ICEA Approved Trainer

IAT Orientation
ICEA is a nonprofit organization formed in 1960. There are no membership requirements for individuals other than a commitment to family-centered maternity care and the philosophy of freedom to make decisions based on knowledge of alternatives in childbirth.
ICEA Vision

A nurtured world through professionals trained in family-centered maternity and newborn care.

ICEA Mission

To educate, certify, and support the birth professional who believes in freedom to make decisions based on knowledge of alternatives in family centered maternity and newborn care.
ICEA Core Values

**COMPASSION:** We believe approaching maternity care with compassion and a nurturing spirit improves birth outcomes for all families.

**COLLABORATION:** We practice a culture of collaboration based on the knowledge that mindful engagement with diverse groups advances positive, family-centered maternity care.

**CHOICE:** We support freedom of choice by training professionals committed to empowering expectant families through informed decision making.
ICEA Goals

1. Provide quality education emphasizing compassion, collaboration, and choice.
2. Set the standards for the diversified birth professional.
3. Advance ICEA as a leader in the field of maternal child health.
4. Promote evidence-based options in maternal child health through collaboration and networking.
5. Improve birth outcomes for all families in the international community.
A little IAT history...

In 2008 ICEA hired instructors (IATs) who were experienced and certified as childbirth educators and/or doulas to train others. As the process was refined it became evident that changes needed to be made.

IATs are now independent contractors. They must be approved by ICEA, but they own their own businesses and arrange their own workshops.
Today an IAT...

- Is a childbirth educator, birth doula, or postpartum doula who has been certified for at least three years.
- Has completed the application and approval process with the IAT Committee
- Chooses to enter into a business relationship with ICEA.
- Is a business owner who schedules her own workshops that are then listed on the ICEA website.

In rare circumstances ICEA will provide a workshop lead to an IAT, but most workshop participants come through the website, and by personal contact with the IAT.
IAT Approval Process – Traditional Pathway

Step 1: Application prerequisites:

- 20 hours of breastfeeding education
- 4 hours of maternal mental health education
- Attend at least one ICEA conference in the previous four years
IAT Approval Process – Traditional Pathway

**Step 2:** Once the prerequisites are completed submit the following:
- Enrollment application form
- Resumé or CV (including references)
- Payment of $100 non-refundable application fee

**Step 3:** An interview with the President and President-elect and possibly another member of the IAT Committee.
IAT Approval Process – Traditional Pathway

Step 4: Submit your curriculum for review:

A. All curricula must be submitted using the Curriculum Template form. The information must be typed in. Handwritten materials will be returned without review.

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Content</th>
<th>Time</th>
<th>Presenter</th>
<th>Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. List at least three principles of family-centered maternity care (FCMC).</td>
<td>Welcome</td>
<td>35</td>
<td>**</td>
<td>PPT with discussion Q/A</td>
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<td></td>
<td>Professional organizations that have statements about FCMC or patient-centered care</td>
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<td>Summarize the common points of those professional statements</td>
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<tr>
<td>2. List all of the steps to becoming an ICEA certified childbirth educator</td>
<td>Reference the web site</td>
<td>10</td>
<td>**</td>
<td>PPT with discussion Q/A</td>
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<td></td>
<td>Explain different pathways</td>
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<td></td>
<td>Refer to texts</td>
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<td>3. Identify three domains of learning</td>
<td>Left brain/right brain thinking</td>
<td>20</td>
<td>**</td>
<td>PPT with discussion Q/A</td>
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<td></td>
<td>Visual, auditory, kinesthetic learners</td>
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<td></td>
<td>Strategies for each teaching within each domain</td>
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<td>4. Demonstrate at least one way to use each of the selected tools to support childbirth class presentations</td>
<td>Individual and group activities</td>
<td>40</td>
<td>**</td>
<td>Demonstration/ return demonstration</td>
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<tr>
<td></td>
<td>Use of model of pelvis/ placenta with infant doll demonstrating labor progress</td>
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<td></td>
<td>Use of infant doll and breastfeeding positions</td>
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<td>5. Demonstrate at least two ways to teach decision-making skills</td>
<td>Case studies</td>
<td>30</td>
<td>**</td>
<td>Decision-making card game</td>
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<td></td>
<td>Evaluate options</td>
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<td>Discuss choices</td>
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<tr>
<td>6. Create a learning objective using SMART guidelines.</td>
<td>S – specific</td>
<td>20</td>
<td>**</td>
<td>PPT and discussion</td>
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<tr>
<td></td>
<td>M – measurable</td>
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<tr>
<td></td>
<td>A – achievable</td>
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<td>R – relevant</td>
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<td>T – time-bound</td>
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</table>

TOTAL MINUTES THIS PAGE: 155
IAT Approval Process – Traditional Pathway

Step 4 (continued)

B. Objectives for each program should be stated using the SMART format.

SMART
Specific Measurable Attainable Relevant Time Based
IAT Approval Process – Traditional Pathway

Step 4 (continued)

C. All materials used for your workshops should be submitted to ICEA (power points, handouts, etc.). Please note the requirements on the evaluation tool:

   i. Number all power point slides
   ii. ICEA logo on power point slides
   iii. ICEA logo on handouts (as appropriate)
   iv. Dates and links for videos
   v. Appropriate references for cited material (APA format)
IAT Approval Process – Traditional Pathway

Step 4 (continued)

D. All workshops must include at least 16 hours of instruction time.

E. Your curriculum will be evaluated using the evaluation tool designed for each program. Your curriculum must include at least 80% of the listed objectives. Your score on the evaluation should not be viewed as a grade. It is simply an objective measure of the content in your program.

Occasionally a curriculum will require resubmission. You are allowed to resubmit twice within a six month time period. After that the process will begin again. Once the curriculum has been reviewed and approved you will be sent a contract to be signed. Return the signed contract with $350.
Once your curriculum has been approved, a recommendation will be made to the Board of Directors. Upon their approval you will be asked to sign a contract. When you return the signed contract with the appropriate fee, you will be awarded IAT status.
IAT Approval Process – Experienced Pathway

To be eligible for the experienced pathway you must submit verification of being a trainer for an approved organization for at least 3 years. You must also submit a resumé or CV along with references.

Step 1: Application prerequisites:

- 20 hours of breastfeeding education
- 4 hours of maternal mental health education
- Attend at least one ICEA conference in the previous four years
IAT Approval Process – Experienced Pathway

Step 2: Once the prerequisites are completed submit the following:

- Enrollment application form
- Payment of $100 non-refundable application fee

Step 3: An interview with the President and President-elect and possibly another member of the IAT Committee.
IAT Approval Process – Experienced Pathway

Step 4: Submit your curriculum, observing the same requirements as listed in the Traditional Pathway.

Step 5: Complete 10 ICEA position papers (read and take post test)

Step 6: Read referenced reading list and complete the exam for the area you will be teaching (Doula/Childbirth Educator)

Step 7: Agree to attend the next ICEA conference (unless you have attended one within the previous 4 years)
Once your curriculum has been approved, a recommendation will be made to the Board of Directors. Upon their approval you will be asked to sign a contract. When you return the signed contract with the appropriate fee, you will be awarded IAT status.
Renewal of IAT status

IAT contracts must be renewed every three years.

To renew your IAT contract you must:

- Maintain your membership and certification
- Complete at least 4 hours of continuing education in breastfeeding
  - IBCLCs and CLCs may submit proof of current certification
  - La Leche League Leaders may submit contact hours
- Complete at least 4 hours of continuing education in maternal mental health
- Curriculum must be submitted for review
Renewal of IAT status

Once the contract is signed and the renewal fee is received, you will be an approved trainer for another three years!

Thank you for spreading the mission and vision of ICEA!
Inactive Status

IATs are required to teach at least one workshop a year in each area they are approved in.

Sometimes our lives are unexpectedly interrupted and that is not possible. When that happens, IATs may choose to become inactive for a period of time. You must sign a contract for inactive status and during that period of time you may not teach any workshops.

Returning to active status requires a new contract with all of the previously mentioned requirements.
ICEA values IATs!

IATs are often the first exposure someone has to ICEA.

IATs provide a direct link between workshop participants and ICEA.

You are shaping the future!
ICEA Board of Directors

Get to know your Board of Directors.
We’ve here to support you!
The IAT Program is chaired by the President-Elect.

The IAT Chair will be the IAT’s go-to person for questions and help.

The IAT Chair will keep the IAT informed of changes in the program and will be responsive to the IAT’s needs and suggestions.
IAT Responsibilities

➤ Know and be able to refer to the ICEA website.
➤ Notify ICEA of scheduled workshops and check the information for accuracy.
➤ Understand and fulfill the terms of the IAT contract.
➤ Set the tone for your workshops:
  ➤ Professional
  ➤ Informative
  ➤ Fun!

www.icea.org
IAT Responsibilities

- Know the legal requirements that will effect your business.
- Consider setting up a separate bank account for the business. Be aware of how to keep accurate records for tax purposes.
- Develop a marketing strategy to let people know about your business and workshops.
IAT Responsibilities

- Purchase business cards
  - You may want to design (or have someone else design) a business logo.
  - As part of your contract with ICEA you may use the ICEA logo.
- Network to help build your business.
  - Attend ICEA conferences.
  - Use social media.
IAT Responsibilities

- Establish a fee for your workshops
  - Consider your expenses – travel, facility, teaching tools, etc.
  - Consider your time – not only the 16 hours of the workshop, but the time of preparation as well.
  - Will you be open to barter? Will you offer a sliding scale or discounts for special circumstances?

Talk to other IATs and see what their fees and practices are. This may vary greatly depending on the area you live in or travel to.
Preparing for a workshop

- Create a checklist of things you will need for the workshop. (Teaching tools, audio-visual equipment, exercise mats, etc.)
- Allow at least one day of preparation to ensure that the facility is adequate and the equipment works.
- Review your workshop schedule and objectives.
Your workshop schedule and curriculum has already been approved.

You are ready to go!
We’re glad to have you on board. Let us know how we can help you!