

Inland Empire Breastfeeding Coalition presents:

FREE Virtual General Education Session

Simplifying Breastfeeding: Lactation Education Through Easy-To- Understand Analogies



Objectives:

1. List 3 lactation terms that might be unfamiliar to clients
2. Name 2 professions that are not well-known to the public
3. Teach 3 breastfeeding concepts by comparing them to everyday items
4. Describe milk ejection reflex using broccoli
5. Explain one reason pumping is different than direct feeding

THIRD TUESDAY

November 18th 2025

12:30-2:00pm PT

Register for Zoom Link

\$20 - 1.5 L CERPs/CEUs/1.0 BRN offered IBCLE CERP areas:
Clinical Skills: Education & Communication



Christy Jo Hendricks

IBCLC, RLC, CLE, CCCE, Doula
Founder of Lactation University and
Birthing, Bonding, and Breastfeeding

This presentation highlights how much of the vocabulary and terms used by professionals can be confusing and intimidating to lay people. The talk focuses on ways to simplify breastfeeding through visual instruction and common language. Many teaching suggestions and strategies are given throughout the presentation. Educators and advocates must strive to translate perinatal jargon into familiar words and explain complexities in simple language.

The process of using common vocabulary will help professionals communicate and reach everyone with the vital message that human milk is vital to human babies

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