

# About The Educator Program.

## Structure Of The Program.

There are three levels of participation in the Dunstan Baby Accreditation program:

**1. Educators:** Educators teach Dunstan Baby Language to parents either one on one or in classes. Accreditation for Educators can be attained through Home Study or via a face to face Accreditation Workshop (when available). Educators derive revenue from teaching Parent Classes and selling Dunstan Baby Language DVDs.

**2. Trainers:** Trainers are Accredited Educators who are approved to train other Educators via face to face Accreditation Workshops. Trainers are appointed by Dunstan Baby directly or through a National Trainer. Trainers may also sell the Home Study Program. Trainers derive revenue from teaching the Accreditation Workshops, selling the Home Study program and teaching Parent Classes. Trainers also receive a revenue share of DVDs sold by their Educator Network.

**3. National Trainers:** National Trainers are also Accredited Educators who are approved to train the Trainers. National Trainers are approved by Dunstan Baby based on their ability to create a network of Trainers. National Trainers administer their network of Trainers and can also teach Workshops and Parent Classes. The revenue model for National Trainers follows a similar structure as Trainers.

Educators, Trainers and National Trainers are not the employees of Dunstan Baby but rather are Professionals in the field of infant care who run their own business teaching the Dunstan Baby Language to parents and other professionals. All costs associated with local marketing, networking and running of Parent Classes and Accreditation Workshops is the responsibility of the Educator / Trainer.

Educator Kits and Dunstan Baby Language DVDs can be purchased from Dunstan Baby.

# About The Educator Program.

## **1. “How much should we charge for parent classes?”**

The cost of parent classes is at the discretion of the Educator. Each parent/couple who attends a class should receive a Dunstan Baby Language DVD valued at \$39.95. Taking the value of the DVD into account, we anticipate that Educators will charge between \$50 - \$100 per parent/couple for the Dunstan Baby Intensive class. However, Educators are free to charge whatever fee makes sense for them and what they feel would pay for their time and costs.

## **2. “Why is it mandatory to give the DVD to parents who attend classes?”**

The DVD allows parents to implement what you have taught them. The DVD enables parents to practice tuning their ear to the different sounds so that they can distinguish them in their baby. Parents tell us that they need to watch the DVD multiple times to completely grasp the language. For Educators the DVD adds value as part of the parent class package.

It cannot be emphasized strongly enough how important it is for every parent/couple to receive a DVD to take home. Without the DVD to practice with parents are unlikely to be able to distinguish all five words and benefit fully from the class. Also, it would be a breach of the Educator Agreement not to supply a new unopened copy of the Dunstan Baby Language DVD to every parent/couple you teach.

## **3. “What does a Dunstan Baby Intensive class offer that is not on the DVD?”**

There are comprehensive materials in the Educator Manual that add to the knowledge presented in the DVD, giving more background and insight into each ‘word’ and exploring some additional topics like Tuning-in to Baby and Creating a Baby Guided Routine using the Dunstan System. Educators already teaching Dunstan classes confirm that there is a strong appeal, particularly for first time parents to take a more hands-on approach to learning about baby care. Our classes meet parents’ need for shared experience and discovery during this exciting time in their lives. The Dunstan System is a new concept and in our experience, parents are fascinated by its story and how it can change their experience of their baby. By teaching the System in a class, parents can understand the concept first and then use the DVD as a resource to help practice listening for the sounds – especially when baby arrives.

## **4. “Should I accept parents into my class if their baby is older than 3 months?”**

The earlier that parents learn the System the greater benefit they will derive from it. It is not ideal to enrol parents in classes if their baby is older than about 8-12 weeks of age as they may not feel that they get their money’s worth from the class.

## **5.“Why is the Dunstan Baby Intensive curriculum structured over 2 sessions?”**

Research shows that the most effective way for parents to learn the Dunstan System is over a two-week period. All five words can be overwhelming for a parent to learn in one sitting. By splitting up the words into two lessons parents can grasp the easier sounds first and be able to practice hearing these before going on to the final two words. We have structured the class curriculum to support this method. Parents are taught Lesson 1 (Neh, Eh and Owh) in the first session and Lesson 2 (Eairh and Heh) in the second session. The DVD is structured to support parents learning with Lesson 1 on disc 1 and Lesson 2 on disc 2. Hence, you should give parents the Dunstan DVD to take home at the end of session 1 so that they can practice what they have learned.

## **6.“Whom are Dunstan Baby parent classes suitable for?”**

The Dunstan System is relevant for parents expecting a baby or those with a newborn. The System is most successful for babies from birth to approximately 3 months of age. It is our experience that many parents find it easier to attend classes and learn the System before baby comes along (e.g., in the third trimester).

## **7.“What costs do I have to pay myself?”**

Basically, all the materials that are needed for you to teach a parent class have been provided in the Educator Kit. Educators are responsible for all costs related to conducting parent classes, including but not limited to, costs of room and equipment rental, catering, costs associated with marketing and advertising of classes, travel, insurance if required and costs associated with reproduction of materials such as parent handouts. Educators are also required to purchase DVDs to give to parents as part of the class package. These are purchased from Dunstan Baby at a cost of \$20.00 each (plus shipping). Discounts are available for bulk purchasing.

## **8.“Do I have to give parent handouts?”**

A template for parent handouts and a parent certificate have been provided in the Educator Kit. Educators can choose to get these printed (in color or black and white) to give to parents in their classes. Provision of parent handouts and the parent certificate is optional and is at the discretion of the Educator.

## **9.“Do I really need a TV and DVD player to conduct training?”**

Yes. Learning the language is at the heart of the curriculum. It is important for parents to hear examples of babies making the Dunstan sounds so that they can gain an understanding of each ‘word’ and its distinctive qualities.

## **10. “How will Dunstan Baby advertise parent classes?”**

We will advertise the availability of classes on our website and in communication to our database of parents. Accredited Educators will be listed on our site so that parents can find classes in their area. Educators are welcome to list upcoming classes on the website. Simply contact us with the details at [accreditation.usa@dunstanbaby.com](mailto:accreditation.usa@dunstanbaby.com).

## **11. “Who pays for local advertising?”**

Costs of local advertising and marketing are the responsibility of the Educator. Templates for leaflets and business cards are included in the Educator Kit for local reproduction. Dunstan Baby is happy to support your efforts in any way possible such as personalizing artwork with your name and contact details - even helping to create custom sized artwork or advertising materials for your use. Just email Jason at [jbraddy@dunstanbaby.com](mailto:jbraddy@dunstanbaby.com)

## **12. “Who pays for printing of the materials in the Educator Kit?”**

Costs for local printing of parent handouts, parent certificates, leaflets, business cards, gift vouchers and any marketing materials are the responsibility of the Educator. Reproduction of any part of the Educator Manual aside from the materials designated expressly for local reproduction is strictly prohibited.

## **13. “How do I get the leaflets and business cards customized with my name?”**

We are happy to customize the artwork with your details. Just email your name and contact number to Jason at [jbraddy@dunstanbaby.com](mailto:jbraddy@dunstanbaby.com)

## **14. “Am I allowed to translate the materials into another language?”**

Yes. It would be our privilege to support your efforts by helping to create the artwork for printed materials, such as parent handouts, leaflets, etc., in other languages. We hope to build a library of resources so all Educators can access the materials they need to be successful with parent classes.

## **15. “Am I allowed to sell the DVD to parents even if they do not attend a class?”**

Yes. As an Accredited Educator, you are an approved reseller of the Dunstan Baby Language DVD. If you would like to pursue opportunities selling the DVD to retailers or hospitals in your area please contact [wholesale.usa@dunstanbaby.com](mailto:wholesale.usa@dunstanbaby.com) for information about wholesale discounts.

**16. “If a Dunstan Baby Language Educator teaches parents as a home visitor, do they have to provide a DVD to each family? ”**

Learning the Dunstan System takes time and practice. The DVD is a key part of learning the language by allowing parents to practice listening to the sounds and tune-in to their own baby. For this reason the DVD is a key part of Dunstan Classes whether delivered one-on-one to parents or in groups. It is a requirement of the Educator Agreement that a new, unopened copy of the Dunstan Baby Language DVD to keep. The cost of the DVD should be included in the cost of the Class and represents a revenue stream for Educators.

**17. “What can we offer to Hospital or Low Income programs who are interested in the Dunstan System but can not afford the DVD?”**

There are instances where it is not feasible to give the DVD to parents. This is specifically the case for low income families and also if the Dunstan Class is incorporated into free Hospital or community based programs. In these instances Educators can give out a free DVD Sampler to parents. The Sampler includes the Neh lesson only. Samplers can be ordered from Dunstan Baby at no charge except cost of shipping.

**18. “If Hospitals want to teach Dunstan Classes do they need to become Accredited? ”**

Yes. For anyone to teach a Dunstan Class to a parent they must first become accredited. Hospitals who want to include Dunstan in their ante-natal programs must have at least one person on staff (the one teaching the program) accredited in the Dunstan System. This accreditation allows the Hospital to purchase DVDs at the reduced cost or access the free DVD Samplers to giveaway.

**19. “A program provided in a hospital setting – would this be the Dunstan Baby Express? What would they take home? Then they would want to find a 2 week course correct?”**

The ideal Dunstan curriculum for a Hospital or other community based program is Dunstan Baby Express. This can be supported by giving out the free DVD Sampler of the Neh lesson to parents who attend the class. Educators can also market the DVD and Intensive Classes via the use of coupons or leaflets.

**20. “ How do I become a Trainer? ”**

The first step to become a Trainer is to become accredited as an Educator. This entails payment of the \$300 accreditation fee, signing an Educator Agreement and passing the Educator examination. Trainers will be given a geographic territory that they can cover. The number of Trainers and size of territory is at the discretion of Dunstan Baby USA, Inc based on the volume of workshops in that region. Educators interested in becoming Trainers should contact Tammy Romer at [accreditation.usa@dunstanbaby.com](mailto:accreditation.usa@dunstanbaby.com).

## **21. “What is the difference between an Educator and a Trainer?”**

An Educator is qualified to teach Dunstan Baby Language to parents individually or in a group setting. Educator status can be attained through payment of the \$300 accreditation fee, signing an Educator Agreement and passing the Educator examination. Accreditation can be obtained by purchasing the Home Study program or by attending a face to face Accreditation Workshop presented by a qualified Dunstan Baby Language Trainer.

A limited number of Trainers are appointed by Dunstan Baby to train Educators. This training will usually be conducted in face to face workshops. Trainers must also hold the base level accreditation as an Educator and will have completed an observation by a nominated representative from Dunstan Baby. Trainers will be chosen by Dunstan Baby USA, Inc based on experience, network affiliation and ability to generate volume of workshops.

## **22. “There is a break down of how Trainers can make money from teaching others the Dunstan Baby Language?”**

Per the Educator set up, the main source of income for Trainers is from conducting the face to face workshops. Trainers are required to purchase the official Dunstan Educator Kit for each person they train. This is purchased from Dunstan Baby at a cost of \$100 per Kit and can be on-sold for \$300 by the Trainer as part of the Workshop package. Thus, netting the Trainer \$200 per person to cover costs and profit. All costs associated with running the Workshops, including but not limited to marketing / advertising, room hire, equipment rental, catering, travel, printing and insurance are the responsibility of the Trainer.

Dunstan Baby also offers our Trainers a revenue share in the DVD sales through that Trainer's network. Trainers receive \$1.00 for every DVD sold through by the Educators they have trained. Educator network sales are tracked by Dunstan Baby USA, Inc on behalf of the Trainers, with payments to Trainers paid monthly.

For more information email [accreditation.usa@dunstanbaby.com](mailto:accreditation.usa@dunstanbaby.com).

National Trainers also receive a revenue share in DVD sales of \$1.00 for every DVD sold through their Trainer / Educator network.

## **23. “My order form says I need to pay a Certification Levy? What is this?”**

At present Trainers within the IAIM network in the USA are required to pay a Certification Levy of \$100 per Educator Kit purchased from Dunstan Baby. This Levy is on top of the \$100 cost of each Educator Kit. The Certification levy covers the out-of-pocket costs of establishing a National Trainer and Trainer group with IAIM USA. The Levy is a one time fixed costs for establishment and will cease to be payable once the out-of-pocket costs are recovered.