



Breastfeeding (COPE) Certified Lactation Educator Program Outline & Objectives

The purpose of the Certified Lactation Educator COPE Program (24 hours) is to improve and promote healthier breastfeeding outcomes for women and babies, and to reduce disparities in perinatal health. At the end of this educational program, participants will have become proficient and competent, with the knowledge and skills necessary to provide:

- comprehensive community based breastfeeding education and conduction support groups and classes
- support for pregnant women and families during early and late pregnancy, birth and the postpartum period
- recognition and intervention of breastfeeding problems and barriers

Introduction and Orientation to the JJ Way®

The JJ Way® is a Maternal Child Health (MCH) system with an over-arching goal to eliminate racial and class disparities in perinatal health. The key objectives are for all pregnancies to reach at least 37 weeks gestation, for all babies to weigh 5 lbs 8ozs or more, and for all women to successfully breastfeed their babies. This innovative system has resulted in marked reduction in poor birth outcomes and has demonstrated the benefits of the „midwifery model of care“ for vulnerable populations. The JJ Way® system specializes in providing MCH education, training and certification in collaboration with Commonsense Childbirth School of Midwifery, a Florida Licensed post-secondary school.

History of Breastfeeding Education and the Role of the Educator

Explain the purpose and value of prenatal breastfeeding education
Discuss the role of the educator to expectant families in health communities
Perinatal statistics and the impact on communities

Adult Learning Principles and Creating Teaching Techniques

Identify Maslow’s Hierarchy of Needs, retention pyramid and Knowles theory
Identify types of learners and their styles
List various teaching strategies and determine their appropriate use
Identify group development and how it applies to breastfeeding education classes

Curriculum Development and Professionalism

Examine tools needed for breastfeeding education class
Discuss the importance of curriculum flow, identify resources for content and structure
Recognize the impact of culture on childbearing and breastfeeding education
Identify key components of professionalism in childbirth and postpartum education

Non-biased Teaching

Describe the differences between the medical and holistic model
Identify potential personal biases in using risk/benefits style of teaching
Explain consumer advocacy and informed consent

Community Linkages and Collaborations

Identify institutional practices that deter breastfeeding
Recognize federal documents that support breastfeeding
Identify local groups for mother to mother breastfeeding support



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Teaching Postpartum – Mother Care

Identify physical aspects of the immediate postpartum
Describe various components of self-care
Recognize postpartum danger signs

Emotional Aspects of Pregnancy, Birth and Postpartum

Discuss maternal emotional responses to pregnancy, birth and postpartum
Discuss paternal emotional responses to pregnancy, birth and postpartum
Define external and internal stressors affecting the expectant family
Identify stages of postpartum depression
Recognize symptoms of Perinatal Mental Illness
Impact of domestic violence, past sexual abuse and/or trauma

Baby Friendly Hospital Initiative/American Academy of Pediatrics (AAP) Statement

Explain the AAPs Position Statements on breastfeeding
Define “baby friendly”
Recognize the WHO Code of Marketing of Breast milk Substitutes
Describe role of healthcare professionals in promoting breastfeeding
Identify Barriers to breastfeeding

Role Delineation

List various lactation educator roles
Identify qualification to become International Board Certified Lactation Consultant (IBCLC)

Different Aspects of breastfeeding

Increase awareness of different cultural practices in breastfeeding
Identify common myths about breastfeeding
Identify 3 illness that breastfeeding can strongly prevent
Identify 2 main reasons women give up breastfeeding and how to help them
Explore practices that influence mother’s decisions about breastfeeding
Describe physical and psychosocial concerns for adolescent mothers
List 3 way to promote breastfeeding prenatally to teens

Counseling techniques

Demonstrate active listening skills
Identify counseling pitfalls
Describe how to evaluate the effectiveness of a counseling contact

Anatomy & Physiology of the Breasts

Describe structures of the breast and their role in lactation
Identify nutritive and immune components of breast milk
Discuss maternal nutrition and breastfeeding



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Assessment at the Breast

- Identify feeding cues
- Describe latch-on techniques
- List ways to assess latch and milk transfer
- Explain guidelines for duration of frequency of feedings
- Describe and evaluate effective versus ineffective breastfeeding

Breast Care

- Identify the difference between fullness and engorgement
- Demonstrate how to hand express breast milk
- Describe cause, prevention and management for sore nipples and plugged ducts
- Describe cause, prevention and management for mastitis
- Identify normal, flat and inverted nipples

Common Problems

- Identify problems that may arise when mom and baby are separated at birth
- Describe concerns related to a sleepy, fussy breastfed baby
- Identify feeding techniques for a sleepy baby
- Identify what challenges may arise with a cesarean birth
- Describe ways to help a breastfeeding mother who has had a cesarean
- Identify the physiological cause of jaundice and the impact it may have on breastfeeding
- Differentiate between three types of jaundice
- Describe alternative feeding methods
- Describe how to transition the baby back to breast

Complex Problems

- Discuss the challenges the premature baby and mother face
- Identify differences between normal growth, slow weight gain and failure to thrive
- Describe cause, prevention and management for maternal and infant candidiasis
- Discuss discrepancies between feeding frequency and urinary/stool output
- Identify characteristics of insufficient mammary glands
- Impact of domestic violence, past sexual abuse and/or trauma

Expression and Storage of Breast Milk

- Identify differences between manual, battery and electric breast pumps
- Demonstrate proper use of various pumps
- List storage and handling guidelines for human milk
- Discuss use of breast pump to increase milk supply

Medications in Mothers Milk

- Explain how medications enter breast milk
- Identify resources for information about medication and mother's milk

Smoking, alcohol and drugs during breastfeeding

- Explain the impact of harmful substances in breast milk



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HIV and Breastfeeding/ Medical Problems

Explain the WHO and CDC positions on HIV/AIDs and breastfeeding

Special Situations and breastfeeding concerns

Identify conditions in which a mother is advised NOT to breastfeed

Final Day

- Program review
- Role Play
- Skill Stations
- Written Exam

Workbook

Students will be provided with a curriculum workbook/ binder and support materials

Certification

COPE Certification with the designation of "CLE" will be granted for all participants who complete the required classroom hours and pass the written and skills test.

COPE - Breastfeeding 24 hours is \$460 (Certified Lactation Educator)

Minimum # of participants is 10 per COPE Breastfeeding class, discounts available for agencies sending over 10 participants. Additional site evaluation and technical support is available and encouraged. Fees vary on number of sites and scope of need.

Our expert knowledge in the perinatal field and working with reduction of maternal disparities we can adjust or create a program specific to your need.



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