

From

Passion to Profession:

Unlock Your Potential as an
Infant Feeding Coach

WORKBOOK

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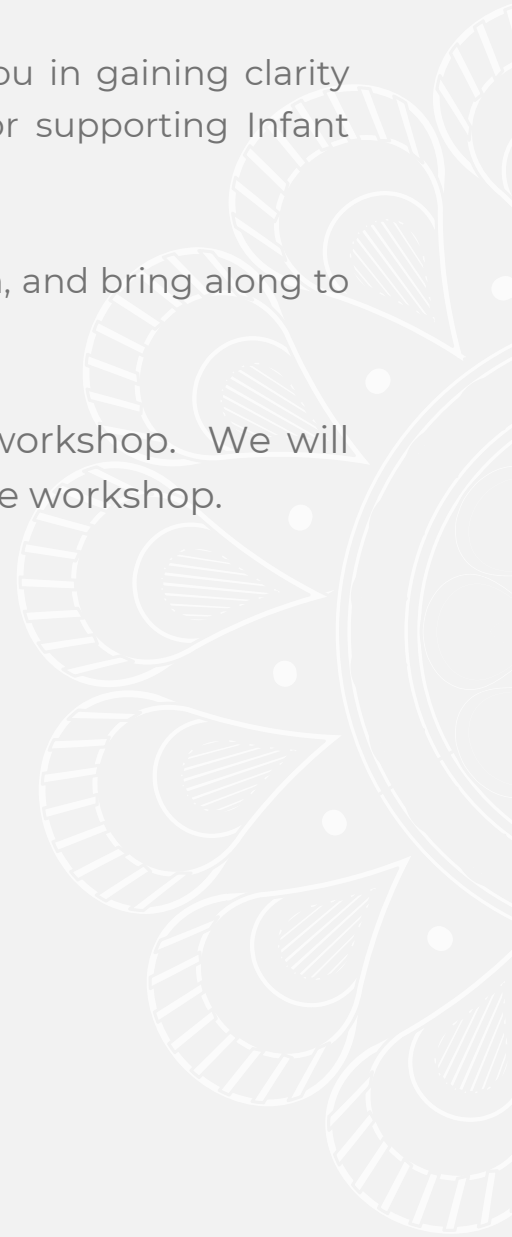
USING THIS WORKBOOK TO GAIN CLARITY

We have put together this workbook to support you in gaining clarity about how you would like to take your passion for supporting Infant Feeding forward.

Pages 3-9 are designed for you to print and write on, and bring along to the workshop with you.

Have a go at answering pages 3-4 before the workshop. We will work on answering pages 5-9 together during the workshop.

I look forward to seeing you there!



PRE-WORK

UNDERSTANDING OUR BELIEFS

If you are considering supporting new families with infant feeding, or you are already working in this field, privately or within in an NHS role, it's important to examine your thoughts and feelings about breastfeeding.

Throughout the Infant Feeding Coach™ program, we teach about the amazing properties of human milk and breastfeeding, and this can bring up strong feelings for some. Of course, there are lots of opportunities to discuss these within the training, but it is important to feel happy and safe to do so.

Birth and Infant feeding can be a very emotive subject for many, particularly for those who planned to breastfeed, but things didn't turn out how they had hoped.

In addition to this, on occasion, the stories of the parents we work with may trigger emotions around our own similar experiences, hopes, wishes, and regrets.

For those of you who have not had children, or have not had children yet, either by choice or circumstance, there may be sorrow around not experiencing birth or breastfeeding for yourself. You may have preconceived ideas about what you would do in certain circumstances, perhaps presuming things to be easier or harder than they are.

Conversely, if you are drawn to this work because nursing came easily to you and you want the same for others, it is important to recognise that each family may not have the same wishes or goals for their nursing relationship as you did.

As an **infant feeding supporter**, your role is to support parents on their infant feeding journey, enabling them to achieve a more rewarding experience without judgment or coercion and without superimposing your experiences, without truly hearing others.

Article:

You may find this article by The Association of Breastfeeding Mothers useful to read.

Please [click here](#) to view an article explaining how bringing our own experience of feeding into our feeding support can be unhelpful for the client.



BELIEFS & ATTITUDES

Whether or not you are able to provide effective support for breastfeeding parents depends partly on your knowledge and skills, and partly on your attitudes.

If you have a negative attitude towards nursing, it can be difficult to support a new parent to do so.

Similarly, if your attitude is very positive it can be difficult to understand a mother/parent who doesn't feel the same way.

We tend to **behave** according to our **attitudes**. Our **attitudes** are the way we feel about things; they come from our **beliefs**. What we believe depends on the **facts** as we see them at the time, which we have worked out from our **experiences**.

For Example:

A health professional breastfed for a few days before she stopped and switched to formula, due to nipple pain and baby weight loss.

She had learnt all about the benefits of breastfeeding but believes that breastfeeding is difficult for new mothers and bottle feeding is better 'because you know what they are getting'.

Experience: *Sore cracked nipples after just a few days of breastfeeding, and baby lost weight due to ineffective feeding. Nobody was able to help her to 'fix' her breastfeeding.*

Perceived fact: *It's difficult to breastfeed safely and comfortably*

Belief: *Breastfeeding is painful and often doesn't work*

Attitude: *Formula feeding is safer for the baby and more dependable than breastfeeding*

Behaviour: *Offers mothers who are struggling to establish breastfeeding a bottle of formula so that they feel supported.*

BREASTFEEDING ATTITUDES

Sometimes we don't know where a particular attitude has come from. It can be very helpful to trace it back and re-examine it, especially if we now have access to some new 'facts'.

Filling in the questions below may help you to identify the source of where your attitude towards breastfeeding comes from.

What do you know about how you were fed as an infant?

What was your earliest memory of knowing that babies are fed from the breast?

What positive memories do you have of family or friends breastfeeding around you?

What negative memories do you have of family or friends breastfeeding around you?

What do you most love about breastfeeding?

REFLECTION ON BREASTFEEDING

Please note: You do not need to have breastfed to reflect upon your feelings about breastfeeding!

Reflect on your own breastfeeding 'story', is it a positive or negative one? If you don't have children; how do you feel about breastfeeding and why?

REFLECTION ON BREASTFEEDING

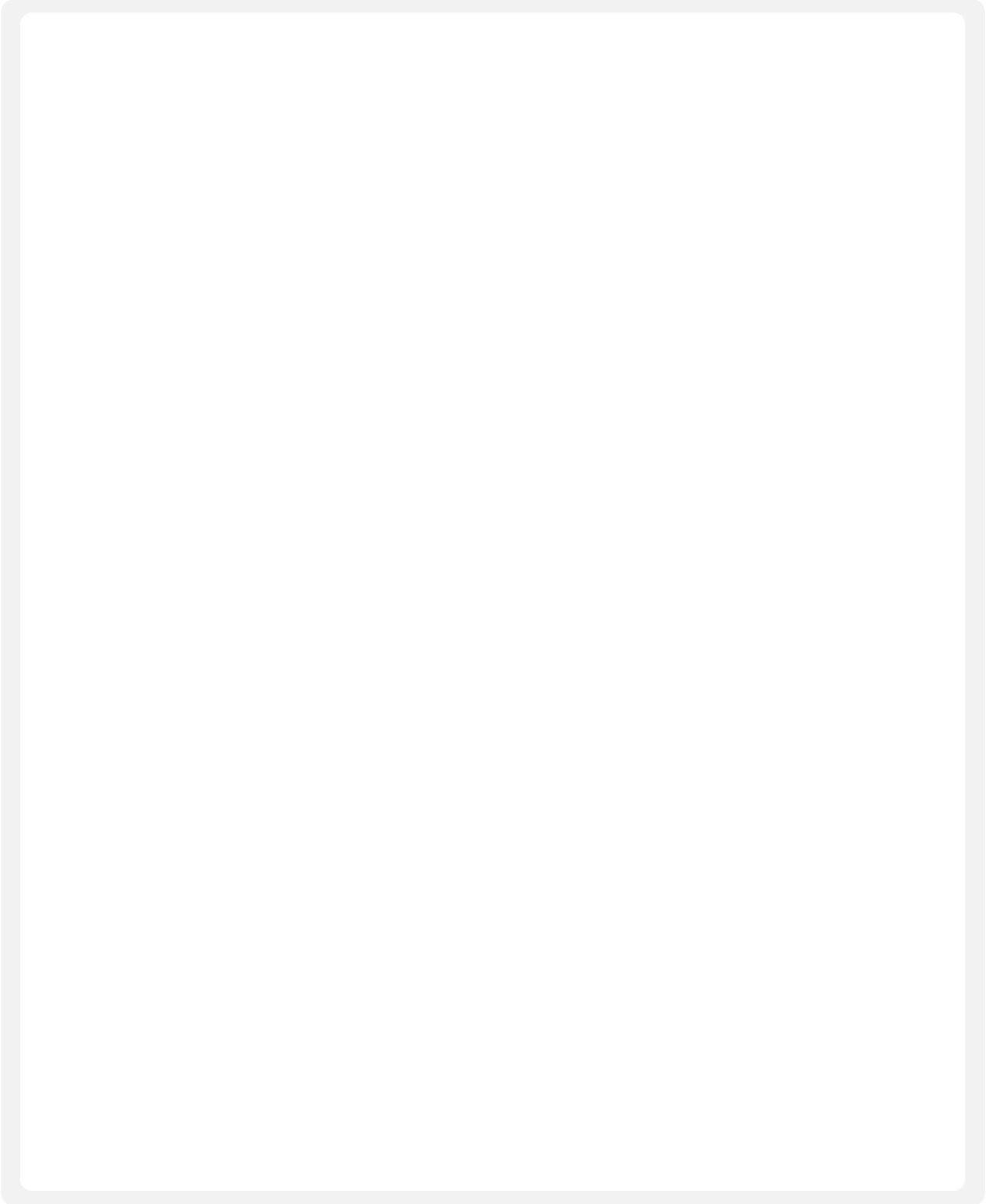
We will work on filling in this section during the 'From Passion to Profession: Unlock Your Potential as an Infant Feeding Coach!' workshop

YOU'RE IN THE RIGHT PLACE....

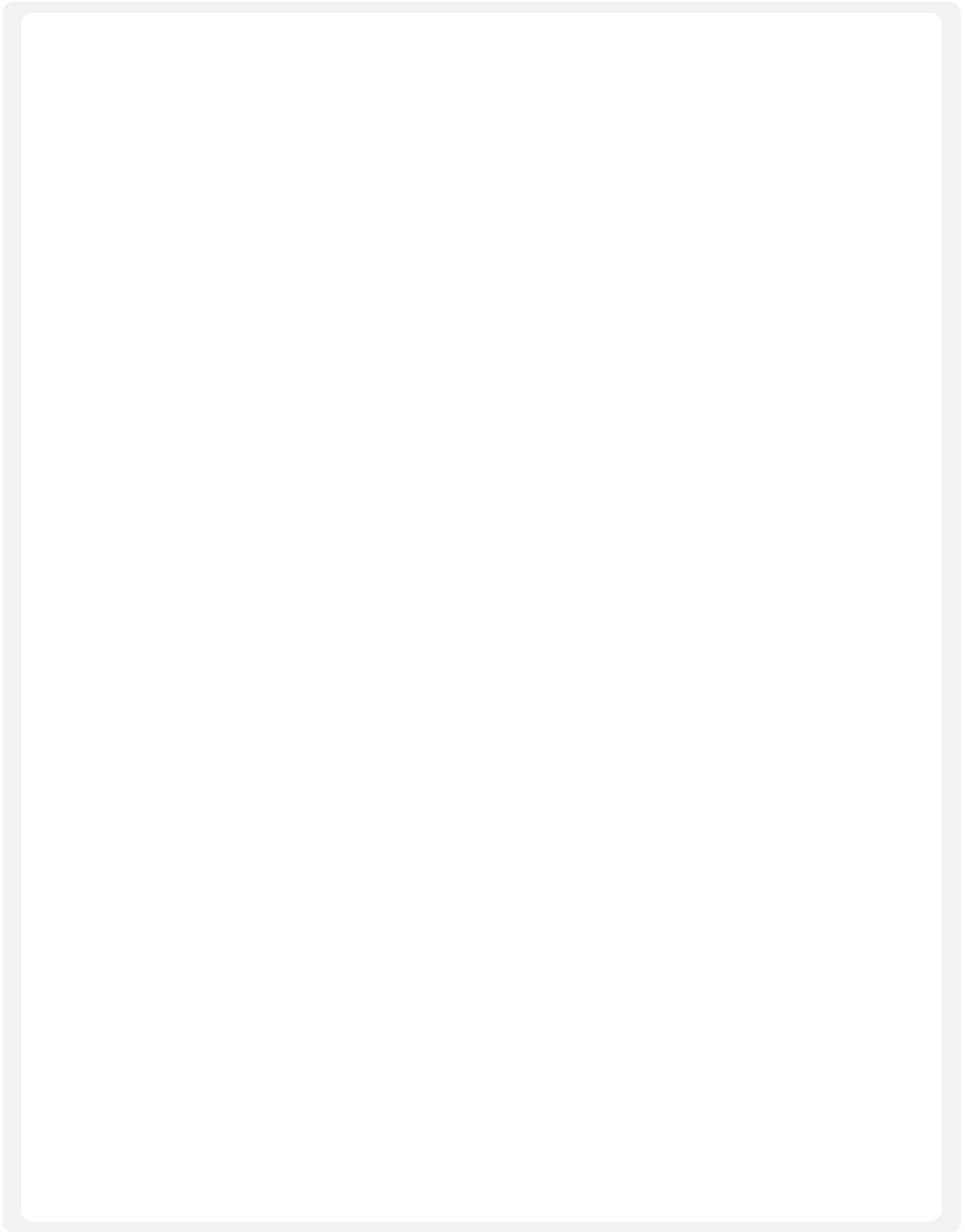
Tick which of the following statements you can relate to:

1. I sometimes wonder what it would feel like to be really skilled (and up-to-date) at supporting new families who are struggling with feeding
2. I wish there was a way I could acquire and deepen my knowledge and skills in infant feeding that would help others, whilst elevating my income
3. I already have children and wish I could support others to enjoy their feeding experience as I did
4. I truly wish, with all my heart, that I could prevent other new parents from having to struggle and be let down by the system the way I was
5. I don't have children/haven't breastfed, but I recognise that all new families deserve to have accurate person-centered care to support them on their infant feeding journey
6. Perhaps you would like to add one of your own?

WHY IS THIS WORK IMPORTANT TO ME?



NOTES ON BECOMING AN IFC



You would make an INCREDIBLE Infant Feeding Coach™ if...

Tick which of the following statements you can relate to:

1. You have a deep knowing that you want to support mothers and babies on their feeding journey, because you know how important this work is. You feel called to this work as this feels close to your heart.
2. You have a thirst for evidence-based knowledge and skills in the science and art of infant feeding.
3. You're eager to learn, excited to level up your current knowledge and you want to break barriers to old myths and mistakes that hold you back.
4. And you're here because you desire more clarity around how you can put this into action!
5. You are an action taker, willing to put what you learn into practice and create transformation for the families you support, including your own family, business and income
6. Perhaps you would like to add one of your own?

When we are ready to uplevel and step into something new, it's common to have worries and concerns...What is my biggest concern about working with breastfeeding families?

What 5 words sum up why supporting infant feeding is important to me?

What do I need to do for myself to create time, that will positively impact my practice?

On a scale of 1-10, how important is it to me to elevate my infant feeding knowledge now? Why have you chosen that number?

The Infant Feeding Continuum Framework

The Infant Feeding Continuum is a unique framework designed to ensure you are empowered to support clients on their Infant Feeding journey. On the Infant Feeding Coach™ Training program, we take you through each component so you are ready to become an informed and rounded practitioner.



If you feel called to expand and deepen your knowledge around infant feeding and how you can support new families on their infant feeding journey, then please book a call. info@theinfantfeedingacademy.co.uk