



On-Demand Webinar Series

Care of the Newborn



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Objectives for Part A: Newborn Care 101

1. Understand Normal Newborn Behaviour including typical newborn sleeping patterns, feeding cues, crying, reflexes etc
2. Learn the Basics of Feeding & Burping to help parents recognize what's normal versus what may need medical attention.
3. Learn Essential Newborn Care Skills including best practices for diapering, bathing, swaddling (pros & cons), proper holding techniques & safe babywearing options.
4. Discuss Evidence-Based Infant Sleep recommendations, Bedsharing, and Carseat safety guidelines
5. Evaluate Common Baby Products so you can offer guidance on which baby gadgets & gizmos are helpful, safe, or unnecessary, and empower parents to make informed purchasing decisions.

Objectives for Part B: Common Newborn Care Issues & Concerns

1. Address Frequently Asked Questions and Popular Social Media Trends re common concerns & misconceptions circulating among new parents
2. Recognize & Manage Common Newborn Skin Conditions: cradle cap, diaper rash, thrush, milia, & erythema toxicum etc
3. Understand common feeding Issues & briefly cover feeding-related concerns
4. Understand common digestive issues in newborns & discuss management for gas, colic, reflux & constipation.
5. Identify & Respond to Common Medical Concerns in Newborns including jaundice, low blood sugar & RDS
6. Gain confidence educating parents on what is normal vs when urgent medical evaluation is needed.
7. Promote Safe Infant Practices and Reduce Health Risks for newborns

Includes (for each part):

- 2 hours of Continuing Education
- On-Demand Access for at Least a Year
- Certificate of Completion
- Handouts to view or print

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