



The Baby
Friendly
Initiative

UNITED KINGDOM

unicef 



BREASTFEEDING AND RELATIONSHIP BUILDING

Online course participant pack

This course fulfils the training requirements of the UNICEF UK Baby Friendly Initiative and provides appropriate updating for NMC revalidation requirements.

Please read prior to the course.

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We are pleased to welcome you to the UK Committee for UNICEF (UNICEF UK) Baby Friendly Initiative Breastfeeding and Relationship Building online course.

The course is suitable for health professionals working in services and universities implementing the Baby Friendly standards. This may primarily include midwives and health visitors (including those in lecturer roles), healthcare assistants, maternity support workers, nursery nurses and others in the infant feeding team. The learning may also be helpful for any others working to support babies and mothers in services specifically working towards Baby Friendly accreditation.

AIM OF THE COURSE

To provide foundation knowledge and skills for supporting optimal care for babies, their mothers, parents/primary caregivers and families.

COURSE OVERVIEW

This course consists of two parts: **Part 1: E-learning and observing a breastfeed** and **Part 2: Two tutor led taught days**. As each part of the programme builds on previous content, it is very important for your overall learning experience that you complete all elements. We hope that you enjoy the course and go away from it with new information and renewed enthusiasm to support mothers and families to become confident in their own ability to feed and care for their babies.

PART 1: E-LEARNING & OBSERVING A BREASTFEED

One week before Part 2 of the course (the taught days), you will be given access to our **e-learning package on Litmos**. The e-learning includes several downloadable documents to enhance your training and you will need to complete all of the modules prior to the first taught day of the course. We therefore advise you to schedule time in advance so this can be completed prior to attendance. We anticipate the e-learning will take 2-3 hours to complete, though it does not need to be completed all at once. Your e-learning access will expire two weeks after the taught days. See the section on accessing Litmos for more information.

As a pre-learning activity before the taught days, please **observe a breastfeed**. If you are unable to carry out a breastfeeding observation in person, please choose a video to watch online. During the observation, make some notes about the following:

- Baby's behaviour before, during and after the feed
- How the mother responds to baby before, during and after the feed
- How the baby approaches and attaches to the breast and what the mother does to 'help'.

PART 2: TWO TAUGHT DAYS

This course is facilitated on Microsoft Teams over two days, from **09.15 - 16.00 on both days**, with plenty of comfort breaks scheduled (see timetable). Due to confidentiality and copyright, recording of the course is not permitted.

After the two taught days of the course, we strongly recommend that you complete a practical element to consolidate your learning and apply it in practice. This should involve you:

- *Supporting a breastfeeding mother to achieve effective feeding*: Carry out a feeding assessment and use props (such as dolls and breast models) or other tools (such as leaflets and videos) to either confirm what is going well or to make suggestions which could improve the mother's experience.

- *Supporting a mother who is bottle feeding:* Carry out a bottle feeding assessment, reinforcing what is going well and creating a care plan with the mother if needed.
- *Building on information gained:* Consider the language you use to build confidence in the mother and look at where you can encourage instinctive behaviours.
- *Writing a short reflection on your experience,* as this will enable you to take time to identify new approaches to the way you practice.

Further details concerning the practical element will be provided during the course.

EXPECTED LEARNING OUTCOMES

At the end of the course, participants will be able to:

1. Explain how UNICEF, the Baby Friendly Initiative, child rights and the Code protect breastfeeding and support infant feeding.
2. Analyse social, cultural, commercial, family and economic influences on infant feeding decisions.
3. Describe how birth and hospital practices affect skin-to-skin contact, early interaction and breastfeeding initiation.
4. Explain how birth, skin contact and breastfeeding support the infant microbiome.
5. Summarise evidence linking early-life nutrition with epigenetic processes and longer-term health.
6. Compare human milk and infant formula, including composition and their impact on short- and long-term health outcomes.
7. Describe the physical and emotional health impacts of breastfeeding for mothers and babies.
8. Explain how love, secure attachment and oxytocin support infant brain development and responsive caregiving.
9. Demonstrate sensitive, compassionate communication that supports informed and empowered decision-making.
10. Explain lactation anatomy and physiology and apply this to supporting milk production.
11. Recognise instinctive newborn behaviours after birth and describe how to support them in practice.
12. Explain why keeping babies close supports feeding, regulation, safety and relationship-building.
13. Assess effective breastfeeding and support positioning, attachment, milk transfer and early feeding.
14. Identify babies at risk of poor milk intake or clinical complications and describe appropriate prevention, assessment and escalation.
15. Support responsive and safe bottle feeding, including preparation, pacing and relationship-centred care.
16. Identify key postnatal points when breastfeeding may falter and plan proactive support.
17. Protect breastfeeding when supplementation, mixed feeding or complementary feeding is introduced or required.
18. Identify common breastfeeding challenges and apply strategies to prevent or manage them.
19. Analyse barriers to sustained breastfeeding and identify actions within local communities to address them.
20. Signpost families to professional, peer, community and digital breastfeeding support networks and evidence-based information resources.

TIMETABLE: DAY 1

Time	Session	Outline of Content
09.15	Participants join, welcome and IT check	Initial greetings Use of key technology features
	Introductions	How the course will run Brief introductions Creating a positive learning environment Expectations of the course Icebreaker activity
	Breastfeeding and health	Constituents of breastmilk and their impact on health (Builds on content of e-learning pack)
11.10	Tea break (15 mins)	
	Breastfeeding and health continued	Breastmilk and the microbiome- the evidence so far
	Protecting breastfeeding	How to promote and protect breastfeeding and the International Code of Marketing of Breastmilk Substitutes
	Compassionate care and sensitive communication	An overview of the current culture and influences for breastfeeding and parenting within the UK
12.40	Lunch (40 mins)	
13.20	Support for those who are pregnant	What influences the decision to breastfeed Our role in supporting decision-making Relationship building in pregnancy
	How breastfeeding works	Anatomy and physiology Stages of lactogenesis Mothering hormones
	Skin to skin contact	Birth and instinctive post-birth behaviour Importance of skin contact for all babies and mothers Skin contact in the longer term
14.50	Tea break (15 mins)	
	Responsive caregiving	Brain adaptation for responsive caregiving Responsive breastfeeding and relationship building Responsive bottle feeding
15.45 – 16.00	Wrap up	Q&A, reflection and close of day 1

TIMETABLE: DAY 2

Time	Session	Outline of Content
09.15	Welcome back	Quick quiz and review
	Close and loving relationships	How love and nurture shape a baby's brain The importance of role models
	Supporting successful breastfeeding	What babies do and how mothers help Taught skills vs instinct—bringing the two together
10.55	Tea break (15 mins)	
	Supporting mothers	Practical activity
	Breastfeeding assessment Expressing breastmilk Breastfeeding challenges	Carrying out a feeding assessment Hand expression Setting up supply for a preterm baby Preventing and managing common breastfeeding challenges Activity to look at cause and treatment
13.05	Lunch (40 mins)	
13.45	Maximising breastmilk – supporting informed decisions	Supplementation and protecting breastfeeding in the early days, weeks and months Reasons for mixed feeding
14.45	Tea break (15 mins)	
	Ongoing breastfeeding	Breastfeeding beyond 6 months Introducing solids Stopping breastfeeding
15.35	Wrap up and close	Evaluation
16.00	Close	

EVALUATION AND CERTIFICATE

An evaluation form link will be shared for you at the end of the course for you to provide feedback.

A certificate will only be provided upon full attendance of the two taught days and completion of the e-learning. This will be emailed within a few weeks after the course finishing.

Here's what previous participants have said about the course:

"Thank you, it was just what I needed to give me the confidence to go out and support the families on my caseload not just with breastfeeding but to support them as new parents"

"I found I was made to feel very at ease and relaxed throughout. I'm usually not able to speak up in courses but I really felt comfortable to do so"

"Enjoyed the variation of information, videos and breakout rooms. I found the mix of theory and practical beneficial."

NEXT STEPS

Following completion of this course, if you are leading on the implementation of Baby Friendly standards in practice and/or delivering training within your service or university, you may wish to complete further courses including Train the Trainer.

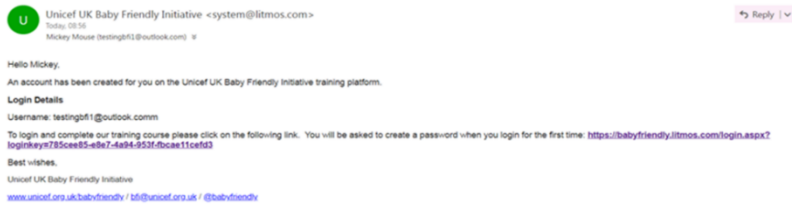
Find out more about our available courses and e-learning on our website unicef.org.uk/babyfriendly/training/

PART 1: PRE-COURSE E-LEARNING

Before the start of this course, you will need to complete the pre-course e-learning. This is accessed via a learning management system called **Litmos** at babyfriendly.litmos.com

INSTRUCTIONS

E-learning login information - Unicef UK Baby Friendly Initiative



1. You will receive an email to register on the system:



Hello Mickey Mouse

1. Confirm your name

* is required field

Please make sure that we have your first and last names correct.

First Name*

Mickey

Last Name*

Mouse

2. Click the link in the email and complete the registration page.

Section 1 – Enter your first and last name

2. Create a password

Next time you login you will use the following username and password

Username: testingbf1@outlook.com

Password*

Your password must be at least 6 characters long

Confirm password*

Confirm your password by entering it again

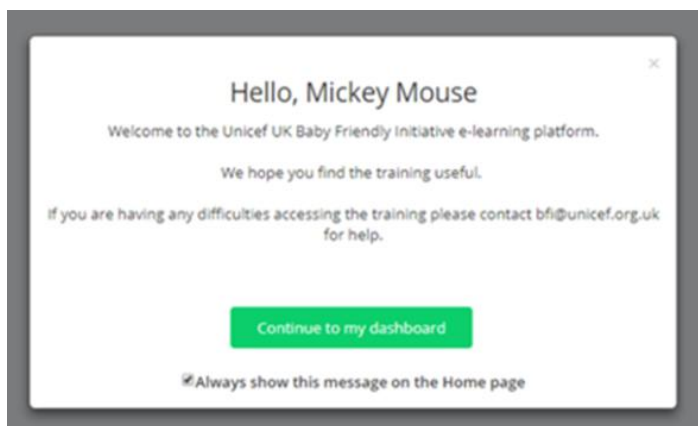
Section 2 – Create your password

3. Additional information

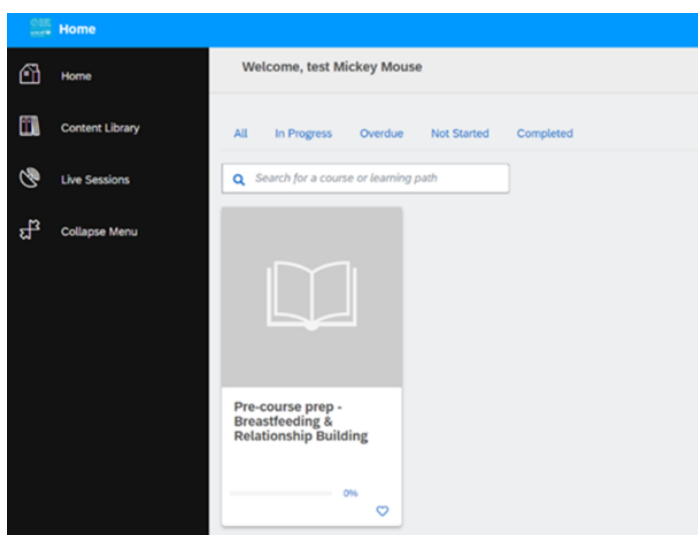
Job title

Section 3 – Optional – you can enter any additional information, but this isn't required, so you can skip this section

Note: if you are already registered in Litmos for one of our other e-learning courses, you will only need to repeat this step if using a different email address. Otherwise you should log in with your existing password, and the course will be assigned to your existing account.



3. Click the green **continue** button. You will be logged in and will see the following welcome message:



4. Click the green **continue to my dashboard** button and you will see the training courses that have been assigned to you. Click on the course title and picture to begin:

The course is made up of short pieces of content called **modules** (either text and images, slides or videos). The course doesn't have to be completed all at once. You can stop working and come back later to resume where you left by visiting babyfriendly.litmos.com to login with your username (your email) and password. If you have forgotten your password, you can reset it from here.

System requirements for using Litmos

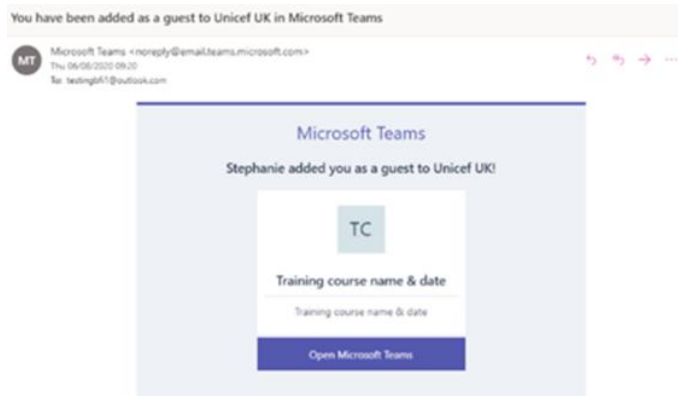
Litmos makes every effort to test and support the most recent versions of all browsers and recommends using the latest stable versions from: Apple Safari / Google Chrome / Mozilla Firefox / Microsoft Edge With JavaScript and Cookies enabled. Internet Explorer is **not** recommended and is no longer supported by Microsoft since 2021, so we recommend using a different browser.

If you have any trouble accessing the course, please contact bfi@unicef.org.uk

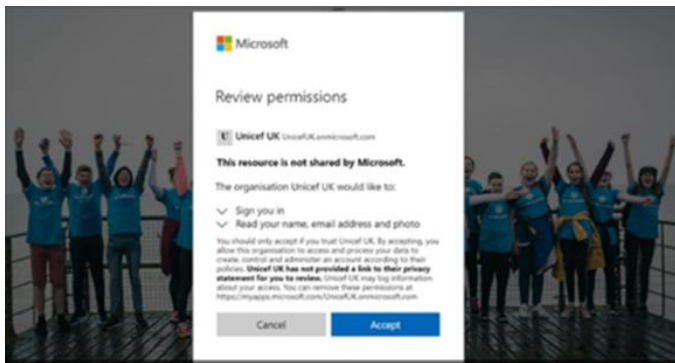
PART 2: TAUGHT COURSE VIA MICROSOFT TEAMS

To join online, you will need to access Microsoft Teams and have downloaded the **Teams application**. Please let us know the email address that you use to access Teams (either via your workplace or by using a Microsoft account). For further information on Teams, please [read this guide](#).

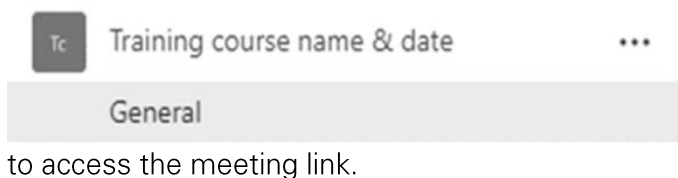
We strongly recommend you join via a computer and test your access in advance to avoid issues at the beginning of the day. See the following instructions about accessing the Teams channel and meeting link.



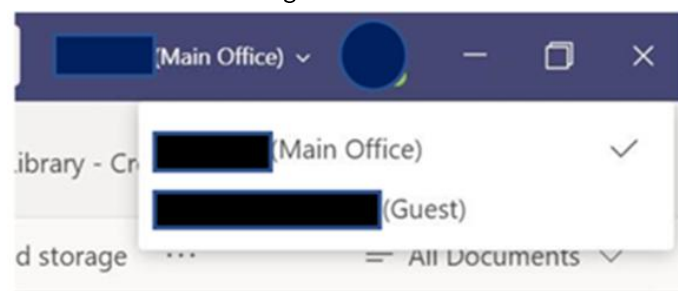
1. We will add you as a guest to a specific **Team** for the training course you are attending. You will receive an email to let you know you have been added to the Team.



2. You may see a screen asking you to review permissions. Click **Accept** to proceed.



3. In your Teams app, you will then have access to the Team for the course. Click the **General** channel

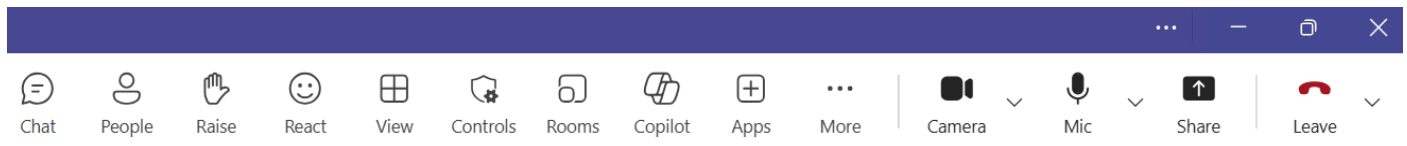


4. If you use Teams for work, you may need to select the **UNICEF UK network** from the drop down by your profile picture to switch between your main account and guest access with UNICEF UK.



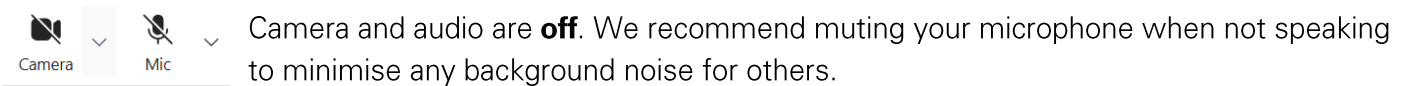
5. We will send an invite for the main meeting link for the course, and the link will also be posted in the **General channel** of the Team. On the day of the course, you can click "join" when the meeting has started from the link on the General channel.


FURTHER GUIDANCE ON MICROSOFT TEAMS



Control your settings using the options at the top of the screen

You can change your **video** and **audio** settings by pressing the buttons here:



 You can **raise (or lower)** your hand by clicking this icon. A small yellow hand icon will appear next to your name and remain until you click the button again to lower it.

 Click the **Chat** icon to show the **conversation pane** which will appear on the right.

You can exit the call by clicking the red phone icon to **leave**.

If you accidentally leave the meeting, you can re-join via the meeting link or from the meeting chat page where there should be a purple **join** button.

During the course, the tutors will provide further information about joining breakout rooms within the meeting.

TIPS FOR TEAMS

We recommend considering the following aspects for joining the course via video call:

- Test your setup before the course – make sure you have downloaded the Teams app and tested your computer settings and internet connection before the course
- Find a quiet space to work, if you can, and use headphones to help improve sound quality
- Mute your microphone when not speaking to minimise background noise to the group (and remember to unmute if you are asking a question)
- Consider your camera setup – having the light source to the side or in front of you will work best and please have your camera on at all times during the course, if possible
- Troubleshooting – if you have connection issues, try closing down anything else on your computer and restarting Teams. You can make a test call and review your devices by Teams settings.
- We recommend joining from a computer or laptop rather than any other device (e.g. iPad or mobile). Joining on other devices may limit your functionality to take part in the course via chat and breakout rooms and we will be unable to provide specific technical support for this.