

Purpose, Objectives, and Disclosures

WIC Breastfeeding Basics Training

2026 Trainings

This activity offers maximum educational hours of:

11.25 contact hours for **NURSES**

11.25 CERP's for **LACTATION** Consultants and **IBCLC**

11.25 educational hours for **REGISTERED DIETITIANS** (Certificate of Completion)

11.25 educational hours for **OTHER Healthcare Professionals** (Certificate of Completion)

Educational hours for all disciplines will be based on the sessions you report as attending.

FOR REPORTING PURPOSES: RETAIN THIS DOCUMENT AND THE AGENDA TO CONFIRM AVAILABLE HOURS

IMPORTANT REQUIREMENTS FOR CONTINUING EDUCATION OPPORTUNITIES

- ✓ Participants requesting credit must be registered for the event and have verified attendance.
- ✓ Credits will be given based on your attendance. If you have verified attendance on all training days, you will receive the credit amounts shown above.
- ✓ **TO RECEIVE CE HOURS OR A CERTIFICATE OF ATTENDANCE, YOU MUST COMPLETE THE EVALUATION!** Click the corresponding link in the email you will receive after the event to access the evaluation.
 - If you do not receive a link to the survey within **2 business days** of the event, check to see if it went to your SPAM or Junk folder.
 - If the evaluation email is not in your junk folder, please email CEInfo@mphi.org for next steps. Include your activity name and date with your request.
- ✓ Certificates are immediately generated upon the completion of the evaluation. You will be able to download the PDF certificate from the submission page and a copy will also be sent to your email.
- ✓ We do not keep an archive of past certificates, so please retain a copy for your records.
- ✓ Direct any questions to: CEInfo@mphi.org

PLEASE NOTE: CREDIT WILL NOT BE AWARDED UNLESS ALL CRITERIA IS MET

PURPOSE:

Breastfeeding Basics provides didactic and hands on learning opportunities regarding normal breastfeeding and common challenges with the breastfeeding dyad; utilizing evidenced based practices that promote successful breastfeeding and client centered services when communicating with breastfeeding families. Application of knowledge learned will be used during the small group activities and case studies regarding common breastfeeding challenges. This training is consistent with Accreditation Criteria/Management Evaluation (ACME) criteria.

LEARNING OUTCOME:

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Attendees will describe the normal course of breastfeeding and have skills in breastfeeding promotion and support.

Participants will return to their place of employment and their community with greater understanding about why breastfeeding promotion is important. Attendees will be able to identify normal breastfeeding situations and problem solve common breastfeeding challenges using the L.O.V.E. model.

Participants will demonstrate the following techniques with a cloth breast and demonstration baby: the following techniques: hand expression, breast massage and compression, reverse pressure softening, biological nursing, the top five different breastfeeding positions, and early latching.

SESSION OBJECTIVES:

Session Title: Day 1 & 2

Available CE: 7.5 L CERPS, CNE & COA

Objective 1: Discuss how personal attitudes and perception impact breastfeeding education

Objective 2: List reasons to breastfeed as well as the impacts of not breastfeeding

Objective 3: Describe normal breast development and changes in relationship to pregnancy and breastfeeding

Objective 4: Identify ways to support breastfeeding from pregnancy to weaning

Objective 5: List Evidence-based Maternity Care Practices that help promote successful initiation of breastfeeding

Objective 6: Describe how infant's position and latch can affect breastfeeding success

Objective 7: Identify rapport building techniques that establish a positive relationship with pregnant and breastfeeding/chestfeeding client

Objective 8: Demonstrate the ability to use client-centered services when communicating with or counseling clients

Objective 9: List common issues that arise with breastfeeding as well as strategies clients can use to address them

Session Title: Day 3

Available CE: 3.75 L CERPS, CNE & COA

Objective 1: Discuss clinical applications for normal breastfeeding

Objective 2: Demonstrate breastfeeding counseling methods

DISCLOSURES:

All presenters and planning committee members have completed a Financial Disclosures document that includes an explanation of Relevant Financial Relationships. Based on these forms none of the planning committee members or presenters have relevant financial relations with ineligible companies to disclose.

AVAILABLE CONTINUING EDUCATION:

Nursing Contact Hours Designation

A total of **11.25** Nursing contact hours have been awarded for this activity by the Michigan Public Health Institute – Continuing Education Solutions.

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Michigan Public Health Institute-Continuing Education Solutions (MPHI-CES) is approved as a provider of nursing continuing professional development by the Louisiana State Nurses Association - Approver, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

Certified Lactation Consultant Designation (IBCLC)

A total of **11.25** instructional hours in topics on the IBLCE Exam Blueprint have been awarded for this activity by Michigan Public Health Institute - Continuing Education Solutions. Out of the 0.00 maximum instructional hours available; 11.25 are L CERPs, 0.00 are R CERPs, and 0.00 are E CERPs.

MPHI-CES is an approved Long-term Provider (CLT113-01) by the International Board of Lactation Consultant Examiners.

Registered Dietitian Designation (RD/RDN)

A total of **11.25** educational hours are available for RD/RDN and will be awarded on a Certificate of Completion for self-reporting purposes.