

# ***Baby-Friendly Hospital Initiative***

## **Training Proposal**



Presented by  
**Lactation Education Resources**

Email: [BFHI@LactationTraining.com](mailto:BFHI@LactationTraining.com)  
<http://www.FirstLatch.net>

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# Baby-Friendly Hospital Training

Dear Colleague,

Congratulations on your decision to pursue Baby-Friendly designation! Our courses are specifically designed to meet The Baby-Friendly Hospital Initiative (BFHI) training requirements and address each of the 10 Steps to Successful Breastfeeding.

## **Whole Hospital Orientation to the Baby-Friendly Initiative (FREE)**

<https://vimeo.com/80387688>

20 minute overview of the Baby-Friendly Hospital Initiative that will be useful in informing your whole institution of your activities to achieve designation. You may use it pre-recorded, or narrate your own presentation in a general staff meeting or other large group setting

## **Nurses and other direct care personnel:**

15 hours of didactic training + 5 hours of clinical competency training

## **Physicians, Physician Assistants, Midwives, and other Advanced Practice Registered Nurses:**

3 hours of training

## **Training for other staff (optional component)**

Training targeted at various other staff members for consistency in patient care

## **Our on-line lessons:**

- Slides with text, images, and videos that demonstrate techniques
- Audio with explanations and descriptions
- 20-45 minutes per lesson
- Realistic hospital scenarios
- Links to relevant web pages
- Fast-paced, diverse, and engaging
- 1-2 short quizzes per lesson
- Accessible 24/7/365 for a full year

## **Overall learning objectives for the Training Program**

At the end of these training sessions, the learner will be able to:

- Demonstrate basic knowledge of lactation and breastfeeding
- Provide competent care to breastfeeding mothers/families
- Participate in necessary hospital policy and procedure changes to meet BFHI requirements
- Successfully interact with the Baby-Friendly Hospital Initiative assessors



# About Lactation Education Resources

**Lactation Education Resources (“LER”)** has provided lactation management training for over 25 years. We train nurses, lactation consultants, dietitians, physicians and parents, **via our websites [LactationTraining.com](http://www.lactationtraining.com) and [FirstLatch.net](http://www.firstlatch.net), as well as through on-site classes.**

LER’s focus includes:

- The Lactation Consultant Training Course
- Baby-Friendly Hospital Initiative Training
- IBLCE certification exam preparation
- Clinical Skills Workshops
- The In-patient Breastfeeding Specialist Program
- The Out-patient Breastfeeding Specialist Program
- The NICU Breastfeeding Specialist Program
- Breastfeeding Resource Nurse

Please see <http://www.lactationtraining.com/about-ler/our-history> for the history and development of Lactation Education Resources.

## **LER Medical Director: Kirra Brandon, MD, FAAD**

- Pediatric Subspecialist 10+ years
- Online Learning Developer 10+ years
- Experience with multiple online learning formats for a broad range of health professionals

## **LER Program Director: -Angela Love-Zaranka, BA, IBCLC, RLC**

- Lactation consultant 30+ years
- Training designer 15+ years
- Experience covers a wide range of settings and acuity levels, including in-patient maternity, out-patient clinic, private practice, workplace breastfeeding support, and implementing BFHI practices around the United States
- See [Angela’s CV here.](#)



# Key Personnel

The management and instructors for the Baby-Friendly Hospital Initiative training have been selected for their knowledge, extensive experience in the subject matter, and their experience in administration and teaching via the online training platform.

**Program Director and Course Instructor:** Angela Love-Zaranka, BA IBCLC RLC

Angela is a lactation consultant practicing in a hospital and private practice setting. She led her hospital through BFHI designation and re-designation. Angela has more than 30 years of hospital and community health experience. She has been teaching with LER for more than 15 years in onsite and online venues.

**BFHI Program Manager:** Juanita Spears, BS

Juanita has a Bachelor's degree in Management and Leadership. She is the point person for all hospitals enrolled in the training programs. She manages the day-to-day client communications and relationships, is the "go to" person for coordinating the program, resolves customer concerns, and registers students.

**BFHI Assistant:** Annette Nash

Annette is primarily responsible for registering students in the BFHI and NICU training. She also assists Juanita in maintaining student registrations and problem solving.

**Instructor and Founder:** Vergie Hughes, RN MS IBCLC FILCA

Vergie is a registered nurse and board certified lactation consultant who has more than 30 years of clinical experience. She has a Bachelor's Degree in Nursing, a Master's Degree in Nursing Administration and has been selected as a Fellow of the International Lactation Consultant Association. She has been teaching and organizing lactation management training sessions for more than 25 years.

**Instructor:** Marion "Lou" Lamb, RN MA IBCLC

Lou is a registered nurse and board certified lactation consultant who has more than 25 years of clinical experience and 10 years of teaching experience in both onsite and online venues. She has a Bachelor's Degree in Nursing and a Master's Degree in Family Health Nursing.

**Instructor:** Jane Bradshaw, RN BSN IBCLC

Jane is a registered nurse and board certified lactation consultant who has more than 35 years of clinical experience in hospital and community settings. She has been teaching with LER for more than 15 years in both onsite and online venues. She has a Bachelor's Degree in Nursing.

**Instructor:** Dana Silver MD, FAAP

Dr. Silver has a special interest in breastfeeding and lactation management and donates her time freely to several related activities. She is a graduate of Cornell University and University of Maryland School of Medicine. She is currently Associate Director for the outpatient department of the Herman and Walter Samuelson Children's Hospital at Sinai in Baltimore, Maryland. She was named a Fellow of the Academy of Breastfeeding Medicine. In 2014, she was honored as the Maryland AAP Pediatrician of the Year.



# Baby-Friendly Courses

## HEALTHCARE PERSONNEL TRAINING (15-hours online; 5-hours clinical)

### Training for Nurses and other direct care personnel:

- 15 hours of online lessons
  - Lessons are 20-45 minutes long
  - Can be completed during short periods of down time
  - Student reads text, sees images and videos, and hears instructor's audio
  - Content covers BFHI 10 Steps to Successful Breastfeeding
  - Resources provided to successfully put new knowledge into practice:
    - Skills self-evaluation before and after training
    - Marketing in the workplace worksheet
    - Resources worksheet
    - Pocket cards and much more...
- At course completion, a certificate of completion is automatically generated and continuing education credits are granted:
  - 20 CNEs
  - 20 L-CERP's for lactation consultants
  - Dietitians: The CDR accepts hours without prior approval and recognized approval by ANCC. When recording hours on the CDR activity log, indicate the provider as "Lactation Education Resources (ANCC)"

### NEED HELP GETTING THE 5-HOURS OF CLINICAL EXPERIENCE? HERE ARE A FEW OPTIONS:

- Option I - Student accompanies the staff lactation consultants (or other designated breastfeeding specialists) on unit rounds and assists with the care of breastfeeding mothers. A check-list is available for assistance.
- Option II - A Skills Day is organized with skills stations to practice all of the hands-on skills and discuss challenging policies. Talking points are available for each skill station.
- Option III - Arrange a "train the trainer" day with our Baby-Friendly Hospital consultant. (Additional fees apply). Send an email to [BFHI@lactationtraining.com](mailto:BFHI@lactationtraining.com) and ask us for details on getting your staff trainers ready for a Skills Day!



# Baby-Friendly Courses

## **PHYSICIAN TRAINING (3-hrs online)**

**Training for Physicians, Midwives, Physician Assistants, and Advanced Practice Registered Nurses (APRNs) with privileges for labor, delivery, maternity, and nursery/newborn care:**

- 3 hours of online lessons in format described above
- 3 Continuing Medical Education credits (CME's) are granted and all learners receive their automatically-generated certificate after course completion

## **PUBLIC HEALTH NURSE TRAINING (5-hrs online)**

**Training for Public Health Nurses, Pediatric Nurses, and other outpatient personnel**

- This training is optional under BFHI guidelines
- 5 hours of outpatient-specific training
- Builds on the initial 15 hours of training (students must take the Training for Nurses listed above before taking this course)
- Addresses long-term breastfeeding issues
- At course completion, a certificate of completion is automatically generated and continuing education credits are granted:
  - 5 CNEs
  - Dietitians: The CDR accepts hours without prior approval and recognizes approval by ANCC. When recording hours on the CDR activity log, indicate the provider as "Lactation Education Resources (ANCC)"



# Optional Additional Courses

## **Training for Prenatal Clinic Staff (1-hr online)**

- Class content
  - Benefits of breastfeeding
  - Breastfeeding trends and explanation of the 10 Steps
  - Motivating patients to choose breastfeeding
  - Importance of skin- to-skin contact and early feedings
  - Positioning and latch and preventing problems in the hospital

## **Training for Pediatric Clinic Staff (1-hr online)**

- Class content
  - Benefits of breastfeeding and breastfeeding trends
  - Explanation of the 10 Steps
  - Positioning and latch, feeding frequency and duration
  - Preventing breastfeeding problems at home

At completion of the courses, a certificate of completion is automatically generated and continuing education credits are granted:

- 1 CNE, and 1 L-CERP for lactation consultants
- Dietitians: The CDR accepts hours without prior approval and recognizes approval by ANCC. When recording hours on the CDR activity log, indicate the provider as “Lactation Education Resources (ANCC)”

## **Training for Ancillary Nursing Staff (3-hrs online)**

Designed for organizations where Nursing Techs, Nursing Assistants or other health care personnel who provide bedside care to breastfeeding parents.

- Class content:
  - Introduction to BFHI and the 10 Steps
  - Starting Out Successfully and overcoming breastfeeding difficulties
  - Breast pumps and breastmilk storage

A Certificate will be generated at the completion of the lesson. No contact hours available for this course.



# Optional Additional Courses

## Lactation Management for Out-patient Staff

- 7 hour course designed to give an overview of the basics of lactation management for staff who work in out-patient settings
- At course completion, a certificate is automatically generated and continuing education credits are granted:
  - 7 CNEs and 7 L-CERPS for lactation consultantsDietitians: The CDR accepts hours without prior approval and recognizes approval by ANCC. When recording hours on the CDR activity log, indicate the provider as “Lactation Education Resources (ANCC)”
- Class content:
  - Anatomy and physiology of lactation
  - Position and latch
  - Establishing a breastmilk supply
  - Nipple pain and trauma
  - Engorgement and mastitis
  - Supplementing when medically necessary
  - Establishing and maintaining lactation during separation from infant
  - Teaching breastfeeding classes
  - Starting solid foods
  - Obesity and lactation
  - The employed breastfeeding parent
  - The older nursling and weaning

## Basics of Lactation Management

- Introductory course to breastfeeding support skills
  - Starting Out Successfully
  - Overcoming Breastfeeding Difficulties
  - Breast Pumps and Breastmilk Storage
  - Breastfeeding the Premature Infant
  - Alternative Feeding Methods
  - Talking to Mothers





# Optional Additional Courses

## Training for NICU Nurses

- 15 hours of online lessons
  - Lessons are 15-30 minutes long
  - Can be completed during short periods of down time
  - Student reads text, sees images and videos, and hears instructor's audio
  - Content covers BFHI 10 Steps to Successful Breastfeeding
  - Resources provided to successfully put new knowledge into practice:
    - Skills self-evaluation before and after training
    - Marketing in the workplace worksheet
    - Resources worksheet
    - Pocket cards, and much more...
- 5 hours clinical competency training
  - Option I - Student accompanies the staff lactation consultants (or other designated breastfeeding specialists) on unit rounds and assists with the care of breastfeeding mothers. A check-list is available to assist you.
  - Option II – A Skills Day is organized with skills stations to practice all of the hands on skills and discuss challenging policies. Talking points are available for each skill station.

At course completion, a certificate of completion is automatically generated and continuing education credits are granted:

- 20 CNEs
- 20 L-CERP's for lactation consultants

Dietitians: The CDR accepts hours without prior approval and recognizes approval by ANCC. When recording hours on the CDR activity log, indicate the provider as "Lactation Education Resources (ANCC)"

**To get started, ask for a quote <https://www.firstlatch.net/where-to-start/request-quick-quote>**



# Specialists Courses

## Training for Anesthesiologists, Dietitians, Pharmacists, Radiologists Social Workers/Discharge Planners and Housekeeping Staff

- Each course meets the up-to-date Baby-Friendly USA requirements.
- 1 hour of training in the on-line format.
- A Certificate will be generated at the completion of the lesson. No contact hours available for these courses.

### Training for Anesthesiologist

*Course: Anesthesia, Opioids and Breastfeeding*

Highlights caring for breastfeeding mothers who use epidural anesthesia or other medications during labor or other surgical procedures.

### Training for Dietitians

*Course: Registered Dietitian*

Delineates the role of a Registered Dietitian in breastfeeding support in a Baby-Friendly facility. Answers many of the questions new mothers ask about nutrition and breastfeeding.

### Training for Pharmacists

*Course: Medications & Exclusive Breastfeeding: What Pharmacists Should Know*

Identifies sources of information for medication use and utilizes tools and techniques for evaluating medication use during breastfeeding.

### Training for Radiologists

*Course: Radiology and Breastfeeding*

Highlights the effects on epidural analgesia during labor on breastfeeding and the effects of anesthesia on infants requiring surgery.

### Training for Housekeeping Staff

*Course: Housekeeping*

Stresses the importance of exclusive breastfeeding, practices that support breastfeeding, and who to call when a mother needs help. **NOTE: This is a 30 minute course.**

### Training for Social Workers/Discharge Planners

*Course: Social Workers*

Informs social workers and discharge planners about the importance of exclusive breastfeeding, the importance of continued breastfeeding assistance and sources for breastfeeding support after discharge. **NOTE: This is a 30 minute course.**

**To get started, ask for a quote <https://www.firstlatch.net/where-to-start/request-quick-quote>**



# Specialists Bios

The instructors for the Specialists courses have been selected for their knowledge and extensive experience in the subject matter and their experience in administration and in teaching via the online training format.

## Radiologists

### **Katrina Mitchell, MD and Jamie Giesbrandt, MD**

Dr. Mitchell is a breast surgical oncologist at Presbyterian-MD Anderson Cancer Network and the clinical assistant professor of surgery at the University of New Mexico. Dr. Giesbrandt is a breast Imaging Radiologist at X-Ray Associates of New Mexico.

## Anesthesiologists

### **Sarah Reece-Stremtan, MD**

Sarah is a pediatric anesthesiologist and pain medicine physician in Washington DC. She has co-authored several clinical protocols on topics related to medications, anesthesia, and breastfeeding, and has served on the Board of the Academy of Breastfeeding Medicine since 2014.

## Pharmacists

### **Frank Nice, DPA CPHP**

Dr. Frank J. Nice has practiced as a consultant, lecturer, and author on medications and breastfeeding for over 30 years. He holds a Bachelor's Degree in Pharmacy, a Master's Degree in Pharmacy Administration, and Masters and Doctorate Degrees in Public Administration. Dr. Nice holds Certification in Public Health Pharmacy and is registered as a pharmacist in Pennsylvania, Maine, Arizona, and Maryland. He currently serves as a pharmacist supervisor and consultant at the National Institutes of Health. Dr. Nice has organized and participated in over a two dozen medical missions to the country of Haiti. He retired from the US Public Health Service after 30 years of service as a Commissioned Officer and pharmacist. He served 20 years of that time at the National Institutes of Health's Clinical Neurosciences Program as Assistant Program Director.

## Dietitians

**Mary Bailey, RD, IBCLC, PCD (DONA)** Mary currently works with expectant and new families in the Washington, DC area as an IBCLC and postpartum doula. Mary is a Registered Dietitian, and prior to focusing her career on lactation and postpartum support, she was a clinical dietitian at several area healthcare facilities. Mary was a mother-to-mother breastfeeding support volunteer for over 10 years.



# Maintaining BFHI Designation

## Annual Update Course

Keep your staff up to date once you have achieved Baby-Friendly designation.

LER offers an Annual Update course. This course discusses what's new in breastfeeding research and practices. Perfect for Baby Friendly Hospitals who wish to keep staff updated on new developments in lactation management and for lactation consultants to keep current in new research.

- Topics covered include: National breastfeeding updates; Existing policy or protocol updates from authoritative organizations; Applicable literature relevant to the policy updates; and Noteworthy research and policy update.
  - At completion of the course, students earn CNEs, L-CERP's and education credits for Dietitians, dependent upon content hours of the course.

### **Examples:**

- 1-hr Annual course grants: 1 CNE, 1 L-CERP (for lactation consultants)
- 2-hr Annual course grants: 2 CNEs, 2 L-CERP's (for lactation consultants)

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## Re-designation Course

Is your hospital up for it's 5 year re-designation assessment and audit? This short class will focus your staff on the essential topics of the Baby-Friendly Hospital Initiative. Be sure your staff can answer the questions asked by the assessors! Class includes a webcast instructional video and Jeopardy-like game for review.

The re-designation class is a 1-hour online course

- At completion of the course, students earn:
  - 1 CNE
  - 1 L-CERP (for lactation consultants)

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# Customized BFHI Classes

The standard Baby-Friendly online courses can be customized for your hospital. Please call us for an estimation of the time involved and a quote on customization. Our Learning Management System software tech is billed at \$75 per hour.

## Optional Parent Classes

### Free online breastfeeding classes for parents

Facilities which are using Baby-Friendly Hospital Training from Lactation Education Resources are eligible to offer free on-line breastfeeding classes to their prospective and new parents. Classes are archived in Vimeo and can be accessed at any time. Managers will be given the access code which can be distributed to their patients who would like to watch the videos.

If you do not offer prenatal breastfeeding classes, these can be a valuable service for your parents and can be viewed when both parents are available to watch.

The classes may be previewed at:

[http://www.firstlatch.net/index.php?option=com\\_content&view=article&layout=edit&id=25](http://www.firstlatch.net/index.php?option=com_content&view=article&layout=edit&id=25)

### Free classes include

- Getting It Right From the Start (best to view during the prenatal period, approximately 45 minutes)
- Avoiding and Solving Breastfeeding Problems (best to view during prenatal or newborn period, approximately 30 minutes)
- Supporting the Breastfeeding Mom: What Family and Friends Need to Know (best to view by the expecting parents and their support system prenatally, approximately 30 minutes)

These free classes do not include written handouts or a completion certificate. A link is given to parents for the 40+ breastfeeding handouts available on <http://www.lactationtraining.com/resources/handouts-parents>.



# Customized Consults

## Bring our experienced “BFHI Coach” to your facility

Lactation Education Resources can provide a 1 or 2 day individualized consultation for your facility to bring your implementation issues into sharper focus and offer solutions. Staff training is an important part of making change in your policies and practices. However, change is never easy. Successful facilities have found an “outsider” helpful after online staff training. The coach can provide a unique perspective to see your hospital’s strengths and weaknesses more clearly. Telephone consultation prior to and following the on-site visit, is an integral part of your consultation.

Angela Love-Zaranka is our experienced Baby-Friendly “coach”. She brought her own hospital through the Baby-Friendly Hospital process and has assisted others since. See [Angela’s CV here](#).

Consider including this BFHI coaching in any grant funding or monetary support for which you are applying.

### ***Coaching package:***

- Meeting with management
- Meeting with BFHI Committee
- Facility tour
- Mock assessment
- Phone consultations (4) scheduled with BFHI coordinator (and others) before and/or after your on-site visit
- Written report of the findings and recommendations

One day on-site + 4 phone consults \$1,850

Additional day \$1,300 (suggested for institutions with over 5,000 births per year)

Consultants expenses are billed at actual cost for air travel, ground transportation, housing, meals.

### ***Telephone consultation - \$250***

Phone consultations (4) scheduled with BFHI coordinator (and others)



# Users of Our Training Receive...

## Resources for Supervisors

- Guidelines for conducting the Clinical Skills portion of the training with talking points for instructors (walking in-service or skills fair stations)
- Whole Hospital orientation to BFHI power point presentation (pre-recorded and available on Vimeo, or a slide deck you can narrate yourself)
- Activities to support change
- Sample hospital policies, and much more...

## Collateral Materials

- Handouts for parents in English, Spanish, Arabic and Chinese (duplicate as needed)
  - Prenatal (15 documents)
  - In-hospital (33 documents)
  - Post discharge (41 documents)
- Breastfeeding Jeopardy games
- Sample scripts for staff
- Quick Tips posters (8.5" x 11")
- In-patient Breastfeeding Care Plan
- Discharge Breastfeeding Care Plan
- Posters to announce BFHI training in your hospital
- And much more...

## Technical support

LER provides technical support via telephone and email 5 days a week from 9 AM to 6:00 PM Eastern Time. Frequently asked questions are posted on the LER and FirstLatch websites. A Quick Start Guide is provided to each learner at the beginning of their training to familiarize them with the learning management system.

## Secure course access

Access to the courses is secured by username and password.

## Continuous updates

First Latch courses are monitored and modified to ensure they provide the latest information and research as it becomes available. The training package is kept current during your facility's entire training period.



# Frequently Asked Questions

## **Which training courses should we assign to which staff?**

Course options are listed in the Baby-Friendly Courses section on page 5 -7. For additional staff beyond those listed in that section, BFHI guidelines allow sites to individually determine the quantity and content of training assigned, based on each staff role's anticipated interaction with breastfeeding families.

For additional details, please refer to the BFHI guidelines and evaluation criteria at <https://www.babyfriendlyusa.org/for-facilities/practice-guidelines/>

## **Can I load this program onto my hospital's Learning Management System?**

We can provide files for you to load onto your own LMS. Our system is SCORM compliant and we will work with your technicians to assure compatibility. Fees may apply.

## **System requirements**

For our lessons to work optimally on your hospital system, please assure these applications are loaded on your computers: The current version of a web browser such as Google Chrome, Apple Safari, Mozilla Firefox or Internet Explorer. Lessons will also play on recent versions of i-pads and android devices. Consult your IT department to determine if these are present or can be loaded.

## **Who grants the continuing education credits?**

- LifeBridge Health designates this educational activity for a maximum of 3 *AMA PRA Category 1 Credit(s)*<sup>TM</sup>. This enduring material activity has been planned and implemented in accordance with the Essentials and Standards of MedChi, the Maryland State Medical Society, through the joint providership of LifeBridge Health and LER. LifeBridge Health is accredited by MedChi to provide continuing medical education for physicians and takes responsibility for the content, quality, and scientific integrity of this CME activity.
- CNEs are granted by Lactation Education Resources. LER is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation. Provider # P0519.
- L-CERPs for lactation consultants are provided by the International Board of Lactation Consultant Examiners. Long-term Provider # CLT109-31.
- Dietitians: The CDR accepts hours without prior approval and recognizes approval by ANCC. When recording hours on the CDR activity log, indicate the provider as "Lactation Education Resources (ANCC)"

## **Are the online courses effective?**

Over 700 hospitals across the U.S. have used our training and gone on to successful Baby-Friendly designation.





# Frequently Asked Questions

## How do supervisors track student progress and completion?

- Supervisors log in to their account on the learning management system to view student progress and completion rates
- Several styles of completion reports can be viewed, exported, and printed
- Multiple supervisors or training coordinators can have access to tracking information, according to facility needs
- Supervisors are able to print certificates of completion

## How many tests and quizzes are there?

Each course includes a pre-test and post-test. Improvement in scores is a quick way to track student learning. Students typically improve 20+ percentage points from the pre-test to the post-test.

Each lesson includes 1-2 brief quizzes. The quizzes and tests are included to keep students engaged and to motivate learning.

## Can we replace someone who never started their training with someone else?

Yes. If a student has not started the training program, their seat can be transferred to another student.

## How do we get started using the training?

- When you know how many staff you need to enroll in each course, please complete the request for a quick quote <https://www.formstack.com/forms/?1840285-U6UBx42Zjy> or if you are ready to purchase, request an invoice <https://www.formstack.com/forms/?1839068-U6UBx42Zjy>
- We will provide Excel spreadsheets for you to list names and email addresses of staff to enroll
- Once LER receives payment, staff will be enrolled
- Designate the supervisor(s) who needs to track course completion
- The staff will receive an email welcoming them to the program. The email includes log-in instructions and password.

## How does a student get their course completion certificate?

- Automatically generated at course completion and emailed to the student
- Available on the learning management system for the student and their supervisor to view and print at any time
  - Certificate states:
  - Student's name
  - Course name and date of completion
  - Continuing education credits earned

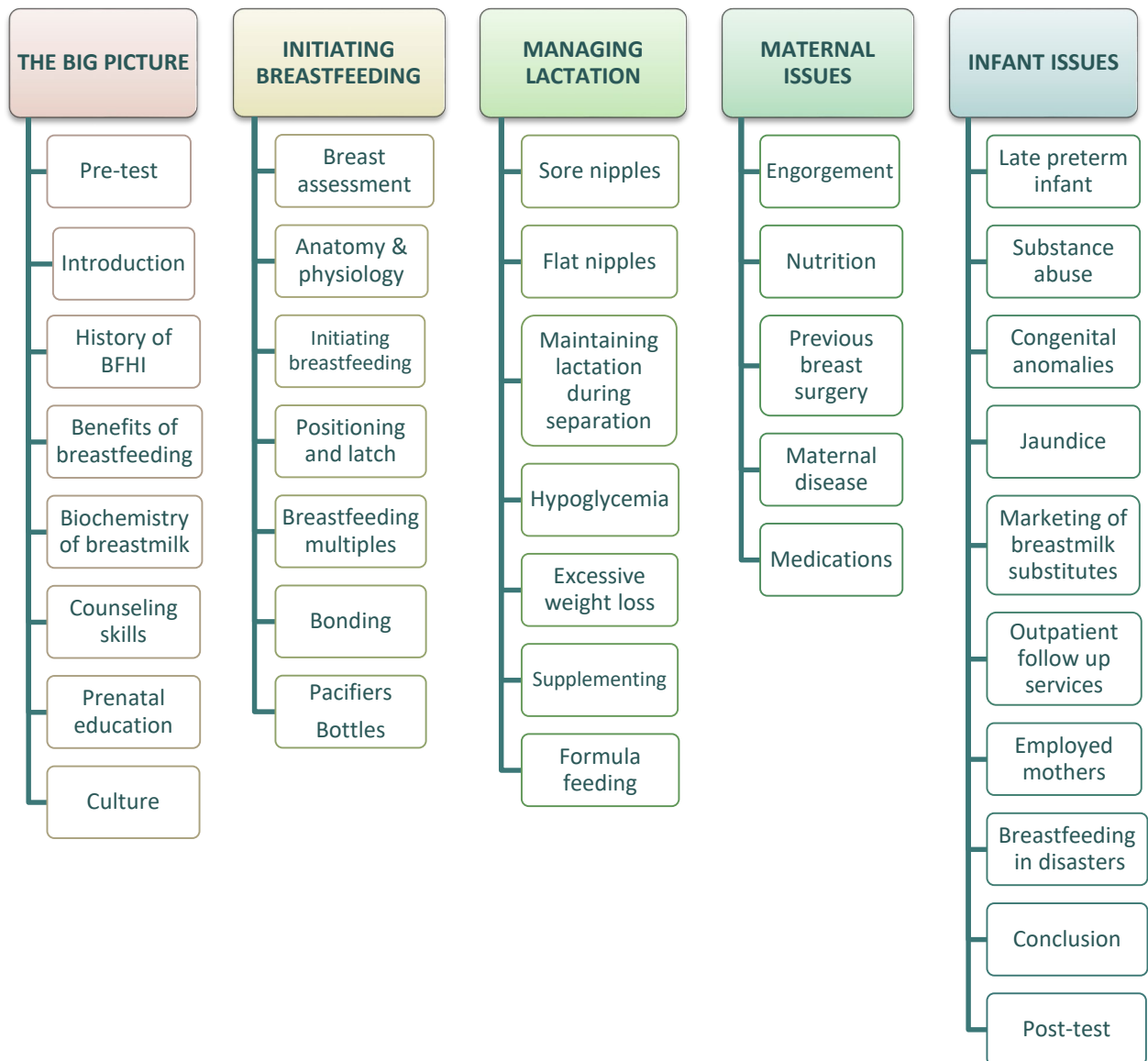


# Learning Plan for Nursing Staff

## Learning Objectives:

At the end of the 15 hours of online training, the student will be able to:

- Explain the Baby-Friendly Hospital Initiative's 10 Steps to Successful Breastfeeding
- Assist mothers in initiating breastfeeding during their hospital or birth center stay
- Troubleshoot common breastfeeding problems
- Instruct mothers in continued breastfeeding
- Interact successfully with the Baby-Friendly Hospital Initiative assessment team

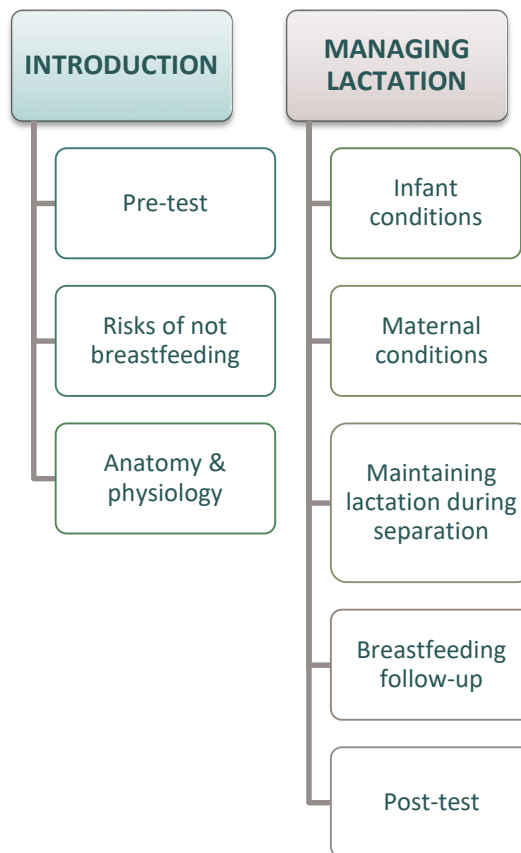


# Learning Plan for Physicians, PA's, APRN's

## Learning Objectives:

At the end of the 3 hours of online training, the student will be able to:

- Explain the Baby-Friendly Hospital Initiative's 10 Steps to Successful Breastfeeding
- Assist with initiating breastfeeding during the hospital or birth center stay
- Troubleshoot common breastfeeding problems
- Instruct parents in continued breastfeeding according to the recommendations of the U.S. Surgeon General
- Interact successfully with the Baby-Friendly Hospital Initiative assessment team

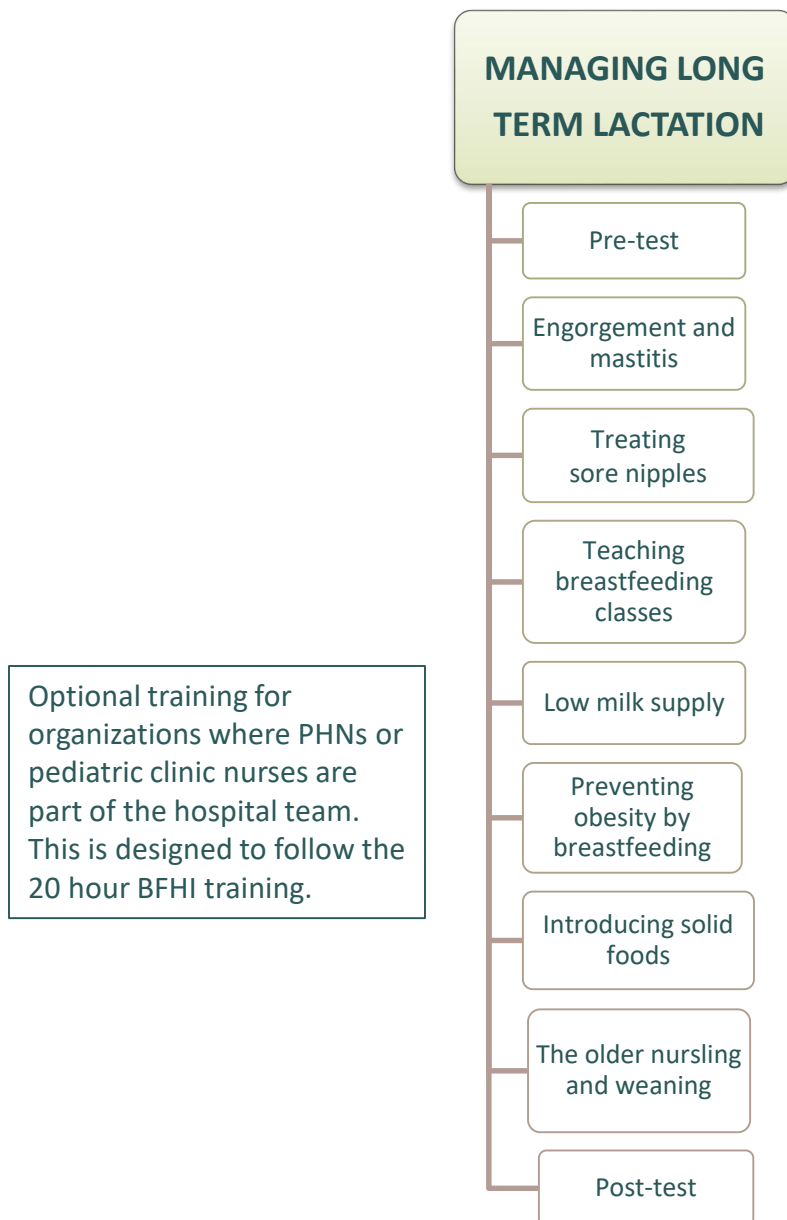


# Learning Plan for Public Health and Pediatric Nurses

## Learning Objectives:

At the end of the 5 hours of online training, the student will be able to:

- Assist families to maintain breastfeeding after hospital discharge
- Troubleshoot common breastfeeding problems
- Instruct parents in continued breastfeeding according to the recommendations of the U.S. Surgeon General

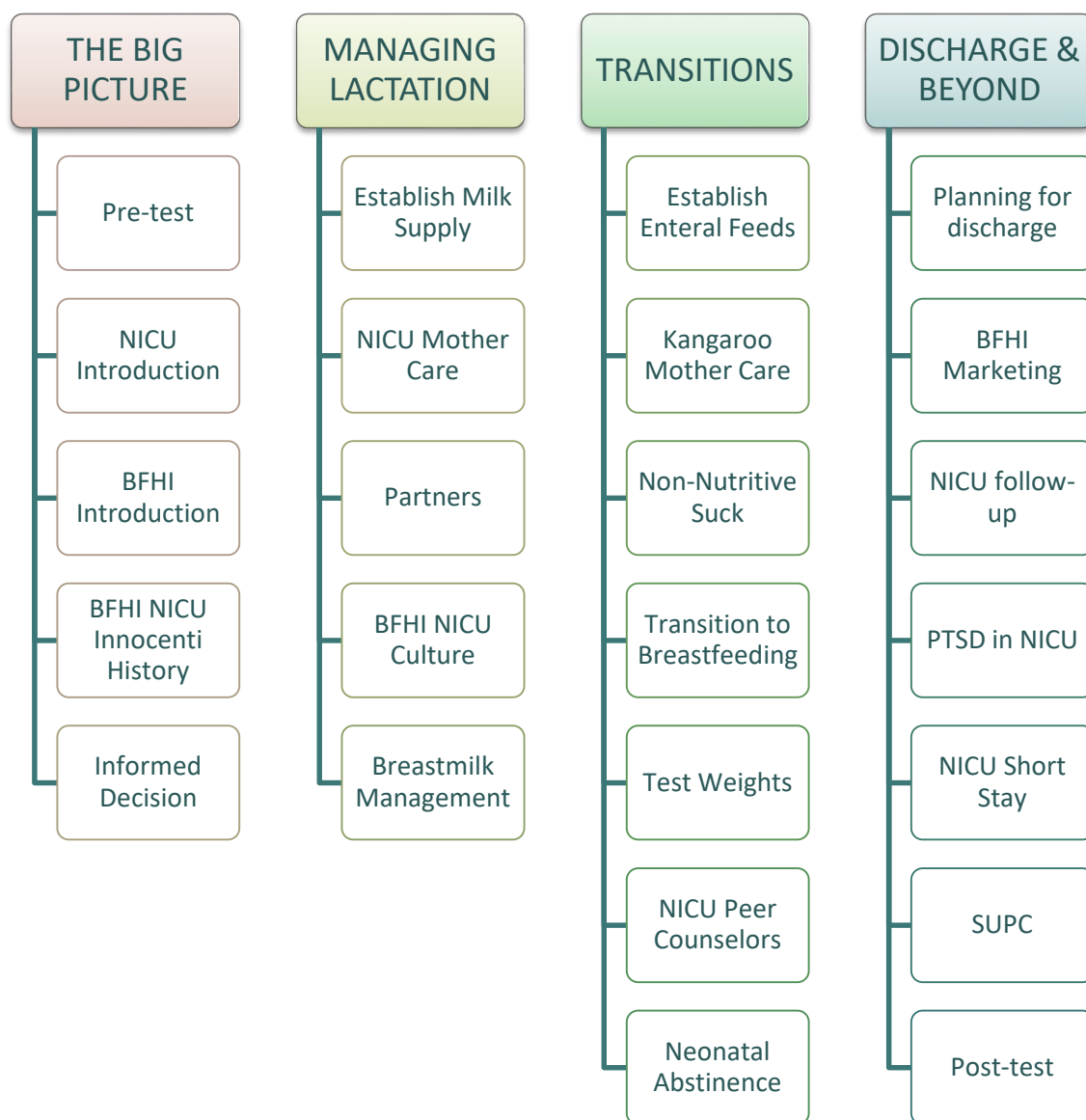


# Learning Plan for SCN/NICU Staff

## Learning Objectives:

At the end of the 15 hours of online training, the student will be able to:

- Explain the Neo-Baby-Friendly Hospital Initiative's 10 Steps to Successful Breastfeeding
- Assist parents in initiating and maintaining a milk supply during their baby's stay
- Initiate and support skin to skin or kangaroo mother care in NICU
- Describe the infant's transition from birth to breastfeeding at discharge

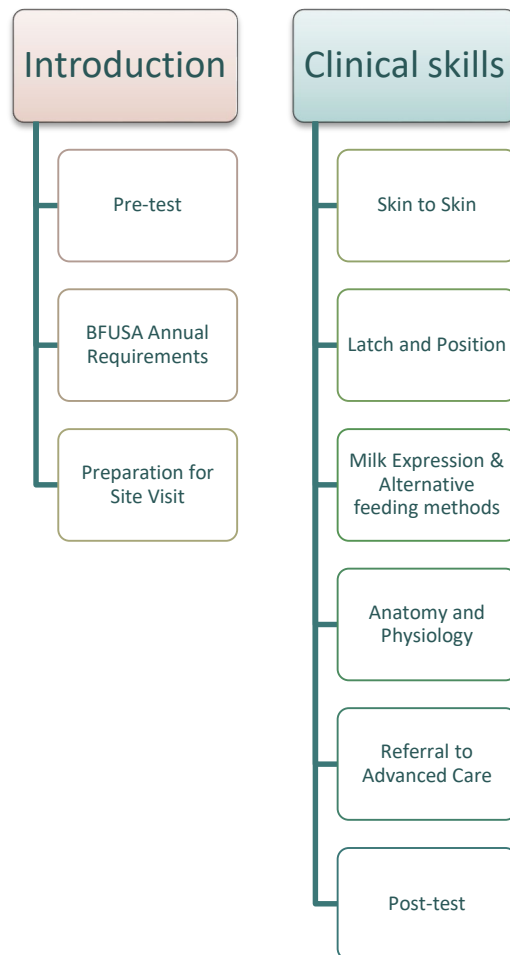


# Learning Plan for Re-designation Course

## Learning Objectives:

At the end of the 1 hour online training, the student will be able to:

- Instruct families on the safe implementation of skin to skin after birth
- Assist with initiating breastfeeding during their hospital or birth center stay
- Describe and instruct patients on effective hand expression techniques
- Communicate effectively with parents regarding 10 steps
- Interact successfully with the Baby-Friendly Hospital Initiative assessment team



# Training

- Lactation Education Resources will provide “classroom seats” for the number of students you anticipate training.
- No set-up fees
- No enrollment minimums
- Unused seats may be kept for future use (no refunds).
- Email your enrollment lists and we’ll set up your staff for the training.
- Students will receive an email notifying them of their enrollment in the course.
- Students have access to the course for a full year after their initial enrollment
- Group rates apply to incoming staff. You pay the same rate paid for the initial group.

## **2-PGP** (2 year Price Guarantee Program)

- Available to large institutions or health systems training 250+ students
- Ideal for state/province, city or institution-wide training initiatives
- Heavily discounted rate per seat on Healthcare and Provider course:
  - Healthcare - \$50
  - Provider - \$35
- New hires or additional staff may be added at the same rate

*To get started, ask for a quote*

<https://www.firstlatch.net/where-to-start/request-quick-quote>



# Training Costs

Nurses 15 hours training + 5 hours clinical		Providers 3 hours (MD, CNM, PA, NP)	Obstetric Clinic or Pediatric Clinic 1 hour (optional)	Ancillary Staff 3 hours (optional)	Public Health Nurses 5 hours after 15 hours nurses (optional)		Out-patient Staff Training 7 hours (optional)	
1	\$134	\$51	\$15	\$25	1-19	\$32	1-19	\$35
2-9	\$94	\$40	\$10	\$20	20-49	\$30	20-49	\$30
10-49	\$86	\$40		\$15	50 +	\$28	50+	\$25
50-100	\$81	\$37						
101-150	\$76	\$37						
151-200	\$72							
201-249	\$69							

NICU Nurses 15 hours + 5 hours clinical (optional)		Basics of Lactation Management (optional) 6 hours
1	\$134	\$70
2-9	\$94	\$60
10-49	\$86	\$50
50-100	\$81	\$40
101-150	\$76	\$40
151-200	\$72	
201+	\$69	





# Training Costs Specialists

Number of staff	Pharmacists 1 hour	Anesthesiologists 1 hour	Radiologists 1 hour	Dieticians 1 hour	Housekeeping Ancillary staff 30 minutes	Social Workers 30 minutes
1	\$15	\$15	\$15	\$15	\$10	\$10
2 or more	\$10	\$10	\$10	\$10	\$5	\$5

# Training Costs Annual and Re-designation

Annual Update New lesson issued each year		Re-designation class 1 hour	
1 +	\$25	1	\$25
2+	\$15	2+	\$15



# Cost Comparison

Thinking about doing the BFHI training yourself?  
How does that work out?

15 hours of power point training	DIY	Online
Development time Research content Determine curriculum Prepare power points and/or teaching plan Take photos for illustration	5-8 hours per classroom hour 75-120 hours	\$0
Development cost at trainers time @ \$50/hour	\$3,750 - \$6,000	\$0
Teaching time 15 hours @ \$50/hour Three session to train all staff	15 hours X \$50 X 3 classes \$2,250	\$0
Scheduling and tracking time 3 hours per class	3 hours X 3 classes \$450	
Quality of training	Training developed and taught by trainers of varying levels of expertise	Training developed and taught by experienced IBCLC trainers with ready access to resources and images
Training time 15 hours Pay for staff @ \$40/hour each	2-3 days of staff time (15 hours) \$600 per person	Included in staff work day
Example 100 staff RNs trained	Development \$3,750 - \$6,000 Teaching \$2,250 + \$450 Staff pay 100 X \$600 = \$60,000 Total \$66,450 to \$75,150	100 nurses @ \$81 each \$8100
	<b>Savings</b>	<b>\$58,350 to \$67,050</b>



# Benefits of e-learning

## **Reduced training costs**

Producing learning content is time consuming and expensive whether it's online or live. Where will you obtain good images to illustrate your content? Avoid the enormous amounts of staff time that are typically required to develop an in-house training program, ensuring shift coverage when many staff are in the classroom, and repeating courses many times so that all can attend.

With e-learning you have a fixed cost and you can budget accordingly.

An online learning program is a great fixed-cost solution that can even account for future staff turnover.

## **Decreased material costs**

No printing costs, and no environmental impact of cutting down trees to provide materials for everyone.

## **Increased productivity**

Busy healthcare professionals can complete their training during short windows of time if needed. Because e-learning is not bound by place or time, you can use down times for training. Non-productive time becomes productive time.

## **Standardization**

You may have a great facilitator, but that's no guarantee that the courses are presented the same across sessions. E-learning provides consistency in the delivery and in the content.

## **Compresses Delivery Time**

Staff get right to the point when they sit down to do an online learning session. No chit-chatting before class, finding the right seat, taking a bathroom break, texting or falling asleep in class.

## **Real-time access**

Live learning events require that those who participate align their schedules to the training calendar. E-learning eliminates this because the course can be accessed anytime, anywhere.

## **Track improvement**

You can compare the improvement between pre- and post-test scores to see how well your staff has learned the material.



# Benefits of e-learning

## **Speed**

Because our training is always available online, you can quickly train large numbers of staff, even on a deadline.

## **Improved retention**

Studies show that the combination of visual and auditory instruction creates the best learning. 1-2 quizzes in each lecture assure the most important points have been learned.

## **Personalized learning**

People learn in different ways. Our online learning classes reach students in various ways using the best of auditory, visual and interactive learning styles. Students want control. Online learning offers control to the students in a way that classroom learning does not. Staff can rewind and review a section they didn't quite understand.

## **Ongoing access to resources**

If you take an onsite class and need a refresher, you will have to rely on your notes. That's not the case with online learning. Your staff can come back to any of the lessons again and again to brush up on what they learned.

## **Encourage sharing**

Arrange for your staff to complete the modules within a short window of time, say, a couple of months. Then you can initiate discussions among teams or in staff meetings.

## **Freedom to fail**

Let's face it, real learning requires some failure, but no one likes to fail in front of their peers. We let the student explore and test ideas. If the student didn't quite get it the first time, there is always the rewind button to listen again. Worst case, they can always start over. Something you can't do in live class.

## **Simplifies tracking**

No scheduling multiple classes, tracking who attended and who still needs to attend which portion of the program. Let the Learning Management System do that work for you.



# Client Feedback

“The LER BFHI course is one of a kind. It is comprehensive and meets all the requirements for Baby-Friendly. The instructors have many years of experience so even the most experienced lactation consultant will learn something new or a different way to do something. This is an online course so the staff were able to review sessions from home as well as during down time on the units. We accomplished this great learning experience and so can you. Enjoy!”

“Comprehensive. Evidence-informed. Staff approached training with a bit of trepidation. However, they were pleasantly surprised at the reasonable, logical presentation of the material. The presenters gave information with their audience in mind - nurses who work on L&D and MBU. They enjoyed the websites referenced in the presentations which they can share with their patients. The interactive material was engaging.”

“Comments from one of my nurses walking by: Staff learned a lot of very valuable information. Not just breastfeeding but information to teach parents how to bond with baby through many means, including skin to skin therapy. Training gave nurses a way to connect with the parent through supporting breastfeeding. The nurse had valuable information to share and support families. The information gave the nurse confidence that she could work with each couplet. The training gave strategies on instilling confidence with mom that she COULD breastfeed.”

“When the patients are told that we support breastfeeding 100%, many mothers have visibly relaxed, knowing there will be support, information and "formula will not be offered first" if there are challenges with breastfeeding. Parents are happier knowing that we have the skills to support their breastfeeding decision.”

“We had some hiccups getting started with the training and the support staff at FirstLatch was fabulous. Friendly, knowledgeable and easy to reach. Once we got our problems worked out, it was smooth sailing.”



# Baby-Friendly Hospital Training

Thank you for the opportunity to propose these ideas to you. You may have some ideas about how this can best be accomplished for your hospital and we would love to hear them. It is an exciting project and we would be pleased to be selected to work on it with you.

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