



COPE Perinatal

GETTING TO THE HEART OF THE MATTER —
ELIMINATING DISPARITIES IN MATERNAL HEALTH

SPECIAL POINTS OF INTEREST:

- Evidence based MCH Program that addresses health disparities
- Community-based Doula, Childbirth Educator and Lactation Educator Certification Program
- Increases breastfeeding initiation and retention rates
- Creates a welcoming and inclusive atmosphere
- Supports both clinical and non-clinical staff with real tools to improve birth outcomes
- Focuses on care-coordination and health navigation for vulnerable communities

Community Outreach Perinatal Educator

The purpose of the Community Outreach Perinatal Education (COPE) program is to improve and promote healthier outcomes for women and babies, and to reduce disparities in perinatal health. Participants that complete the program become Certified Perinatal Educators (CPE) or Community Based Lactation Educators (CBLE). They are then empowered to enter their communities and provide comprehensive perinatal education; support for pregnant women and their families; and breastfeeding education and intervention of breastfeeding problems.

COPE education is based on The JJ Way® system and promotes ACCESS to perinatal education for paraprofessionals and professionals alike; creates CONNECTIONS between clients, staff, agencies and community; increases KNOWLEDGE about the impact of improved health on dispari-

ties; and EMPOWERS providers to excel in their service delivery by increasing job satisfaction and encouraging leadership.



JJ Way is a proven maternal child health (MCH) system which has significantly reduced perinatal disparities particularly in low-income and communities of color. www.comoosensechildbirth.org/jj-way

“Prior to attending the COPE training I had skills to work in my job, but this training inspired me to think outside my box. It opened up my awareness and I came away with a renewed passion to meet people where they are and to reach them with creative techniques which educate and support them.” - Gladys, COPE participant 2010



*“EVERY Mother
wants a healthy
baby, and EVERY
mother deserves
one!”*



Full COPE Training & Certification-48 hours

A culturally sensitive curriculum that includes comprehensive training on community-based Doula, Childbirth Education and Breastfeeding Education for peer-supporters, community health workers, para-professionals and home visitors. Curriculum includes manual, teaching tools and resources. 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 perinatal education
- support for pregnant women and fami-

lies during early and late pregnancy, birth and the postpartum period

- breastfeeding education and support, as well as early recognition and intervention of breastfeeding problems and barriers, and ways to increase retention

COPE participants who complete the required 48 instructional classroom hours and pass the written and skills test will be designated as Certified Perinatal Educator (CPE).

COPE Breastfeeding Training & Certification-24 hours

Designed for those agencies needing to focus directly on breastfeeding, we offer the 24 instructional hours of training that is part of the full COPE curriculum. Participants who complete the required 24 hours and pass the written exam and skills test will be designated as a certified Community Based Lactation Educator. This empowering and engaging program increases the confidence and wisdom to build capacity for community based organizations and individuals to actively reduce barriers to breastfeeding initiation and retention. We

offer a deep emphasis on strategies to normalize breastfeeding prenatally and communication tools to offer mother-to-mother breastfeeding support circles that are in alignment with federal and state initiatives. In addition, we know that each community member is an agent of change to reduce breastfeeding barriers and is at the heart community health. With an inclusive health literacy level, this pioneering program is ideal for all agencies, from administrators, supervisors, outreach workers and front desk staff who can change the outcomes of children's health indicators through focusing on normalizing breastfeeding.

Cost

Full COPE 48 hrs of instructional time - \$1,200.00

(Certified Perinatal Educator - CPE)
3 certifications- doula, childbirth educator, lactation educator.

Minimum # of participants is 8 per Full COPE class, discounts available for agencies sending over 10 participants.

COPE - Breastfeeding 24 hrs of instructional time is \$595

(Community Based Lactation Educator -CBLE)
Minimum # of participants is 10 per COPE

Additional site evaluation and technical support is available and encouraged. Fees vary on number of sites and scope of need. We are committed to share this essential training and will work with various levels of budget.

Course Outline

For detailed outline and objectives go to www.COPEPerinatal.com

- Introduction and Orientation to JJ Way®
- History of Childbirth Education and Role of Educator
- Adult Learning Principles
- Creating Teaching Techniques
- Curriculum Development and Professionalism
- Non-Biased Teaching
- Nutrition and Exercise
- Harmful Practices and Substance Abuse
- Body Systems and Response to Labor
- Labor Support and Doulas
- Medications and Intervention
- Teaching postpartum—Mother and Newborn Care
- Emotional Aspects of Pregnancy, Birth and Postpartum
- When the Unexpected Occurs
- Baby Friendly Hospital Initiative
- Role Delineation in Lactation
- Different Aspects of Breastfeeding
- Counseling Techniques
- Anatomy & Physiology for the Breasts
- Assessment of the Breast
- Breast Care
- Common Problems
- Complex Problems
- Expression & Storage of Breastmilk
- Medications in Mother's Milk
- Smoking, Alcohol & Drug During Breastfeeding
- HIV and Breastfeeding/Medical Problem
- Creating Breastfeeding Support Groups

“The tools this training gave me were amazing and the instructors brought it to life” - Yolanda, COPE participant 2011

Training Sites & Affiliations



Our training programs are designed to come to your location. Depending on your agency's needs we can accommodate a variety of settings or you can join us at one of our affiliate campuses:

- Commonsense Childbirth School of Midwifery, Orlando, FL
- Montclair State University -NJ
- Healthy Start Coalition - Daytona Beach, FL



MONTCLAIR STATE
UNIVERSITY
Center for Autism and
Early Childhood Mental Health



Jennie Joseph, LM, CPM



Jennie Joseph, a British-trained midwife and women's health advocate, moved to the United States in 1989 and began a journey which has culminated in the formation of an innovative maternal child healthcare system, *The JJ Way*®.

She is the Executive Director of The Birth Place a free-standing birthing facility in Winter Garden, Florida as well as her own non-profit corporation Commonsense Childbirth Inc. Due to the poor birth outcomes experienced by low income and uninsured women she has established an outreach clinic for pregnant women who are at risk of not receiving prenatal care. Her 'Easy Access' Prenatal Care Clinics offer quality maternity care for *all*, regardless of their choice of delivery site or ability to pay and has successfully reduced perinatal disparities. Jennie's school, Commonsense Childbirth School of Midwifery, trains and certifies midwives, doulas and paraprofessionals emphasizing culturally competent and community focused care.

Jennie's book **Beautiful! Images of Health, Joy and Vitality in Pregnancy and Birth** was published in 2007. This compilation of incredible photographs of pregnant and parenting women and their families speaks to the power of persistence in bringing about change. ”.

Kathy Bradley, IBCLC, CBE, CD



Kathy Bradley has been involved with perinatal education and health care since 1989. Her focus over the years has been providing education and support to women of all income levels. As founder and executive director of the former Childbirth Enhancement Foundation, she developed partnerships and training programs for community based doula programs with 14 hospitals. She managed a \$350,000 grant to provide low-income women childbirth education, doula and lactation support services in Santa Fe, NM. She is the Director of Perinatal Education at Commonsense Childbirth School of Midwifery Orlando, FL.

As an Internationally Board Certified Lactation Consultant, Childbirth Educator, Certified Doula, and she serves on the Council of Licensed Midwifery for Florida Department of Health. During her career Kathy has made numerous appearances on TV programs focused on women and children's health, has written or been mentioned in many magazines and blog sites, as well as developed many training programs for the para professional and health professionals. She spent 14 years working as a childbirth educator and lactation consultant at Winnie Palmer Hospital in Orlando, FL., where they deliver the 2nd highest volume of babies in the nation. She is a mother to 5, grandmother to 3.

Jill Wodnick, M.A., LCCE, CD



Jill is a birth doula, doula trainer and Lamaze childbirth educator with an emphasis on reducing perinatal disparities through community engagement. She has trained women's health professionals and home visitors on childbirth education and the role of doulas while also teaching as an adjunct instructor to undergraduate and graduate students. Jill was the Expert Doula for *Destination Maternity*, *Pregnancy Magazine*, and *the PBS program 'Real Savvy Moms'*. Jill recently led a community doula initiative in the greater Hudson County area and is now leading the "Giving Birth & Being Born Initiative" for Montclair State University's Center for Autism & Early Childhood Mental Health. Jill is deeply compassionate and passionate about community based perinatal programs that link the science of the perinatal period to a lifetime of health and engagement for expectant families.

Micky Jones, BS, CLD, CD(DONA), HCHI, IBCLC, BDT



Micky is an energetic, engaging speaker and trainer who uses humor, fresh illustrations and creative activities to tackle difficult and vital topics related to all who work with mothers, babies and those who love them. Her approachable, relaxed style packs loads of information into each session without brain overload. Author of, *Keep the Fires Burning: Conquering Stress and Burnout as a Mother-Baby professional*, Micky is passionate about encouraging other professionals to understand that who they are is more important than the work they do. Learning to self-value is a vital part of being able to serve women and babies for years to come. Micky's career has included experience as a mother, LLL Leader, lactation trainer, conference speaker, IBCLC, Hypnobabies Childbirth Hypnosis Instructor, certified birth doula (with two organizations) and DONA Approved Birth Doula Trainer and a degree from MTSU in child development and family studies. Micky's latest pursuits include teaching as doula skills to college and university students and partnering with women in Rwanda to improve health for mothers and babies.

Connie Livingston RN, BS, LCCE, ICCE



Connie has been a nurse and a certified childbirth educator for over 3 decades. She is the webmaster of www.birthsource.com and www.thebirthfacts.com and blogs about issues in maternity care (www.childbirthtoday.blogspot.com). Connie is a frequent speaker at birth conferences in the US and Canada and has been published world-wide. She is the program director for the Birthsource Lamaze Childbirth Educator Seminar Program and is the President-Elect of the International Childbirth Education Association. She is the proud mother of two amazing daughters and wife to a rocket scientist!

Kimberly Durdin, IBCLC



Kimberly is an internationally board-certified lactation consultant, childbirth educator, speaker, trainer, former birth and postpartum doula and a retired La Leche League Leader. She has helped thousands of families have a satisfying and empowering experience of pregnancy, birth, breastfeeding and parenting. Kimberly has served families in New York City, Los Angeles and Washington, DC, where she was named one of the best lactation consultants in 2004 by *Washington Families* magazine. Kimberly is a mother of six vibrant human beings ranging in ages from 21 years to 1 year old. Her birth experiences range from having a Cesarean birth with her first child, followed by home births of her subsequent children. She credits her children for guiding her into service of helping parents-to-be during the childbearing years. A strong believer in the power of community, Kimberly holds weekly New Mother's Groups, to help form strong bonds of support among a diverse group of mothers and babies. Kimberly is also lending her expertise to "Soul Food for Your Baby", an organization devoted to raising breastfeeding rates among low-income African American Mothers.