industrialised nations	How attitudes towards female bodies shifted through time How the medicalisation of birth affect breastfeeding	Reflection Prompts: Explore your relationship with your breasts	
History of Artificial Milk Substitutes	Discover the history of artificial milk substitutes	The rise of artificial breastmilk substitutes The relationship between the medical field and formula companies	Reflection Prompts: Cultural influence of artificial milk substitutes	
Cultural Attitudes to Breastfeeding	Recognise what we can learn from various cultural attitudes towards breastfeeding	How culture impacts individual experiences of breastfeeding How the traditional practice of “forty days” protects breastfeeding Milk sharing in traditional and modern communities	Worksheet: Exploring Cultural Beliefs And Practices	



Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
Discrimination Against Breastfeeding	Discover how discrimination against breastfeeding affects breastfeeding parents at work and public spaces	<p>How discrimination affects breastfeeding parents in the workplace</p> <p>How discrimination affects breastfeeding parents in public spaces</p> <p>The human rights of the breastfed baby</p>	Research: Research your local legislation around breastfeeding	
Racism and Exploitation	Discover the history of racism and exploitation of breastfeeding and how this affects breastfeeding outcomes today	<p>How enslaved mothers and mothers in colonised countries were exploited</p> <p>How racist policies affected Indigenous mothers</p> <p>How racism affects breastfeeding outcomes today</p>	Worksheet: Culturally sensitive breastfeeding support	



Module Nine - Sleep

Understand your own sleep preconceptions and supporting different families needs and situations
 Responding to myths, sharing evidence based sleep information and creating realistic expectations for your clients
 How to support your clients to optimise their families sleep during the newborn season
 Identifying red flags, working within your scope and referring your clients on for appropriate support

Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
Exploring your Preconceptions	Identify your preconceptions, biases and experience regarding sleep	Supporting different families Your own biases and experiences	Reflection Prompts: Your sleep values and culture Worksheet: Your reaction to emotive concepts	
Sleep Myths	Distinguish between common sleep myths and evidence	Common myths about sleep How to respond to myths your clients have heard What the evidence tells us instead	Case Study: Sleep myths and how to respond	
Normal Infant Sleep	Recognise normal infant sleep and red flags requiring more support	Understand normal infant sleep Identify red flags and when to refer on for more support	Reflection Prompts: Your experience of normal infant sleep as a parent Activity: Add to your Professional, Organisations & Resources List	



Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
Safe Sleep	Identify a safe sleep environment and the recommendations in your area	<p>Find safe sleep resources to share with clients</p> <p>Understand the law and recommendations where you live</p> <p>Know the risks and benefits of cosleeping</p>	<p>Research: Handouts for safe sleep</p> <p>Worksheet: Safer and riskier cosleeping</p> <p>Activity: Add to your Professional, Organisations & Resources List</p>	
Support for Parent Sleep	Discover ways to support your clients to optimise parent sleep	<p>Impact of sleep on health and wellbeing</p> <p>What to say to your clients without adding extra stress</p> <p>Practical strategies for parents who aren't getting enough sleep</p>		<p>Handout: Optimising Parent Sleep</p> <p>Template: Parent Sleep Plan</p>
Support for Infant Sleep	Discover ways to support your clients to optimise infant sleep	<p>Optimising infant sleep</p>		<p>Handout: Optimising Infant Sleep</p> <p>Template: Infant Sleep Plan</p>



Module Ten - Mental Health

Appreciate your valuable role in supporting your client’s overall perinatal mental health and wellbeing
 Learn about different types of mental health challenges that might arise or be present throughout the perinatal period
 Understand various support and resources available for perinatal mental health challenges
 Guide clients through the systems that provide support with the greatest amount of ease

Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
A Holistic Approach	Discover the importance of holistic perinatal mental health and wellbeing	<p>Understand mental health and mental illness</p> <p>Utilise a strengths-based approach to perinatal well-being and mental health</p> <p>How to work holistically with your clients</p>	Reflection Prompts: Your experience of the five basic needs during postpartum	
Mental Health in Relational Context	Recognise the interrelated relationships within perinatal mental health	<p>The importance of the whole family’s mental health and wellbeing</p> <p>Supporting perinatal mental health and wellbeing as a postpartum professional</p>	Reflection Prompts: Changing relationship dynamics during postpartum	



Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
Myths	Distinguish between common mental health myths and evidence	How myths get in the way of seeking and providing perinatal mental health and wellbeing support What we can focus on instead of myths		
Risk and protective factors	Recognise specific perinatal risks and protective factors	Risk factors for perinatal mental health challenges Protective factors for perinatal mental health challenges		
Perinatal Mental Health Challenges	Recognise specific perinatal mental health challenges and symptoms	Understand specific challenges including baby blues, depression, anxiety, birth trauma, postnatal rage, suicide ideation How to respond to perinatal mental health challenges Understand the stigmas associated with mental health challenges in the perinatal period		



Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
Responding to Perinatal Mental Health Challenges	Define your role in responding to perinatal mental health and wellbeing support	<p>Conceptualise what it is to hold space</p> <p>The importance of your role in relation to mental health</p> <p>Ways to respond to clients who are potentially experiencing a mental health challenge</p>	Reflection Prompts: Discussing mental health with clients	Client Resource Kit: Strengths and support plan for optimal mental health
Support Available for Perinatal Wellbeing Challenges	Outline the support available for perinatal wellbeing challenges within your local health system	<p>Why postpartum professionals and clients need improved mental health literacy</p> <p>Accessing mental health support through the system</p> <p>Support and treatment options</p>	<p>Activity: Add to your Professionals, Organisations, and Resources List with Mental health screening tools and resources</p> <p>Case Study: Effective referral pathways for assessment and support</p>	



Module Eleven - Diverse Experiences

Working with diverse families including LGBTQI+ families, neurodivergent families and families with multiples
Supporting families in challenging situations and staying safe at work

Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
Diversity and inclusion	Discover the foundations of supporting families with diverse experiences	<p>Understand the foundations of supporting families with diverse identities and experiences</p> <p>Explore how your role can protect and promote well-being and human rights</p>	Reflection Prompts: Your postpartum experience of diversity	
Supporting people who have experienced trauma	Discover a foundational understanding of trauma aware care	<p>Various types of trauma and the different ways you can respond</p> <p>The core principles of trauma-informed care and how they relate to postpartum</p>	Worksheet: Trauma Competency	
Supporting neurodivergent parents	Discover ways to support neurodivergent parents postpartum and use neuro-affirming language	<p>Understand the unique challenges neurodivergent parents may face and how to support them</p> <p>Why and how to use neuro-affirming language</p>	<p>Worksheet: Explore your own sensory experience of the world</p> <p>Activity: Add to your Professional, Organisations & Resources List</p>	



Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
Supporting LGBT+ Families	Discover ways to support LGBT+ families postpartum and use inclusive language	<p>Understanding gender, sex and sexual orientation</p> <p>Why and how to use inclusive language in your practice</p> <p>How to support LGBTQI+ families and especially parents</p>	<p>Reflection Prompts: Explore your own sex, sexuality and gender identity</p> <p>Worksheet: Using gender-inclusive language in your own practice</p> <p>Activity: Add to your Professional, Organisations & Resources List</p>	
Supporting families with multiples	Discover ways to provide practical postpartum care to clients with multiples	<p>Understand the challenges families with multiples may face</p> <p>How to support your clients with multiples</p>	<p>Activity: Add to your Professional, Organisations & Resources List</p>	
Surrogacy, adoption, donor conception and fostering	Discover ways to provide practical postpartum care after surrogacy, adoption and fostering	<p>Practical postpartum care bonding and attachment after surrogacy, donor conception, adoption and fostering</p> <p>Positive language about surrogacy, adoption, donor conception and fostering</p>		
Pre-term birth and unwell parents and babies	Discover ways to provide practical postpartum care with premature babies, unwell babies or unwell mothers	<p>Practical postpartum care, bonding and well-being after pre-term birth or if parent or baby is unwell</p>		



Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
Loss, stillbirth and infertility	Discover ways to provide practical postpartum care with premature babies, unwell babies or unwell mothers	How to provide support for clients who have experienced loss, stillbirth and infertility		
Supporting survivors of sexual abuse	Discover ways to support survivors of sexual abuse and PTSD in their postpartum	Understanding the intersection of motherhood and sexual abuse What to be aware of when supporting abuse and trauma survivors through postpartum		
Family Violence	Discover ways to support families experiencing domestic violence postpartum	How to talk about family violence and respond to disclosures Assessing levels of risk and understanding referral pathways	Research: Local outreach and advocacy services and referral pathways	
Child Protection and Reporting	Identify your responsibility in child protection and reporting	Understand your responsibilities and local laws Know when and how to report child abuse	Research: Find local support services, understand local mandatory reporting laws and processes	



Module Twelve - Advocacy and Sustainability

Work with ethics and integrity and contribute to a society that respects and reveres motherhood
Create a meaningful and sustainable career

Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
Systems advocacy	Examine the collective pursuit of social health and how we can advocate for improved maternal care	Appreciate the social determinants of health and health as a collective pursuit Identify various ways to advocate for improved maternal care	Worksheet: Create an advocacy plan	
Individual advocacy	Distinguish the various ways to support clients to advocate for themselves, use tools and make complaints	Discover ways to support your clients to advocate for themselves	Worksheet: How you can promote human rights in your work	
Gender and work	Recognise the historical exploitation of women's work and how to lead with integrity in this space	Deconstruct your beliefs about womens work within the patriarchy Work in vulnerable spaces with integrity		



Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
Sustainable work	Define what sustainable work looks like for you	<p>Understand the risks and safety of starting your own caring business</p> <p>Practices for meaningful work and a sustainable lifestyle</p>	Reflection Prompts: Creating work that works for you	
Reflecting on your role	Generate a village of support and sustainable practices for meaningful work	<p>How to build your own village of support</p> <p>Why debriefing is important and how to do it</p>	Activity: Debriefing	



Completion and Graduation

How to complete the course and graduate as a Postpartum Education and Care Professional

Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
How to start your business	Plan the foundational steps required to start your business	Understanding the foundational steps to starting your business	Checklist: Working requirements	
Legal documents	Plan how you will navigate the legal requirements of your work	Understand what legal documents you need Decide if you can write your own or need legal advice	Worksheet: Decide if you need legal advice Checklist: Policies, Terms and Conditions	
Customer journey mapping	Design your customer journey map	Understand the steps your potential clients take to work with you Make it easy for potential clients to know, like and trust you	Example: Customer journey map for a local service business Example: Customer journey map for an online business Worksheet: Your Customer Journey Map	
Your next steps	Discover how to graduate and receive ongoing support	How to graduate and access your graduation bonuses How you can continue to be supported by the team at Newborn Mothers		



Graduation Bonus - Business and Marketing

Create, market and sell your services

Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
Your Next steps	Plan how you will approach your business	How this module works What to do if you are joining the membership		
Your website and email list	Create a website that works for you and your clients	Why you should have a website and an email list What to write on your website	Worksheet: Write your website home page Worksheet: Create a content plan	
Design	Design your branding	Create your style guide	Worksheet: Create your style guide	
Launch your website and email list	Formulate how to grow your list of prospective customers	How to launch and update your website How to start, grow and nurture your email list	Checklist: Launch your website and email list	
Products and services	Formulate your products and services	What products and services you will offer	Worksheet: Brainstorm products and services Worksheet: Explore cost and value Worksheet: Your products and services	



Lesson	Learning Outcome	Content	Workbook	Client Resource Kit
Pricing	Discover how to price your services	Pricing your products and services	Worksheet: Pricing	
Selling	Summarise and describe the value of your products and services	Learn how to sell your products and services	Worksheet: How to describe your product or service Worksheet: Sales page Template: Interview outline Template: Services and pricing guide Template: Client intake form	

