



Australian  
Breastfeeding  
Association

For Health Professionals

Professional development  
online, anytime, anywhere

## Baby Friendly Health Initiative (BFHI) education for maternity facility staff

**Supporting the breastfeeding mother in the neonatal period** is a series of eight online education modules developed by the Australian Breastfeeding Association. Comprising 8 hours of breastfeeding education, this eLearning module series offers hospitals and health facilities seeking BFHI accreditation or reaccreditation a means to fulfil the compulsory staff education requirements.

These eLearning modules have been designed to save facilities the time, resources and effort of organising in-house professional development, which can often be an arduous task.

Our BFHI staff education package includes:

- 8 hours of high-quality, evidence-based eLearning modules developed by Australia's peak information and breastfeeding support service
- Delivery of eModules via the Australian Breastfeeding Association's Learning Management System (LMS), enabling seamless integration organisation-wide
- Individual accounts provided for each staff member, allowing them to complete the modules at any time, from any device
- Reporting on module completion rates provided to the facility on a regular or as-needed basis
- Ability to integrate organisational branding onto eModule platform (additional fees apply)

### Individual cost

\$355 AUD

### 10-20 staff members

\$195 pp AUD

### 21-50 staff members

\$160 pp AUD

### 51-100 staff members

\$130 pp AUD

### 101+ staff members

\$80 pp AUD

Save up to  
**\$275**  
per person

Individual modules are available in our eModule store. Group discounts can be purchased upon request.

Prices and offerings are current as of December 2023.

Australian College of Midwives CPD Endorsed hours apply.

To access these reduced rates or find out more  
email [training@breastfeeding.asn.au](mailto:training@breastfeeding.asn.au)

Enrol today

[aba.asn.au/bfhi](http://aba.asn.au/bfhi)



## Overview of eLearning modules

### Supporting the breastfeeding mother in the neonatal period

Module	Topics	BFHI competencies
<b>Counselling skills</b>		
Counselling skills for breastfeeding support	<ul style="list-style-type: none"> <li>Why use counselling skills in breastfeeding support?</li> <li>Active listening</li> <li>Reflecting, reframing, reassuring</li> <li>Helping a mother make an informed decision</li> <li>Building the mother's confidence</li> </ul>	<ol style="list-style-type: none"> <li>Use listening skills when counselling a mother</li> <li>Use skills for building a mother's confidence and giving support</li> <li>Counsel a mother to make an informed and appropriate decision about infant feeding suitable to her circumstances</li> </ol>
Breastfeeding education for pregnant women	<ul style="list-style-type: none"> <li>Antenatal education about breastfeeding: why and when?</li> <li>What do expectant parents need to know?</li> <li>Support and resources for parents</li> <li>Communication skills for antenatal support</li> </ul>	<ol style="list-style-type: none"> <li>Counsel a pregnant woman about breastfeeding</li> </ol>
<b>Establishing breastfeeding</b>		
Supporting a mother to initiate breastfeeding	<ul style="list-style-type: none"> <li>The importance of skin-to-skin contact</li> <li>Baby-led attachment from the first feed</li> <li>Positioning and attachment</li> <li>Establishing breastfeeding</li> </ul>	<ol style="list-style-type: none"> <li>Help a mother to recognise when her baby is ready to initiate breastfeeding while in skin-to-skin contact after birth</li> <li>Support a mother to position herself and her baby for breastfeeding</li> <li>Support a mother to attach her baby to the breast, encouraging baby-led attachment</li> </ol>
Assessing a breastfeed	<ul style="list-style-type: none"> <li>Why assess a breastfeed?</li> <li>Observing a breastfeed: positioning and feeding cues</li> <li>Observing a breastfeed: attachment and sucking</li> <li>Checking for signs of adequate milk supply</li> </ul>	<ol style="list-style-type: none"> <li>Assess a breastfeed; including teaching a mother how to monitor milk transfer</li> <li>Explain to a mother about feeding cues and the optimal pattern of breastfeeding</li> <li>Explain to a mother how to know if her baby is getting enough milk</li> </ol>
Supporting a mother to hand express	<ul style="list-style-type: none"> <li>Hand expressing: why and when?</li> <li>Hand expressing: how?</li> <li>Antenatal expressing</li> </ul>	<ol style="list-style-type: none"> <li>Using hands-off techniques, assist a mother to express her breastmilk</li> </ol>
<b>Breastfeeding challenges</b>		
Establishing and increasing milk supply	<ul style="list-style-type: none"> <li>Initiating breastmilk supply</li> <li>Assessing milk supply</li> <li>Understanding low milk supply</li> <li>Counselling a mother with low milk supply</li> <li>Counselling a mother with an unsettled baby</li> </ul>	<ol style="list-style-type: none"> <li>Explain to a mother how to know if her baby is getting enough milk</li> <li>Counsel a mother who thinks she does not have enough milk</li> <li>Counsel a mother with an unsettled baby</li> </ol>
Counselling a mother with breast and nipple challenges	<ul style="list-style-type: none"> <li>Understanding the structure of the breast</li> <li>Engorgement</li> <li>Preventing nipple pain</li> <li>Managing nipple pain</li> <li>Breastfeeding with flat or inverted nipples</li> <li>Other causes of nipple pain</li> <li>Breast inflammation and mastitis</li> </ul>	<ol style="list-style-type: none"> <li>Counsel a mother who has flat or inverted nipples</li> <li>Counsel a mother with engorged breasts</li> <li>Counsel a mother with sore or cracked nipples</li> <li>Counsel a mother with mastitis</li> </ol>
Challenges to feeding at the breast and alternative methods of feeding	<ul style="list-style-type: none"> <li>When the infant is reluctant to feed</li> <li>Establishing milk supply when the infant isn't feeding at the breast</li> <li>Breastfeeding the low-birth-weight, preterm or sick infant</li> <li>Alternative methods of feeding</li> <li>When the infant needs fluids other than breastmilk</li> </ul>	<ol style="list-style-type: none"> <li>Counsel a mother on selecting and using an alternative feeding method</li> <li>Counsel a mother whose baby is refusing to breastfeed</li> <li>Support a mother to breastfeed a low-birth-weight, preterm or sick baby</li> </ol>

