

DUNSTAN BABY ACCREDITATION PROGRAM

Accreditation is ideal for professionals who want to teach Dunstan Baby Language™ to parents one-to-one or in classes.

1. REQUIREMENTS FOR ACCREDITATION

PROFESSIONAL EXPERIENCE/TRAINING – Accreditation is open to practitioners certified in pregnancy and infant care specialty areas. These include, but are not limited to, nursing, midwifery, child care, counseling / social work, licensed doulas, lactation consultants and infant massage instructors. Other applicants will be considered. Email us at infantcare@dunstanbaby.com.

EDUCATOR AGREEMENT – Educators are required to sign an Agreement binding them to the terms and conditions of the Dunstan Baby Accreditation Program. A copy of the Agreement is available to view at www.dunstanbaby.com.

EXAMINATION PASS – Accreditation for the Dunstan Method is dependent upon completion of an open book examination, based on the materials provided in the Educator Kit. Minimum pass criteria for Accreditation is a score of 90% in the examination. Exam can be taken again if applicant receives a score of less than 90%.

ACCREDITATION FEE – A fee of £150 per Educator covers usage rights for Dunstan Baby Language in parent classes and the cost of reference materials provided in the Educator Kit.

A Certificate of Accreditation will be issued by Dunstan Baby upon successful completion of the requirements. Once attained, Accreditation is valid for two years. A re-accreditation fee will apply.

2. PROCESS FOR BECOMING ACCREDITED

Our home study Accreditation Program is available now. To become Accredited complete the attached Order Form and return it with payment of the Accreditation Fee. Upon receipt of the Accreditation Fee you will receive a Welcome Kit containing the Dunstan Baby Language DVD for you to review, and the Dunstan Baby Educator Agreement to sign and return. The Educator Kit will be posted to you within 6 to 8 weeks.

Once the Educator Kit is received, Educators are required to study the materials and complete an examination. Upon receipt of the examination paper, with 90% pass score or above, a Certificate of Accreditation will be issued by Dunstan Baby and you will be able to start teaching Dunstan Baby Language to parents.



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3. CURRICULUMS INCLUDED IN THE PROGRAM

Two curriculum options have been included in the Accreditation Program:

DUNSTAN BABY INTENSIVE

- Dunstan Baby Language Intensive Program
- 3 hrs, structured over 2 sessions
- Stand alone program
- Covers the concept, story, all 5 Dunstan words in depth, creating a baby guided routine and Dunstan Newborn 101
- Every parent/couple receives a Parent Kit to take home

DUNSTAN BABY EXPRESS

- Introduction to Dunstan Baby Language
- 30 minute module
- As part of broader base prenatal or postnatal program
- Covers concept, overview of the story and examples of 2 words - Neh, Eh
- Every parent/couple receives a Parent Kit to take home

4. EDUCATOR MATERIALS

Each Educator will receive an Educator Kit, containing:

(A) **EDUCATOR MANUAL** – A comprehensive training and reference manual for Educators

- Curriculum Outlines for *Dunstan Baby Express* and *Dunstan Baby Intensive*
- The Dunstan Baby Story of Discovery
- Learning the Language
- Baby Guided Routine
- Dunstan Newborn 101
- Marketing and PR Toolkit
- FAQs

A preview summary of the Educator Manual content is available at www.dunstanbaby.com

(B) **DUNSTAN BABY LANGUAGE DVD** – A full copy of the DVD is included in the Welcome Kit to ensure Educators are familiar with every aspect of the System and how it is taught to parents.

COPYRIGHT PROTECTION FORBIDS THE PUBLIC PRESENTATION OF THE DUNSTAN BABY LANGUAGE DVD. Training Aids and the Promotional DVD provide audio visual content that can be used during training and marketing.

(C) **TRAINING AIDS** – Includes show cards for use in the classroom to teach the Dunstan words, plus a DVD showing examples of the 5 Dunstan ‘words’.

(D) **PROMOTIONAL DVD** – A short DVD showing Oprah and other PR for Dunstan Baby to be used for marketing.

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4. EDUCATOR MATERIALS - cont'd

(E) **MATERIALS CD** – The CD contains logos, key visuals for marketing and artwork for leaflets and parent handouts. A powerpoint version of the training materials is also included. All costs of printing marketing materials, leaflets and parent handouts are the responsibility of the Educator.

(F) **EXAMINATION PAPER** – The open book examination is to be completed and returned after reviewing and studying the materials provided in the Educator Manual. The pass criteria for Accreditation requires an examination score of 90%.

(G) **EDUCATOR AGREEMENT** – This Agreement binds the Educator to the terms and conditions of the Dunstan Baby Accreditation Program. It is to be signed by the Educator and returned to Dunstan Baby. Upon receipt of the Agreement and examination pass the Certificate of Accreditation will be issued to the Educator.

(H) **MATERIALS ORDER FORM** – To be used for ordering Dunstan Baby Language DVDs and other stock items.

5. PARENT MATERIALS

Educators are required to provide every parent / couple who attends a Dunstan Baby class with a copy of the Dunstan Baby Language DVD to take home. The DVD is important as a resource for parents to master the Dunstan System. Failure to supply parents with the DVD constitutes a breach of the Educator Agreement. DVDs can be purchased by the Educator from Dunstan Baby for £15 per unit. Discounts apply for bulk purchasing.

Educators are also provided with templates for Parent Handouts that can be reprinted by the Educator locally. Provision of Parent handouts is optional.

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6a. ACCREDITATION PROGRAM ORDER FORM - HOME STUDY PROGRAM

Note: A MS Word Document Order Form is available on the Accreditation page at dunstanbaby.com.

“Yes, I want to become Accredited to teach Dunstan Baby Language to parents!”

Simply complete the following purchase details and return to Dunstan Baby USA, Inc.

Name:	Email:
Street Address (We cannot deliver to PO Boxes):	
City:	State:
Country:	ZIP/Postal Code:
Phone #:	Fax #:

Item #	Description	Per unit	Quantity	Cost
4102	ACCREDITATION FEE - HOME STUDY Includes Educator Manual, training tools and Dunstan Baby Language DVD.	£150.00		£
SHIPPING & HANDLING CHARGES Cost to be confirmed depending on location. Allow 21 days for delivery.		SUB TOTAL		£
		Shipping and Handling (refer table left)		£ TBC
		GRAND TOTAL		£

PAYMENT - All prices quoted are in GBP. Payment can be made by credit card. Shipping and handling charges apply to all orders.		
Credit Card Type:	Name on Card:	
Credit Card #:	Expiration Date MM/YY:	CVV2 Code:
Billing Street Address if Different from Above:		
City:	State:	
Country:	ZIP/Postal Code:	
<p>PLACE YOUR ORDER BY EMAIL: accreditation.usa@dunstanbaby.com</p> <p>Place Orders by Fax: +1 503.914.1745</p> <p>Place Orders by Check (in USD) Mail To: Dunstan Baby USA, Inc 9924 N Decatur Street, Portland, OR 97203 Ph: +1 503.477.8202</p>		

OVERVIEW OF THE EDUCATOR MANUAL CONTENTS

THE EDUCATOR MANUAL COVERS SEVEN CONTENT MODULES:

- 1. PARENT CLASS CURRICULUMS** – We have designed two curriculums: (A) *Dunstan Baby Intensive*: a 3 module option which covers Learning the 5 ‘words’ of Dunstan Baby Language, Dunstan Baby Guided Routine and Dunstan Newborn 101. (B) *Dunstan Baby Express*: a 30-minute module that introduces the Dunstan System and outlines the first two Dunstan ‘words’. *Intensive* is intended as a stand alone curriculum. *Express* is intended as part of a broader anti-natal or newborn program.
- 2. DUNSTAN BABY STORY OF DISCOVERY** – This is the story of Priscilla Dunstan’s journey and how the Baby Language was discovered. We review the results of independent research studies that verify the effectiveness of the Dunstan System for mothers and fathers.
- 3. LEARNING BABY LANGUAGE** – In this chapter we become familiar with the newborn’s world of communication. Accompanied by audio visual tools, we cover the Dunstan Baby Language ‘words’ for – Hunger, Tiredness, Need to Burp, Wind and Discomfort. We explore how parents can learn to stop, look and listen – so that they can tune-in and understand the precise meaning in the cries of their baby.
- 4. DUNSTAN BABY GUIDED ROUTINE** – The Dunstan Method offers a new anchor point for understanding baby’s daily rhythms, allowing parents to create a routine. In this section we introduce Dunstan Baby Notes, a journal tool which helps parents to quickly identify and design the routine that will work for them.
- 5. DUNSTAN NEWBORN 101** – This module creates a framework for assisting parents as they prepare for their new life with baby. The materials are intended to complement existing Educator knowledge and offer a Dunstan perspective on discussion topics related to the Language such as communication development, sleep, feeding, crying, colic, and settling techniques.
- 6. MARKETING AND PR TOOLKIT** – In this section a practical toolkit is provided to assist you with the unique marketing skills to promote Dunstan Baby Language Parent Classes. The toolkit includes suggestions for PR, press releases, tips for dealing with local media and easy to use templates that can be customized and printed by each Educator.
- 7. FAQs** – This section is a quick reference guide for everything Dunstan. It answers all of our frequently asked questions (and some not so frequently asked). We will be updating it regularly as our global family expands – including the international team of Dunstan Educators.

DUNSTAN BABY EDUCATOR AGREEMENT

AGREEMENT BETWEEN DUNSTAN BABY USA, INC. AND DUNSTAN BABY EDUCATOR

I, _____ [INSERT FULL NAME] [hereafter referred to as the “Educator”] of _____ [INSERT ADDRESS] hereby acknowledge, undertake and agree that:

1. Accreditation entitles the Educator to teach Dunstan Baby Language™, inclusive of all content, concepts, curriculum and materials that form the Dunstan Baby Accreditation Program [hereafter referred to as “the Accreditation Program”] to parents individually or in classes [hereafter referred to as “Parent Classes”].
2. Accreditation is awarded by Dunstan Baby. USA, Inc [“Dunstan Baby”] upon completion of the following conditions by the Educator:
 - 2.1. Payment of the accreditation fee of GBP £150.00 to Dunstan Baby
 - 2.2. Receipt of a signed Educator Agreement
 - 2.3. Successful completion of an open book examination. The pass criteria for the examination is a score of 90%. The completed examination must be submitted to Dunstan Baby for confirmation of pass. Upon confirmation of pass a Certificate of Accreditation will be issued by Dunstan Baby to the Educator.
3. Dunstan Baby Language™ is proprietary to Dunstan Baby USA, Inc and is the subject of international patent applications US Patent Pending 11/477,487. All content, concepts and materials that form part of the Accreditation Program and Dunstan Baby Language™ are the property of Dunstan Baby USA, Inc and are protected by copyright.
4. Educators undertake to study all written and audio visual materials provided in the Accreditation Program including, but not limited to the Dunstan Baby Language™ DVD [“the DVD”] and Dunstan Baby Educator Kit [“Educator Kit”] and Dunstan Baby Educator Manual [“Educator Manual”] for the purposes of becoming a Dunstan Baby Educator.
5. All written and audio-visual materials, including but not limited to the DVD, Educator Kit and Educator Manual are provided for the sole use of the Educator for the purpose of teaching Parent Classes. Reproduction of the content, concepts, curriculum and materials in any form other than that specified in the Educator Manual is prohibited.
6. The following actions are expressly prohibited under the terms of this Agreement:
 - 6.1. Reproduction in part or full of the Dunstan Baby Language™ DVD. DVDs are not to be copied, hired or borrowed out by the Educator.

DUNSTAN BABY EDUCATOR AGREEMENT

6.2. Reproduction of the Educator Kit or Educator Manual in part or full, except for specific materials approved for reproduction. Reproduction includes, but is not limited to, printing, photocopying, emailing, scanning or uploading contents to websites.

6.3. Re-sale or lending out of any materials, included but not limited to the DVD, Educator Kit and Educator Manual.

6.4. Public airing of the DVD, including but not limited to in homes, hospitals, day care centers, ante-natal classes, fairs, tradeshow etc.

6.5. Creation of any presentation in written, video, audio or online format using any of materials, content, concepts or curriculum included in the Accreditation Program.

6.6. Video recording of parent classes without express permission from Dunstan Baby.

6.7. Creation of any materials using the names Dunstan, Dunstan Baby and Dunstan Baby Language.

6.8. Use of logos for Dunstan Baby logo or Dunstan Educator logo in any way other than specified in the Educator Manual.

7. Under this Agreement Educators will agree to follow the curriculum set out in the Educator Manual when teaching Parent Classes. Permission to change the curriculum can be requested from Dunstan Baby, however Dunstan Baby reserves the right to refuse permission. Educators who teach Dunstan Baby Language™ in any manner or form which is contrary to, or inconsistent with, the curriculum and materials presented in the Educator Manual will be considered in breach of this Agreement.

8. All monies earned from teaching Parent Classes is the property of the Educator. Educators are responsible for any and all costs incurred in undertaking Parent Classes, including but not limited to costs of travel, room hire, equipment hire or purchase, catering, administration, insurance, advertising, printing and signage.

9. Educators will, without exception, issue every parent/couple who attends training individually or in classes with a new, unopened copy of the Dunstan Baby Language™ DVD to keep. The DVD shall be purchased by the Educator directly from Dunstan Baby at an agreed price of £15.00 per DVD. All costs associated with shipment of DVDs to the Educator and to parents are the responsibility of the Educator not Dunstan Baby.

10. The Educator undertakes to record the parent/couples signature on the Parent Class Attendance form supplied in the Educator Manual to acknowledge their receipt of the DVD. Failure to supply a parent/couple with a new, unopened DVD to keep is considered a breach of this Agreement. Educators are required to fax, email or post their completed Parent Class Attendance form to Dunstan Baby in a timely manner.



DUNSTAN BABY EDUCATOR AGREEMENT

11. Accreditation is for the sole use of, and limited to, the person named herein as the Educator and is not transferable. Educators may not accredit or certify any other person or organization without obtaining the express written permission of Dunstan Baby in advance.

12. Any action which constitutes a breach of this Agreement will result in immediate withdrawal of Accreditation. Once Accreditation is withdrawn the Educator may no longer teach parents or offer services that relate in any way to Dunstan Baby Language™, the content, concepts, curriculum and materials of the Accreditation Program. In the event of a breach or threatened breach of this Agreement and/or the undertakings set out herein, Dunstan Baby USA, Inc. shall be entitled to seek and obtain injunctive, protective or other appropriate relief from any court with competent jurisdiction in order to protect its rights, the costs of which may be claimed from the Educator.

13. I hereby declare my address for the purposes of the giving of any notice, the serving of any process and for any other purposes arising from the Agreement set out herein at [INSERT ADDRESS]

EDUCATOR

DUNSTAN BABY USA, INC.

SIGNED _____

SIGNED _____

FULL NAME _____

TAMMY ROMER, VICE PRESIDENT

DATE _____

DATE _____