

Developing Your Teaching Plan: Prenatal Breastfeeding Education

Identify your target audience

Identify specific demographics, cultural backgrounds, socioeconomic factors, and unique family structures in your local community to tailor class content to your clientele. Some options include moms, couples, grandmothers, partners/fathers, second-time moms (refresher breastfeeding course), teen parents, couples inducing lactation, LGBTQ, birth doulas, postpartum doulas, and childbirth educators (or other groups you wish to target).

Determine the topics you want to teach

Select topics for your class. Keep the target audience in mind as you develop your class outline. Go beyond the basics if time allows.

Find a suitable location

Evaluate local and virtual teaching spaces. Consider birth centers, hospital classrooms, private clinics, community centers, yoga studios, virtual platforms, or even in the client's home. Look for spaces that have good lighting and are cost-effective, accessible, and comfortable.

Establish community partners

Who are the allied professionals in your community you can team up with? Potential partners include midwives, OBs, pediatricians, family doctors, PTs/OTs, dietitians, mental health counselors, acupuncturists, birth doulas, childbirth educators, health ed teachers, health coaches, postpartum doulas, prenatal yoga instructors, or infant massage therapists.

Consider microlearning opportunities

WIC billboards, waiting room graphics, handouts, free resources on your website, social media reels, YouTube videos, graphic posts, transit stops, window stickers, T-shirts

Offer varying lengths and times

Many parents may be more attracted to the shortest class lengths, but some people may still be interested in more traditional formats. Offering courses of varied lengths will allow you to meet the needs of a wider audience.

Including tech for your teaching platform or as supplemental learning

Some examples include: virtual reality, interactive quiz platforms, QR-enabled content links, drip-feed email newsletters with bite-sized content, high-quality videos (Stanford Center for Health Education Digital Medic Breastfeeding Promotion videos).