



Community Outreach Perinatal Educator (COPE) Training & Certification Program Outline & Objectives

The purpose of the Community Outreach Perinatal Educator (COPE) program is to improve and promote healthier 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 perinatal education
- support for pregnant women and families 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

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 Childbirth Education and the Role of the Educator

Explain the purpose and history of childbirth education

Discuss the role of the childbirth educator to the expectant families & community

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 childbirth education classes

Curriculum Development and Professionalism

Examine tools needed for childbirth education class

Discuss the importance of curriculum flow, identify resources for content and structure

Recognize the impact of culture on childbearing and childbirth education

Identify key components of professionalism in childbirth 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

Nutrition & Exercise, Harmful Practices and Substance abuse

Discuss nutritional needs of pregnant woman

Demonstrate proper body mechanics and exercise for pregnant women

Identify harmful practices in pregnancy

Describe ways to support substance-abusing pregnant women



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Body Systems and the Body's Response to Labor

Identify key terms to discuss during class

Identify appropriate topics when presenting stages and phases of labor

Describe the hormonal response to labor and birth

Identify non-threatening methods for teaching warning signs of pregnancy, Group B strep, preterm labor.

Explain the causes of pain in childbirth and the how pain is viewed by expectant parents and the healthcare team

Labor Support and Doulas

Describe the role of the doula

List benefits of labor support

Describe and demonstrate various comfort measures for labor and birth and their use

Discuss current obstetric practices, hospital routines, role of the healthcare team and controversies in childbirth

Medications and Interventions

Examine the Ripple Effect

Discuss effective teaching strategies for medications and interventions

Identify the emotional and physical aspects of induced of labor and pitocin augmentation

Identify the emotional and physical aspects of cesarean births.

Explain the risk/benefits of vaginal birth after cesareans (VBACs) on the expectant mother's physical and mental well being

Teaching Postpartum – Mother Care

Identify physical aspects of the immediate postpartum

Describe various components of self-care

Recognize postpartum danger signs

Teaching Postpartum – Newborn Care

Explore Apgar Scoring & the immediate postpartum period.

List advantages for immediate benefits of skin to skin contact for mother and baby

Discuss baby feeding, with a focus on breastfeeding.

Describe newborn appearance and characteristics.

Define elements of baby care, safety and normal newborn growth and

Sudden Infant Death Syndrome, Back to Sleep' campaign

Shaken baby Syndrome

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

When The Unexpected Occurs

Low-birth weight baby

Preterm delivery

NICU

Congenital Abnormalities

Neonatal death



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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 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

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



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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

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

Certification

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