# Breastfeeding Promotion Training Course

Professional Development Training Course Outline

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|---|---|---|---|
| **Category** | Public Health | **Duration** | 5 Days |
| **Base Fee** | $1,500 USD | **Delivery Mode** | Online / On-site Hybrid |

## Course Introduction

Breastfeeding Promotion Training Course is designed to empower healthcare professionals, community workers, nutrition advocates, maternal health educators, and caregivers with advanced knowledge and practical skills to promote exclusive breastfeeding, maternal nutrition, infant immunity, lactation counseling, newborn care, and child health development. The course addresses global public health priorities by integrating the latest recommendations on early initiation of breastfeeding, skin-to-skin contact, breastfeeding support systems, baby-friendly healthcare practices, and sustainable maternal wellness strategies. Participants gain expertise in overcoming breastfeeding barriers, improving breastfeeding confidence, and strengthening maternal and child healthcare outcomes in hospitals and communities.

This highly practical training program emphasizes maternal health empowerment, neonatal nutrition, infant growth monitoring, breastfeeding communication strategies, public health advocacy, digital health education, emotional support counseling, and community breastfeeding awareness campaigns. Through interactive workshops, case studies, role-play simulations, and real-world intervention models, learners develop the competencies required to support mothers in diverse settings. The course aligns with modern healthcare trends focusing on preventive healthcare, women’s wellness, child survival, family-centered care, and nutrition security, making it ideal for professionals seeking impactful and sustainable maternal-child health solutions.

## Programme Curriculum

**Breastfeeding Promotion Training Course**

**Introduction**

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care, and child health development. The course addresses global public health priorities by integrating the latest recommendations on early initiation of breastfeeding, skin-to-skin contact, breastfeeding support systems, baby-friendly healthcare practices, and sustainable maternal wellness strategies. Participants gain expertise in overcoming breastfeeding barriers, improving breastfeeding confidence, and strengthening maternal and child healthcare outcomes in hospitals and communities.

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**Course Duration**

5 days

**Course Objectives**

1. Promote exclusive breastfeeding practices for the first six months of life.
2. Strengthen knowledge of maternal and infant nutrition management.
3. Develop skills in lactation counseling and breastfeeding coaching.
4. Enhance awareness of newborn immunity and child development.
5. Improve competency in breastfeeding problem-solving techniques.
6. Support implementation of Baby-Friendly Hospital Initiatives (BFHI).
7. Increase capacity for maternal mental health and emotional support.
8. Build expertise in community breastfeeding advocacy programs.
9. Encourage use of digital health tools for maternal education.
10. Promote public health nutrition and preventive healthcare strategies.
11. Improve communication using patient-centered healthcare approaches.
12. Strengthen understanding of WHO and UNICEF breastfeeding guidelines.
13. Empower participants to lead breastfeeding awareness campaigns and policy initiatives.

**Target Audience**

1. Nurses and Midwives
2. Lactation Consultants
3. Community Health Workers
4. Nutritionists and Dietitians
5. Pediatric Healthcare Providers
6. Maternal and Child Health Educators
7. NGO and Public Health Professionals
8. Pregnant Mothers and Caregivers

**Course Modules**

**Module 1: Foundations of Breastfeeding Promotion**

- Importance of breastfeeding in public health
- Benefits for mother and baby

- Global breastfeeding trends and statistics
- WHO and UNICEF recommendations
- Myths and misconceptions about breastfeeding
- **Case Study:** Analysis of a hospital that improved exclusive breastfeeding rates through early breastfeeding education.

**Module 2: Maternal and Infant Nutrition**

- Maternal nutritional requirements
- Infant growth and development
- Colostrum and immune protection
- Complementary feeding guidelines
- Nutrition risk assessment
- **Case Study:** Community nutrition intervention reducing infant malnutrition through breastfeeding support.

**Module 3: Lactation Management and Counseling**

- Breast anatomy and milk production
- Positioning and attachment techniques
- Breastfeeding assessment tools
- Counseling communication skills
- Building maternal confidence
- **Case Study:** Successful lactation counseling for first-time mothers with low milk supply concerns.

**Module 4: Managing Breastfeeding Challenges**

- Breast engorgement and sore nipples
- Low milk supply management
- Breastfeeding premature infants
- Maternal illness and medications
- Relactation and mixed feeding support
- **Case Study:** Clinical management of breastfeeding difficulties in neonatal care settings.

**Module 5: Baby-Friendly Healthcare Practices**

- Ten Steps to Successful Breastfeeding
- Skin-to-skin care implementation
- Rooming-in practices
- Ethical infant feeding policies
- Breastfeeding-friendly healthcare environments
- **Case Study:** Implementation of Baby-Friendly Hospital standards improving patient outcomes.

**Module 6: Community Awareness and Advocacy**

- Community mobilization strategies
- Breastfeeding awareness campaigns
- Social media health promotion
- Cultural sensitivity in maternal care
- Policy advocacy and leadership
- **Case Study:** Public awareness campaign increasing breastfeeding acceptance in rural communities.

**Module 7: Maternal Mental Health and Emotional Support**

- Postpartum emotional wellness
- Stress management for mothers
- Family and partner support systems
- Counseling for breastfeeding anxiety
- Building peer support networks
- **Case Study:** Peer counseling program reducing postpartum stress and breastfeeding discontinuation.

**Module 8: Digital Health and Monitoring Tools**

- Telehealth breastfeeding support
- Digital maternal education platforms
- Breastfeeding data collection methods
- Mobile health applications
- Monitoring and evaluation frameworks
- **Case Study:** Use of mobile healthcare technology to improve breastfeeding follow-up services.

## Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

**Register as a group from 3 participants for a Discount**

**Send us an email: info@fineskilltrainingcenter.org or call** *+254769199797*

***Certification***

*Upon successful completion of this training, participants will be issued with a globally- recognized certificate.*

***Tailor-Made Course***

*We also offer tailor-made courses based on your needs.*

**Key Notes**

**a.** The participant must be conversant with English.

**b.** Upon completion of training the participant will be issued with an Authorized Training Certificate

**c.** Course duration is flexible and the contents can be modified to fit any number of days.

**d.** The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

**e.** One-year post-training support Consultation and Coaching provided after the course.

**f.** Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

## Upcoming Scheduled Sessions

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **23 Nov 2026** | 27 Nov 2026 | Online | $1,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $1,500 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $3,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $3,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $4,500 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |

Ready to enroll or request a customized program? Book online or contact us:

**Register Online Now**

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com