

# ES04

## BREASTFEEDING ESSENTIALS FOR ANCILLARY STAFF

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### ABOUT

Breastfeeding Essentials for Ancillary Staff is suitable for non-clinical staff who come into contact with parents and infants, yet do not provide direct breastfeeding education or support. Example; Administration Staff, Audiologists, Photographers, Ward Assistants or Janitors/Cleaners.

This **SHORT PRESENTATION** will provide the participant with an understanding of the Baby-friendly Hospital Initiative® by outlining the International Code of Marketing of Breast-Milk Substitutes and the 10 Steps to Successful Breastfeeding.

Available in **English, French** and **Spanish**.

### CURRICULUM

#### Introduction to the Baby-friendly Hospital Initiative

- The Baby-friendly Hospital Initiative
- The WHO Code of Marketing of Breast-Milk Substitutes
- 10 Steps to Successful Breastfeeding

#### Infant Feeding: Natural and Normal

- Value of breastfeeding
- Risks for non-breastfeeding parents
- Supporting families within the scope of the role

### ACCREDITATION

#### ENROLLED PARTICIPANTS

Enrolled participants complete a short online assessment. On successful completion participants will receive a certificate of completion.

#### NON-ENROLLED PARTICIPANTS

Participants viewing the presentation in a group or public setting do not receive a certificate. Instead their completion may be tracked internally by their workplace.

