



## برنامج مرشدات الرضاعة الطبيعية Breastfeeding Counselor Program

This program is designed for you as a mother or about to get married and on your way to a pleasant motherhood,, we welcome you to the program To introduce the art of breastfeeding and the scientific miracles.

Available in Arabic and English


مرشدات الرضاعة الطبيعية  
Breastfeeding Counselor



## Breastfeeding. The gold standard

### Which other option is the lowest?

1. Breast milk provides protection for the baby at a level that no other type of nutrition provides.
2. Breastfeeding has long-term immune benefits for the infant.
3. Breastfeeding helps increase the physical and mental development of the child.
4. Breastfeeding helps strengthen the bond between the mother and her baby.



“A working mother in the Emirate of Sharjah is given the opportunity to go to her son and breastfeed, because of the important role of breastfeeding, and its impact on the upbringing of the child. We wish every mother to shepherd these words, and to be aware during her pregnancy that there is a trust in her gut that does not harm her until she delivers her to us safely and we take care of her.

His Highness Sheikh

*Dr. Sultan bin Muhammad Al Qasimi,*

Ruler of Sharjah

“Exclusive breastfeeding is the completion of the first six months of life and its continuation until the end of the second year, with the provision of appropriate foods that the family eats.” **WHO recommendations 2017**

“Many mothers lack confidence in their ability to breastfeed, and they need the support of husbands, parents, girlfriends and medical staff, as well as women’s associations, the media and employers.” **UNICEF**

## Who is the breastfeeding counselor?

She is a  
**WOMAN**



- Provides support to mothers and others in making the decision to breastfeed their children and continuing to do so and correcting misconceptions.
- Through a personal interview, by phone, video calling programs, or the association's social networking sites.

## What is the breastfeeding counselor program?

- 1.It is a training program designed to teach mothers and girls how to help other mothers and teach them most about breastfeeding.
- 2.And research based on proven evidence. wic
- 3.The trainee obtains a certificate of breastfeeding counselor from the Breastfeeding Friends Association.
- 4.The program is offered at a nominal fee.

## Breastfeeding Counselor Duties

- 1- Interviewing mothers and guiding them by answering all inquiries related to breastfeeding.
- 2- Providing advice over the phone in languages (Arabic - English - Urdu).
- 3- Communicate with mothers through the association's social networking sites.
- 4- Participate in organizing lectures and setting up platforms and workshops to educate mothers about the importance of breastfeeding.
- 5- Follow up and publish all recent studies and important information related to breastfeeding.
- 6- Organizing the association's activities presented throughout the year, the most important of which are the World Breastfeeding Week in August and the National Breastfeeding Week in November.



Volunteers are hearts raised on goodness and giving

Her Highness Sheikha  
*Jawaher al Qasimi*  
Head of the Supreme Council for Family Affairs  
Ruler of Sharjah's Wife

## Counselors experiences

**“We want other mothers to know that they can enjoy the experience of breastfeeding.”**

**“We Breastfeeding Counsellors enhance mothers’ self-confidence, and their ability to breastfeed their children, and support them with the information and knowledge required to make the best choice for their children.**



## For every woman who aspires to be a breastfeeding counselors you have to:



Attending all theoretical lectures for 40 hours.



Complete 15 hours of practical training after completing the program.

Participation in workshops related to breastfeeding to share your experiences and develop your knowledge (at least 4 workshops) per year.



Participation in the activities and events of the Friends of Breastfeeding Association.

## Objectives of the training program

At the end of the training program, participants will be able to:

-Obtaining basic information related to breastfeeding, the benefits of breast milk, and the nutrition of the nursing mother and the infant.

-Knowing the basic information related to providing counseling in an effective manner when helping breastfeeding mothers, and the counselor's awareness of the limits that require her to refer the mother to specialists.

-Understand the obstacles to successful breastfeeding and explain how to help the mother overcome these obstacles.

-Obtain basic information related to the International Code of Marketing of Breast-milk Substitutes (Baby Food Industry).

-Presenting basic information about the correct method of expressing and storing milk for working mothers and women with special cases.

-Familiarity with support services and available information about breastfeeding and how the mother can access these services.





## برنامج مرشحات الرضاعة الطبيعية Breastfeeding Counselor Program

### We support your natural choice

All rights reserved to the Breastfeeding Friends Society  
In the Supreme Council for Family Affairs in Sharjah 2021

**SCFA** : المجلس الأعلى لشؤون الأسرة - الشارقة

Head office 06 - 506 55 35



E-mail

Breast.feeding@scfa.shj.ae

Support line 600 57 0001(8am to 10pm)

Breastfeeding lin

050 - 808 57 52 / 06 - 506 55 32



Bff sharjah



@BFF\_Sharjah



@bff\_sharjah



bffsharjah



0545094626



Bff sh



BreastfeedingFriend