



BreastFEEDucation

An online course on breastfeeding counselling for students and health professionals

WP6 Baby-Friendly Community & Health Services.



Ann-Magrit Lona¹, Elise Chapin³, Hanne Bliksås¹, M-Teresa Hernández Aguila¹, Angela Giusti², Francesca Zambri², Vincenza Di Stefano², Anne Bærug¹

1. Norwegian Directorate of Health, 2. Istituto Superiore Sanità, 3. UNICEF Italy

INTRODUCTION

Breastfeeding improves health for both mothers and children, including a lower risk of noncommunicable diseases. It has also been shown to reduce social inequalities in health. Despite this, many families do not achieve their breastfeeding goals, often due to insufficient support. Healthcare professionals play a critical role in providing effective breastfeeding counselling. Ensuring access to high-quality, evidence-based training is essential to enable them to support families in line with WHO/UNICEF Baby-Friendly standards.

METHODOLOGY

We developed an online course, adapted from an established Norwegian course, which was translated into English and expanded for use across Europe. It was developed through a multidisciplinary collaboration involving international experts in breastfeeding and lactation. Content development included the use and adaptation of existing WHO materials.

RESULTS

The course:

- is a 20-hour, free online course on breastfeeding counselling
- consists of six modules combining evidence-based content with case-based learning, expert video lectures, and interactive assessments.
- is accessible to students and healthcare professionals and is designed for use in both pre-service and in-service education.

CONCLUSIONS

The course provides a freely available training resource to support competence in breastfeeding counselling.

Several countries in EU JA PreventNCD plan to implement the course.

Further adaptation, including translation and subtitling of video content, may enhance accessibility and support wider uptake.



© Norwegian Directorate of Health

👉 Publicly funded

👉 Aligned with the WHO International Code of Marketing of Breast-milk Substitutes

REFERENCES

Norwegian Directorate of Health
Baby-Friendly Community Health Services (BFCHS):

<https://www.helsedirektoratet.no/english/baby-friendly-community-health-services-bfchs>



Try it!
Scan the code
to see the course