

# HOLLYE JENKINS: BWPC'S CERTIFIED BLACTATION EDUCATOR

## WHAT IS A LACTATION EDUCATOR?

A lactation educator is a clinical or non-clinical professional who is trained in supporting parents and caregivers in breastfeeding and in offering breastmilk to infants.

## CORE RESPONSIBILITIES INCLUDE:

- Protect, promote, and support breastfeeding
- Provide competent and compassionate services to clients and families
- Support both the client and infant through education and guidance
- Preserve client confidence and maintain professional integrity
- Act with reasonable diligence and in the best interest of clients



## WHEN TO SEE A LACTATION EDUCATOR?

- During pregnancy
- Right after you give birth
- During the first weeks after birth
- Several months into breastfeeding

## HOW CAN HOLLYE, A CERTIFIED LACTATION EDUCATOR, SUPPORT YOU DURING YOUR BREASTFEEDING JOURNEY?

- Counseling mothers and parents who provide their own milk to their child in classroom sessions or support groups, or in 1:1 setting
- Providing basic breastfeeding information and encouragement through phone, text, emails
- Offering education on breastfeeding, maintaining a healthy milk supply, and breastfeeding in public
- Providing tips for healthy supply and public breastfeeding
- Making referrals to appropriate medical, ancillary health providers and IBCLC's
- Responding to questions regarding lactation and breastfeeding concerns
- Assessing lactation needs
- Providing corrective interventions to help overcome breastfeeding challenges
- Offering lactation support and counseling tailored to individual needs
- Facilitating group classes and peer-support programs
- Providing lactation support and counseling
- And more!