



She Births®
Scientifically Verified Better Births



She Births Educator Certification - Information Pack 2020

Welcome to She Births®

Congratulations on taking your first step to becoming a certified She Births® Educator. This is your invitation to become a part of a birthing revolution and change the face of birth, as we know it today.

Our mission at The Birthing Institute is to see every family on the planet has a beautiful birth experience, no matter what unfolds. We plan to grow as the market leader and establish birth education as a legitimized preventative method in health care. In the process, we will facilitate as many normal births as possible, setting the platform for better parenting, stronger immunity and reducing the health cost burden on our planet.

Randomised controlled trials of the She Births® program published in the British Medical Journal on 13th July 2016 confirm that we are the only scientifically verified childbirth education program in the world. She Births® reduces medical interventions, makes birth safer for babies and allows couples to embrace their birth and parenting journey with confidence.

In our society today medical intervention is increasingly becoming the norm. Medical support is too often suggested in place of natural methods and patience is often overtaken by systems and protocols overriding individualized care.

Couples are unaware of what great advantages and possibilities exist for them and their babies through a more natural process. Even after completing standard birth education courses couples are incapable of navigating the busy hospitals and managing the pain of labour, let alone making it the truly beautiful, loving and empowering experience it is innately designed to be.

She Births® is the one program that is changing all of this. For every birth worker and every new family, the She Births® course is both life changing and deeply empowering.

Our Certification Program is your opportunity to be a part of our dynamic community around the world. It is your chance to share in a deep commitment for better birthing and contribute to creating happier, healthier and stronger families.

Nadine Richardson

Creator of She Births®

Director of The Birthing Institute Pty Ltd



What is the She Births® difference?

She Births® differs from all other Childbirth Education courses because:

- It is the only course in the world to have scientific verification
[Read the full BMJ paper and more qualitative study results here](#)
- It gives couples the most holistic and comprehensive pain relief tool kit for birth
- It addresses the 4 main fears couples have about giving birth
- It integrates and balances scientific fact with eastern wisdom
- It teaches an honest and empowering approach towards the pain of childbirth
- It includes numerous evidence based techniques and information
- It incorporates a 'doula' style philosophy for partners to adopt while supporting mums at birth
- It facilitates knowledge & support across the whole perinatal period

The recent Western Sydney University (WSU) study of 176 couples found that those who received the She Births® course instead of the standard hospital courses had a relative:

- **65% reduction in epidural rates (23.9% vs 68.7%)**
- **44% reduction in caesarean sections (18.2% vs 32.5%)**
- **53% reduction in resuscitation of babies with oxygen and/or bag and mask (13.6% vs 28.9%)**

She Births® couples experienced shorter labours, particularly second stage (pushing) by a mean of **32 minutes**. There was also a **12% reduction in perineal trauma** (84.7% vs 96.4%). Overall a 45% increase in natural vaginal births was found using She Births®.

This is the first time a study of its kind has been undertaken in the world with such significant results and is set to positively impact the way women and critically their partners prepare for childbirth. In the last decade numerous international studies have been undertaken in isolation on certain elements of birth preparation with results showing marginal improvement. Yet reviews of childbirth education programs on their own have not shown any improvement.

[Cochrane Review of Childbirth Education](#)

Similarly studies and reviews of preparing with hypnosis alone show no significant improvements. The SHIP trial published in 2015 shows that hypnosis, although extremely popular for childbirth preparation, increases a woman's confidence prior to birth but does not alter epidural or birth outcomes significantly.

[See the British Medical Journal of Obstetrics and Gynaecology](#)

One of the components that makes She Births® unique is our 'toolkit' of techniques that birthing women and their partners can use. These include **self hypnosis, acupressure, massage, yoga, relaxation, breathing, rebozo** and **active birthing**. Our unique nutrition protocol as well as specific language and sequencing of delivery ensures that a transformation takes place within each couple and greater intimacy is built, providing a stable foundation for the unique but universal challenges that lay ahead for all families.

Training Prospectus for Australia 2020

Certification and Training Summary:

- Training takes place over 12 months
- 1 month pre-requisite video and reading materials completed
- Attending a minimum of 1- 2 Weekend Courses with Nadine Richardson
- 5 day face-to-face intensive training
- 3 month period to complete clinicals and assignments
- 1 day face-to-face intensive online to complete training
- Continual ongoing support and assessment throughout the year

Schedule

Part 1: Observation

- Attending at least one face-to-face course with Nadine Richardson. Most Educators like to attend a course prior to their training as well as in the first few months after training. Videos are also available to watch for updates.

Part 2: Prerequisite Study

- Watch video and read materials

Part 3: Group Training A

- Intensive 5 days training with Nadine Richardson
- Each Educator will present to the group

Part 4: Initial Assessment & Clinical Period

Becoming a Certified She Births® Educator is a 12 month process of training, mentoring, evaluation and support. Before you can teach a She Births® course in your workplace or independently, you will undertake pre-course study, attend 1 She Births® course for couples and assist Nadine, attend an intensive module of 5 days training, complete assignments from home and arrange and teach your 3 x clinicals (courses to couples taught for free), attend an online webinar, attend 1 more face-to-face study day and present to the group on your clinical experience. Once this has been completed, you may teach the She Births® program. You will also continue with our ongoing professional development monthly online calls with all Educators. There is also a contract that must be reviewed prior to your interview and signed on Day 1 of your training.

Part 5: Group Training B

- Intensive 1 day training with Nadine Richardson
- Each Educator Trainee will present to the group

Part 6: Ongoing Support and Assessment

At both the 6 and 12 month points, The Birthing Institute will review your teaching and monitor adherence to contract terms. In this time other requirements may arise for individual trainees specific to their needs, to ensure the improved teaching of the course e.g. development of a yoga practice, further learning on specific topics. Upon 12 months of demonstrated ability and adherence you will receive full She Births® Educator Certification.

Training Prospectus for Australia 2020 (cont)

Course Content Overview

- She Births® philosophy, values and aims
- Scientific data supporting She Births® and natural birthing
- Beliefs around birth – personal, cultural and spiritual
- The 6 sources of pain during labour & how we minimise them
- Anatomy & physiology of birth
- The stages and hormones of labour
- Variations of normal & complications
- Developing the appropriate mindset for birth
- The 9 inner resources for birth
- The 9 outer resources for birth
- The significance of doula-type support & development of a positive postnatal mindset
- How to transmit confidence and empower through specific language
- Breastfeeding and early parenting
- Adult education guidelines and skills
- The educator's role & responsibilities

Certification Criteria

- Assistance and observation at a minimum of 1 x She Births® course taught by Nadine
- 100% training attendance
- 3 x clinical courses taught for free to pregnant couples achieving a score of > 75% on your Client Review Feedback.
This Feedback Form is very simple yet thorough and shown to you in your training
- Video recording of you teaching components of your clinical course
- Pass mark on all course work

Once criteria has been met and training completed, each Educator Trainee will receive Certification from The Birthing Institute.

Prerequisites and Fee Schedule

Prerequisites

- Be a certified birth worker (doula, midwife, childbirth educator)
 - » We recognise the value other health practitioners eg, yoga instructors, naturopaths, physiotherapists bring to childbirth education. This course is the equivalent of graduate training however and assumes a base of prior knowledge. To be eligible for training we require that you become a certified doula prior to your She Births® Educator Training to equip you with this required foundation.
- Alignment with the philosophy and principles underpinning the She Births® course
- Deep interest and passion in childbirth and women's health
- Successful understanding of the recommended reading materials
- Commitment to completing all training and assessments for certification
- Have attended births and can demonstrate considerable knowledge of pregnancy and birth across numerous environments and scenarios
- Proficiency in language and literacy skills
- Skills in teaching and facilitating adult education
- Successful application and interview
- Agreement to the TBI terms and conditions

Training and Certification Fees

Fees: \$3,300 ex. GST - (Please contact us re: payment plans)

Group Training Dates 2020 to be held in:

- Byron Bay 15th - 19th June

Resources Provided by The Birthing Institute

1. Teaching Manual

All educational materials to teach the She Births® course including:

- She Births® PowerPoint Presentation files
- Lesson Plans - including visualisation scripts and music
- Access to online content - birth stories, videos of courses being taught by Nadine, tools and techniques videos, new content continually created

2. Marketing Manual

- Templates for promotional materials e.g. posters and flyers
- All other marketing materials are created and disseminated by TBI

3. Operations Manual

- Manual of administration processes, including templates for business systems for your own records
- All other administration is processed by TBI

Frequently Asked Questions

How do group trainings work?

Group training is taught in person by Nadine Richardson, who will cover all the practical and theoretical components of the program to the level that you are confident to teach all elements of the She Births® course.

How do assessments and clinicals work?

Student educators work at their own pace and are responsible for ensuring that the required assessments are completed and submitted before Part 5. Student educators are required to source their own couples for their clinical courses and can teach one or two couples in each course. TBI can also help to advertise and promote your clinical courses if needed.

How will the assessments and clinicals be assessed?

Assessments are submitted via email and marked by an assessor and returned to you with feedback. If the assessor identifies gaps in knowledge or understanding, the student must resubmit the corrected work prior to certification (to a deadline agreed with your assessor). If the assessor deems it necessary, additional content and assessment will be mandated and charged at a mentoring rate.

What if I can't observe a course before training commences?

You will get the most out of your 5-day training course if you have completed this in advance. If the dates don't coincide to make it possible prior to your 5-day training course commences, you will be able to access the online program and video resources to help you prepare. It is essential that you have observed Nadine teaching the Weekend Course prior to teaching your first clinical however. Full payment is required before attending receiving online resources access.

Accreditation

The Birthing Institute Pty Ltd (TBI) is the sole provider and supervising body of the She Births® course internationally. As we expand She Births® and begin to offer more families everywhere the opportunity to have a better birth experience it is critical that the integrity of the product and also the brand is maintained.

In order to begin training and teach the program it is required that you sign a legally binding agreement with TBI. This agreement will be sent to you upon successful application and will be signed on Day 1 of training.

Key Contract Terms

- You will gain Certification from TBI to teach the She Births® Program.
- We reserve the right to revoke Certification at any time if the brand or quality of education is not being delivered accordingly.
- The location e.g. your suburb/hospital is agreed upon between TBI and yourself.
- TBI is continually expanding and building relationships with hospitals, health funds and other health care providers - all relationships with hospitals are managed by TBI
- TBI will manage all marketing strategy both on and offline.
- All marketing materials are created by TBI including images, videos, flyers, posters, copy for websites and social media. Official posts, copy and advertising can be re-shared within your own networks.
- All bookings for courses come through the www.shebirths.com website or App.
- All prices for courses are set by TBI.
- All resources are provided by TBI.
- All data for clients is collected by TBI and facilitated through to Educators

Do I need insurance to teach She Births®?

Both Public Liability and Professional Indemnity is mandatory. For your convenience, if you require we have arranged cover for both insurances through Insurance House for all She Births® Educators. You may take out a policy with them after completing your training.

Can I still teach the course if I have not done prenatal yoga?

You will need to be physically able to demonstrate basic yoga postures while teaching the course. We highly recommend you download the She Births® Prenatal Yoga DVD and begin familiarizing yourself before training. You can also attend your local yoga school and download our yoga here: [She Births® Prenatal Yoga](#)