



JA PreventNCD

Joint Action Prevent Non-Communicable Diseases

BreastFEEDucation

WP6: Healthy living

Task 6.5 Baby-Friendly Community & Health Services

The official launch June 2026



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Promo video - [BreastFEEDucation](#)



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From antenatal care to thriving breastfeeding — a continuous approach across services



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AN E-LEARNING COURSE ON BREASTFEEDING
COUNSELLING FOR STUDENTS AND HEALTH PROFESSIONALS

BreastFEEDucation

Pick up where you left off

Resume course

Expand all

- Module 1. Introduction +
- Module 2. Protecting, promoting, and supporting breastfeeding +
- Module 3. Initiating and maintaining breastfeeding and basic counselling +
- Module 4. Breastfeeding after discharge +
- Module 5. When breastfeeding requires extra support +
- Module 6. Case studies and final assessment +
- Your Feedback +
- Changelog +





BreastFEEDucation

NTNU

You are enrolled in this course

[View Course](#)

[View About Page in studio](#)

Welcome to BreastFEEDucation

Many clinicians complete their education with limited preparation in breastfeeding care—yet early feeding support has lifelong impact. If you are a healthcare student or a professional working with infants and their families in maternity wards, neonatal units, or community health services, this course is for you.

BreastFEEDucation is a free, flexible online course with engaging learning activities. It blends up-to-date evidence with practical, case-based learning. Through short lectures, case discussions, and visual demonstrations, you will learn to assess, troubleshoot, and manage breastfeeding challenges across the full continuum of counselling—from anatomy and physiology to clinical assessment and complex management.




The course offers a comprehensive theoretical foundation and practical tools, particularly relevant for staff in Baby-Friendly Hospitals and Baby-Friendly Community health services. Our goal is straightforward: to ensure parents receive high-quality breastfeeding counselling so that more children benefit from human milk, in line with international recommendations.

How to access the course

To access the course, you first need to register with a username and password.

- Click on **“Register”** in the top right corner of the screen.
- If you are using a mobile device, open the menu at the top left and select **“Register.”**



 Course Number	FHI
 Classes Start	May 1, 2026
 Classes End	Dec 31, 2030



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Pedagogical design – key points









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- Designed for both students (no prior experience) and health professionals (varied experience)
- Balances core knowledge with references to advanced sources
- Full completion \approx 3 days, but flexible – modules can be taken separately
- Structure supports both chronological study and targeted access



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Multimodal learning activities in the course

-  Videos
-  Animations
-  Clinical scenarios
-  Multiple-choice questions
-  Observation tasks
-  Reflection activities

Assessing the baby's latch

 [Bookmark this page](#)

Test your observation skills: How would you assess the baby's latch?

Minor adjustments to the baby's position and latch can sometimes be all that's needed to improve breastfeeding.

But can you recognise an effective latch?

Use the table below as a guide to help you evaluate what to look for.

There are 10 images for you to assess, and you can move on to the next image by clicking on the small black arrow right below the picture.

Assessing the baby's latch

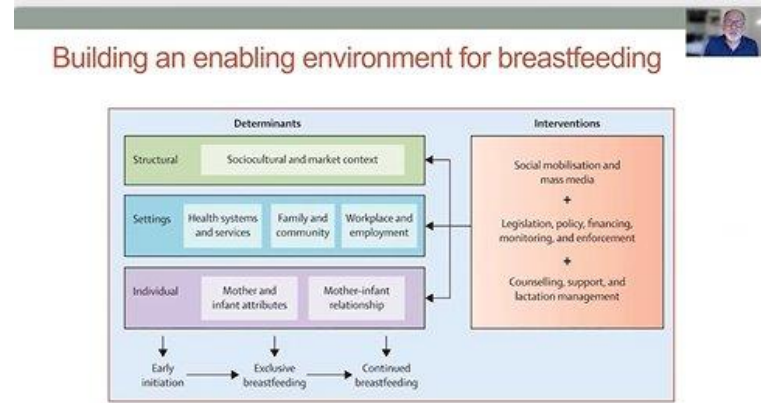
Look at the images and consider whether you think the babies have an effective or ineffective latch.

Before answering, take a moment to reflect on which principles of an effective latch are present — or missing.



Short teaching videos by recognized professionals

- Nigel Rollins (Queen's University Belfast)
- Robert Boyle (Imperial College London)
- Meghan Azad (University of Manitoba)
- Lisa Amir (La Trobe University)
- Saara Salo (University of Helsinki)
- Kaytlin Krutch (InfantRisk center)



IDENTIFYING THE CAUSES OF BREAST AND NIPPLE PAIN

Professor Lisa H Amir, MBBS MMed PhD IBCLC
Judith Lumley Centre, La Trobe University
Breastfeeding Service, Royal Women's Hospital, Melbourne, Australia
Bluesky: @lisahamir.bsky.social

Medications and Mothers' Milk
notes from the InfantRisk Center

Kaytlin Krutch, PhD, PharmD, MBA, BCPS
Kaytlin.Krutch@ttuhsc.edu

Director, InfantRisk Center of Excellence
Texas Tech University Health Sciences Center School of Medicine

Hale's Medications & Mothers' Milk™
A Manual of Lactational Pharmacology 2025-2026
THOMAS W. HALE, PhD & KAYTLIN KRUTSCH, PhD, PharmD

Breastfeeding and Health Outcomes



Robert Boyle MB ChB, PhD

Clinical Reader in Paediatric Allergy, School of Public Health, Imperial College London
Consultant Paediatric Allergist, St. Mary's Hospital Paddington



Human Milk as Food and Personalized Medicine

Meghan Azad, PhD
Canada Research Chair in Developmental Origins of Chronic Disease
Director, Manitoba Interdisciplinary Lactation Centre (MILC)
Director, International Milk Composition (MILC) Consortium
KMB Chair, CHILD Cohort Study
Research Scientist, Children's Hospital Research Institute of Manitoba
Professor, Pediatrics & Child Health, University of Manitoba

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- More than 20 clinical case studies
- Based on real-life situations
- For individual reflection or group discussions
- Suitable for both students and healthcare professionals

< Previous

3 of 23 ▾

Next >

2. Pain

🔖 Bookmark this page

Clinical Scenario

Ruth gave birth one week ago and has been breastfeeding her baby approximately every 2–3 hours. Over the past few days, she has developed painful sores on her nipples. The discomfort has worsened with each feed, and the pain is now so severe that she struggles to continue breastfeeding.

Feeling distressed and unsure of what to do, she visits the local health clinic seeking practical support and anticipatory guidance.

Case Discussion

What further information should you gather about how she breastfeeds to help determine the underlying cause of the nipple trauma? *(Consider questions related to positioning, latching, feeding duration, baby's behaviour at the breast, and any use of breastfeeding aids.)*

What can you expect to uncover by examining the images of the nipple and the mother's and the baby's position when breastfeeding? *(Reflect on what typical visual signs might indicate an*



Breastfeeding position

Course certificate



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Certificate

Ann-Magrit Lona

has completed

BreastFEEDucation

a 20 hour course offered by



EU Joint Action PreventNCD partners using or supporting the BreastFEEDucation course in their national context



Issued: May 21, 2026 | Certificate ID Number:afc23daada764f7d93db2445920d5b41



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Course certificate



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EU Joint Action PreventNCD partners using or supporting the BreastFEEDucation course in their national context



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About the course



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EU Joint Action PreventNCD partners using or supporting the BreastFEEDucation course in their national context



Norwegian Directorate of Health



NATIONAL CENTRE
DISEASE PREVENTION
AND HEALTH PROMOTION



WHO Collaborating Centre for
Breastfeeding Promotion
and Childhood Obesity Prevention
Italian National Institute of Health



Norwegian Institute of Public Health



PUBLIC HEALTH CENTER
OF THE MOH OF UKRAINE



National Institute
of Public Health



Institutions, networks and organisations supporting and recommending the BreastFEEDucation course



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Norwegian University of
Science and Technology



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What happens next?



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Communication plan

- Launch
- Dissemination through websites, social media and newsletters.
- Translation work
- Editorial board
- Long-term sustainability

Promotion Materials



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Flyer & information cards

BreastFEEDucation

- Free 20-hour online course in breastfeeding counselling
- For students and healthcare professionals
- Evidence-based learning through clinical cases, videos, and assessments

Why this course matters
Breastfeeding improves health for both mothers and children and helps reduce health inequalities. Healthcare professionals play a key role in breastfeeding support. This course builds the skills needed to work in line with WHO/UNICEF Baby Friendly standards.

Scan to access the course

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BreastFEEDucation

**Free online course in breastfeeding counselling
For students and health professionals**

Aligned with WHO/UNICEF Baby-Friendly standards

Scan to access the course

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Video subtitles – we need your help



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- 29 short video lectures
- AI-generated translations need quality checking
- Corrections from native speakers are extremely valuable

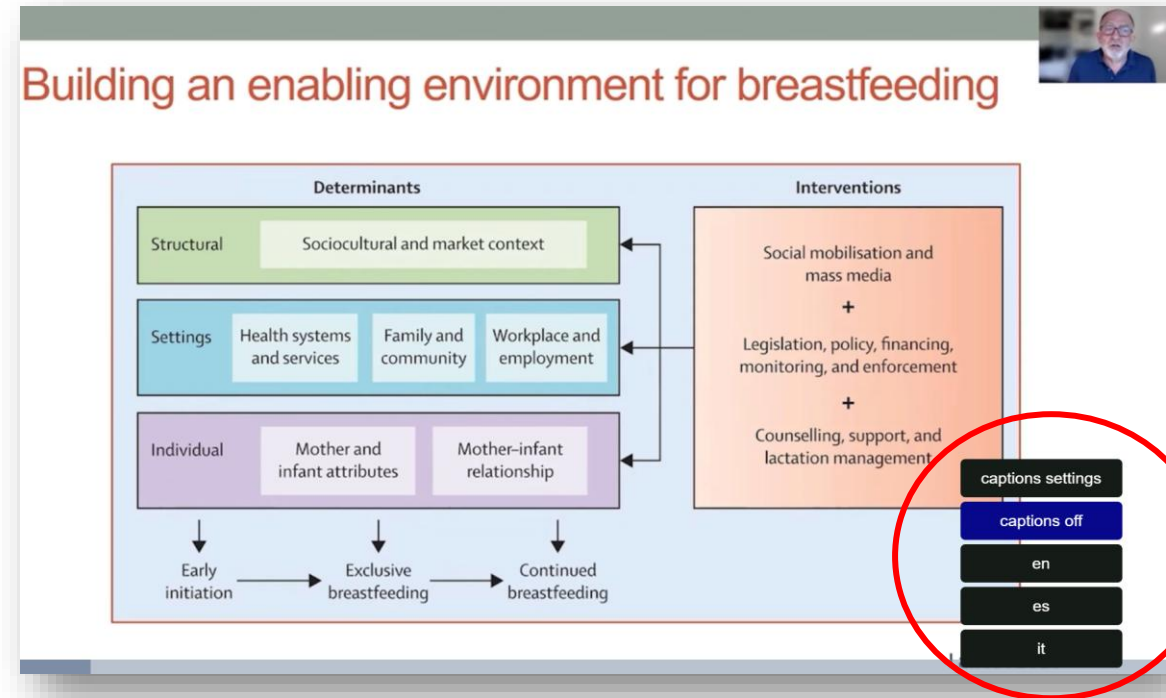
Why this matters

Better subtitles will:

- make the course more accessible
- support dissemination across countries
- help more healthcare professionals use the course

How you can help

- If each country helps review a few videos, the workload becomes manageable.

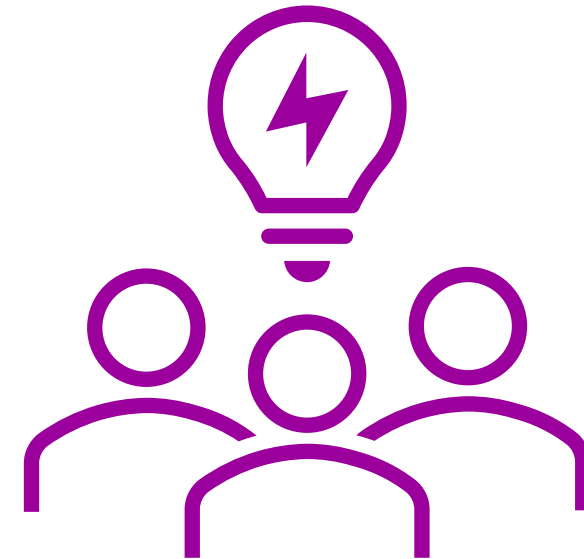


Editorial Board – Ensuring Sustainability and Quality



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- Scientific quality
- Future updates and revisions
- International representation
- Sustainability beyond EUJA
- Interested in participating?



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How we use it in Norway



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- Integrated into all midwifery and public health nursing programmes
- Used for in-service training in hospitals and community health services
- Used for both self-study and blended learning



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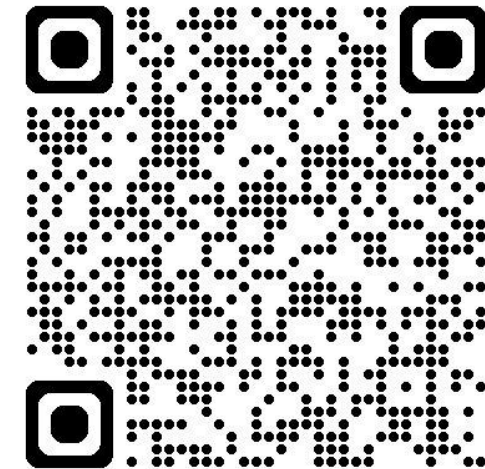
Explore the course and test yourself



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COUNSELLING FOR STUDENTS AND HEALTH PROFESSIONALS



[BreastFEEDucation | DIGIT
- Platform for online courses](#)



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What next?



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- Adapt BreastFEEDucation for medical students and general practitioners
- Reuse existing content and infrastructure
- Build an international network of contributors?





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Thank you!



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