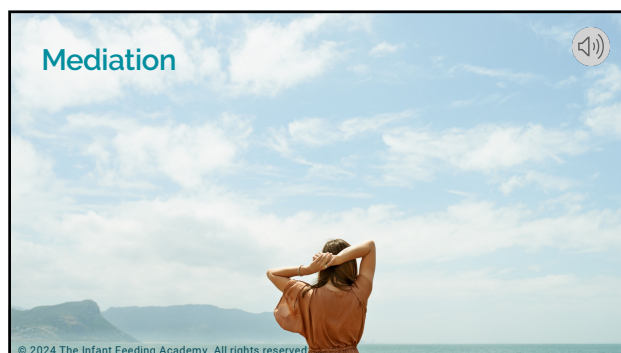


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### Requirements of the course

- Attendance is mandatory
- Cameras on – Are you on a PC or phone?  
PC is ideal as you will be in breakout groups
- LIVE tutorials nights need to be kept sacred. Use the weeks where there are no lives to make a start on the next module
- Observations – Module 3 – as many as possible
- 5 case studies in your first year
- Reading book by 28th March (if you miss this session, you will be asked to hand it in beforehand, to avoid not passing this module)

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### Workbooks and Modules

**Three workbooks - Hand in dates are on the schedule (please check the schedule that is online – not previously emailed).**

- The workbooks are handed in at the end of each module - electronically or paper
- Adobe Reader - Mac - make sure people are actually installing adobe, not just downloading it!
- The Infant Feeding Continuum runs throughout the course - have your IFC hat on.
- The workbooks are not a test of your current knowledge - we want you to research and grow - answer from you new role
- The workbook consists of short sections following each lesson subject - to build your knowledge
- Workbooks that are not completed will be returned unmarked for resubmission only achieving 'Satisfactory'
- End of module quiz must achieve over 80% to pass

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### Requirements of the course

- Homework will be posted in the Facebook Group each Friday, if you didn't catch it!
- Facebook group - turn on notifications
- Deadlines are NOT to be missed! Non-attendance must be emailed
- Email any technical issues, do not use the Facebook group or whatsApp for this.

My job is to show up as my best self how you show up is YOUR responsibility

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### House Keeping

- Lives will be posted as events on a Monday
- Tutorial slides/Replays are under 'Resources' in each module.
- Find an Infant Feeding Coach - We will need a high-resolution photograph
- You will be allocated learning partner in the Facebook group, so you can connect. They are here for you to practice in pairs with, talk to and ask questions of
- LBBGTQAI+ session is the first lesson next week

Everybody comes with different experience

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Participants quiz

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Introductions -BREAKOUT

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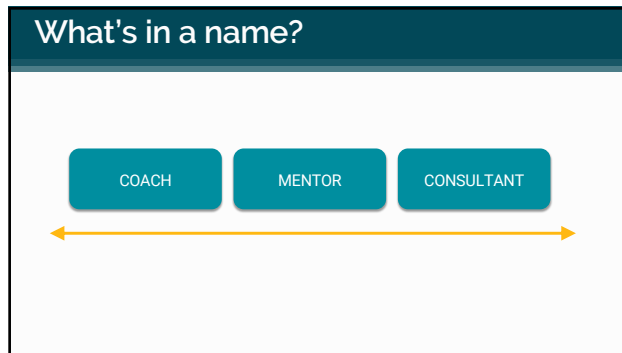


What is your definition of coaching?  
BREAKOUT - Pairs

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### What's in a name?



COACH      MENTOR      CONSULTANT

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### Breakout

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- Coaching vs Consulting vs Mentoring vs Therapy Work in groups of...
- Pick a presenter for the group to share at the end

Activity	Coaching	Mentoring	Consulting
Focus of session			
Relationship with client			
Approach to interaction			
Outcome of the session			

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### Getting clear on the difference between Coaching, Mentoring and Consulting

	COACHING	MENTORING	CONSULTING
Focus of session	Performance improvement, personal growth and goal achievement	Development, skills enhancement and long-term growth/goals	Problem-solving, strategy development and expert advice
Relationship with client	Collaborative and co-creative partnership between coach and client	Experienced mentor to inexperienced mentee with a more directive approach	Expert and client with a focus on providing solutions
Approach to interaction	Helps individuals explore their own thinking, develop self-awareness, accountability and identify solutions	Offers guidance, support and advice based on the mentors own knowledge and professional experience	Provides expert knowledge, best practices and solutions based on expertise
Outcome of session	Supports individuals in achieving their own goals, growth and development	Helps individuals develop their skills, knowledge and confidence over time	Provides solutions to specific problems or challenges and helps them implement them effectively

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### What is an Infant Feeding Coaching/Mentor?

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- They ask questions to help to clarify the situation
  - Help the parent to identify their feelings to help focus on what is important to them
  - They may offer information, make suggestions, and discuss options. Helping the mother/parent weigh up the pros and cons
  - They put their own feelings and experiences in the background and makes the mother/family the main focus
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- Sometimes a mother will begin with a specific breastfeeding question and needs straight forward information. But more often, when the mother contacts us she begins with a simple question that leads to a discussion of more general topics and complex feelings
- Breastfeeding is more than just a method of feeding; it is also a way of caring for and comforting a baby
- Breastfeeding often becomes an integral part of a mother's relationship with her baby. So, when questions about breastfeeding arise, it is not unusual for them to also involve a woman's feelings about herself and being a mother


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### Infant Feeding Coach

An IFC is not a health professional. Do not give medical advice outside of your own expertise.	Listen, then ask questions	Avoid giving your opinion	Give the mother/parent information from the sources you have available
Encourage them to consult with her doctor or health visitor if appropriate	Refer them to other helpers if necessary	Help the parents to advocate for her baby	Remember your role is not to tell them what to do rather it is to give them feeding information, encouragement, and support

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Who's who in Infant feeding and lactation support in the UK 

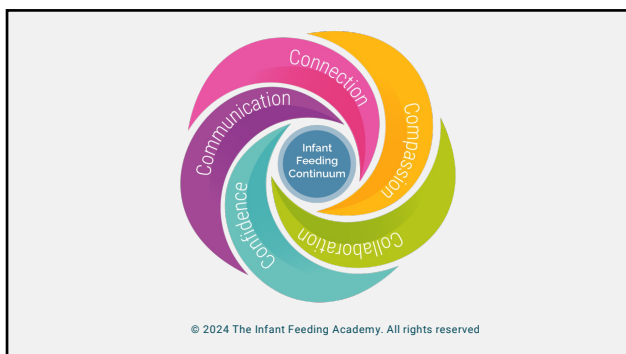
	IBCLC (International Board Certified Lactation Consultant)	Infant Feeding Coach/Mentor	Breastfeeding Counsellor (BFC)	Mindful Breastfeeding Coach	Peer Supporter	Baby Friendly SPD
<b>Also known as</b>	International Board Certified Lactation Consultant (IBCLC)	Infant Feeding Coach/Mentor	Breastfeeding Counsellor (BFC)	Mindful Breastfeeding Coach	Peer Supporter	Baby Friendly SPD
<b>Accreditation</b>	IBCLC is accredited by the International Board of Standards and Practices for Certified Lactation Consultants (IBCLC)	Infant Feeding Coach/Mentor is accredited by the Infant Feeding Academy	Breastfeeding Counsellor (BFC) is accredited by the Infant Feeding Academy	Mindful Breastfeeding Coach is accredited by the Infant Feeding Academy	Peer Supporter is accredited by the Infant Feeding Academy	Baby Friendly SPD is accredited by the Infant Feeding Academy
<b>Who</b>	Health professionals, IBCLCs and other professionals who are qualified to provide lactation support	Infant Feeding Coach/Mentor is a role that can be held by anyone who has completed the Infant Feeding Academy training	Breastfeeding Counsellor (BFC) is a role that can be held by anyone who has completed the Infant Feeding Academy training	Mindful Breastfeeding Coach is a role that can be held by anyone who has completed the Infant Feeding Academy training	Peer Supporter is a role that can be held by anyone who has completed the Infant Feeding Academy training	Baby Friendly SPD is a role that can be held by anyone who has completed the Infant Feeding Academy training
<b>Principles</b>	IBCLC is based on evidence-based practice and the International Code of Ethics for IBCLCs	Infant Feeding Coach/Mentor is based on evidence-based practice and the Infant Feeding Academy Code of Ethics	Breastfeeding Counsellor (BFC) is based on evidence-based practice and the Infant Feeding Academy Code of Ethics	Mindful Breastfeeding Coach is based on evidence-based practice and the Infant Feeding Academy Code of Ethics	Peer Supporter is based on evidence-based practice and the Infant Feeding Academy Code of Ethics	Baby Friendly SPD is based on evidence-based practice and the Infant Feeding Academy Code of Ethics
<b>Core Skills</b>	IBCLC is based on evidence-based practice and the International Code of Ethics for IBCLCs	Infant Feeding Coach/Mentor is based on evidence-based practice and the Infant Feeding Academy Code of Ethics	Breastfeeding Counsellor (BFC) is based on evidence-based practice and the Infant Feeding Academy Code of Ethics	Mindful Breastfeeding Coach is based on evidence-based practice and the Infant Feeding Academy Code of Ethics	Peer Supporter is based on evidence-based practice and the Infant Feeding Academy Code of Ethics	Baby Friendly SPD is based on evidence-based practice and the Infant Feeding Academy Code of Ethics
<b>Specialist Skills</b>	IBCLC is based on evidence-based practice and the International Code of Ethics for IBCLCs	Infant Feeding Coach/Mentor is based on evidence-based practice and the Infant Feeding Academy Code of Ethics	Breastfeeding Counsellor (BFC) is based on evidence-based practice and the Infant Feeding Academy Code of Ethics	Mindful Breastfeeding Coach is based on evidence-based practice and the Infant Feeding Academy Code of Ethics	Peer Supporter is based on evidence-based practice and the Infant Feeding Academy Code of Ethics	Baby Friendly SPD is based on evidence-based practice and the Infant Feeding Academy Code of Ethics
<b>Work</b>	IBCLC is based on evidence-based practice and the International Code of Ethics for IBCLCs	Infant Feeding Coach/Mentor is based on evidence-based practice and the Infant Feeding Academy Code of Ethics	Breastfeeding Counsellor (BFC) is based on evidence-based practice and the Infant Feeding Academy Code of Ethics	Mindful Breastfeeding Coach is based on evidence-based practice and the Infant Feeding Academy Code of Ethics	Peer Supporter is based on evidence-based practice and the Infant Feeding Academy Code of Ethics	Baby Friendly SPD is based on evidence-based practice and the Infant Feeding Academy Code of Ethics
<b>Scope</b>	IBCLC is based on evidence-based practice and the International Code of Ethics for IBCLCs	Infant Feeding Coach/Mentor is based on evidence-based practice and the Infant Feeding Academy Code of Ethics	Breastfeeding Counsellor (BFC) is based on evidence-based practice and the Infant Feeding Academy Code of Ethics	Mindful Breastfeeding Coach is based on evidence-based practice and the Infant Feeding Academy Code of Ethics	Peer Supporter is based on evidence-based practice and the Infant Feeding Academy Code of Ethics	Baby Friendly SPD is based on evidence-based practice and the Infant Feeding Academy Code of Ethics

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“A coach is someone who helps individuals discover their potential to overcome obstacles and achieve whatever success means to them.”

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Antenatal Consultation

Amanda

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I had a really difficult time breastfeeding my firstborn two years ago and struggled with it for 3 months but felt quite traumatised by the whole experience.

I initially wasn't keen to try again with this baby and still have a lot of reservations but I want to at least try. I still feel like I have quite a lot of negative thoughts about that time because of the discomfort I was in and how long it took to resolve the situation.

I sought help from local breastfeeding groups and local NHS tongue tie services but eventually ended up having a private assessment with a lactation consultant who could also treat tongue tie

He didn't end up having tongue tie but within one session she identified the problem with latch/positioning and the fact I had thrush.

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Breast feeding very quickly became much less painful but unfortunately he had then developed CMPA and despite cutting everything out was still having bloody nappies, reflux and refusing to feed.

Eventually I was so worn down and sick of cutting lots of things I enjoyed out my diet, I didn't feel I could take it anymore and so we switched to amino acid formula and he was like a different baby.

What I was hoping for with this baby was to get a review with a lactation consultant organised very quickly after the birth to review latch/position/tongue etc., to try and reduce the nipple trauma I experienced last time from happening.

If there is tongue-tie then hopefully it could be sorted very quickly rather than having to wait a long time for an NHS assessment. Any assistance or further information would be greatly appreciated.

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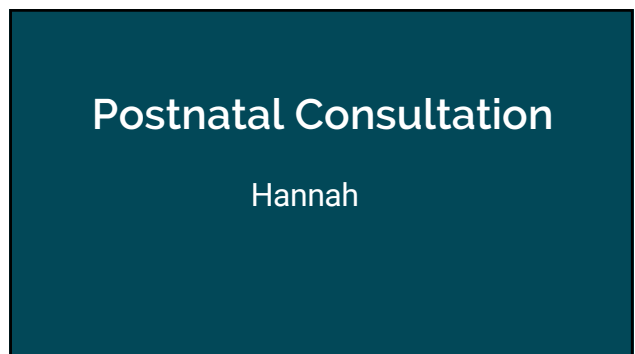
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Hannah's baby is 7 days old

She has been in tears with pain since about day three and has got to the point that she feels she can't carry on with breastfeeding anymore.

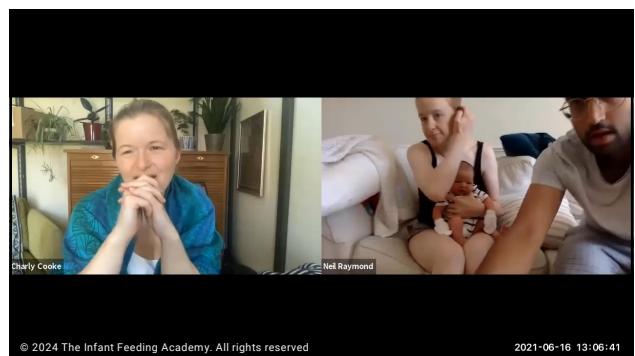
According to the Midwives scales on day five the baby is now above birth weight. Her poos are still quite brown and are infrequent.

Hannah contacted us begging for a tongue-tie assessment, because feeding was so painful. Tongue-tie had been suggested by one of the community midwives as they were unable to resolve the issues.

Charly is an Infant Feeding Coach and is carrying out a pre-clinic support consultation, to see if she can help Hannah to feed more comfortably, whilst she waits for a face-to-face clinic appointment to have the baby assessed for tongue-tie.

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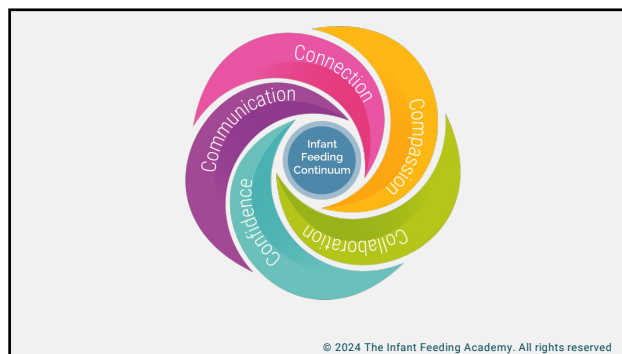
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