

# Welcome.

## It is our pleasure to welcome you as a Dunstan Baby Language Educator.

Since 2006, the Dunstan System has made possible a closer connection between parents and their newborn babies. By listening in a new way, the needs of every newborn baby can be precisely understood through their sounds and cries. The benefits that follow are immediate and, we believe, have a life-long effect.

The Dunstan Baby Accreditation Program sets a framework to teach the Dunstan Baby Language to parents either one-on-one or in classes. Learning the Language is at the heart of our curriculum. We also explore a series of extended topics – such as tuning-in to baby and creating a routine - all of which are given a new perspective through the Dunstan System.

To develop your skill in the Dunstan System we have designed a comprehensive Educator Kit. The Educator Kit includes the following information and resources to support you in building your professional credentials and establishing Parent Classes in your local area:

- 125-Page Educator Manual
- Printed and audio-visual training tools
- Parent handouts for reproduction
- Marketing materials for local use
- Full-Length DBL DVD Program

To complete your Accreditation every applicant will be required to pass an open-book examination based on the materials provided in the Educator Kit. Upon successful completion of the exam, you will receive our Certificate of Accreditation that authorises you to teach Dunstan Baby Language to parents.

Please sign and return the enclosed Educator Agreement, along with your completed order form, so that you can receive your Educator Kit, which we will deliver to you in the next 1-3 weeks. This Agreement binds you to the terms and conditions of the Dunstan Baby Accreditation Program and ensures you become part of the approved body throughout the world maintaining standards of excellence.

We trust that you will find the materials contain a wealth of information enabling you to conduct highly engaging and effective training sessions. Thank you for sharing our passion for making a difference to the lives of new parents and their infants in your part of the world. We warmly welcome you to the Dunstan Baby family.

Yours Sincerely,

**George Betsis**  
**CEO & Co-founder**

# HOW TO BECOME AN ACCREDITED DUNSTAN BABY LANGUAGE EDUCATOR

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, including teachers/coaches/businesspeople and other instructors will be considered. Email us at [george@dunstanbaby.com](mailto:george@dunstanbaby.com).

**EDUCATOR AGREEMENT** – Educators are required to sign an Agreement binding them to the terms and conditions of the Dunstan Baby Accreditation Program.

**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 EU €350,00 or UK £300.00 per Educator covers usage rights for Dunstan BabyLanguage 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 mailed to you within 7-14 days.

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.

# DUNSTAN BABY ACCREDITATION PROGRAM

## 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 hours, 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](http://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 flash 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.

# DUNSTAN BABY ACCREDITATION PROGRAM

## 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 either a Coupon Code [DB-\$10] to order a copy of the Dunstan Baby Language DVD from DunstanBaby.com or provide them with a new DBL DVD to keep. The DVD is important as a resource for parents to practice the Dunstan System at home. DVDs can be purchased by the Educator from Dunstan Baby. 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.

# 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 meet Dr. Maureen O’Brien, Dunstan Baby’s Director of Education and 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, Gas 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 PTY LTD 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 PTY, Ltd. [“Dunstan Baby”] upon completion of the following conditions by the Educator:
  - 2.1. Payment of the accreditation fee of EU €350,00 or UK £300.00
  - 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, 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, Inc. and are protected by copyright.
4. Educators undertake to study all written and audiovisual 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 audiovisual 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.

# DUNSTAN BABY EDUCATOR AGREEMENT

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, rented, borrowed or lent out by the Educator.

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, e-mailing, scanning or uploading contents to web sites.

6.3. Resale 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 centres, prenatal classes, fairs, trade shows, etc.

6.5. Creation of any presentation in written, video, audio or online format using any of the 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 are 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 rental, equipment rental or purchase, catering, administration, insurance, advertising, printing and signage.

9. Educators will issue every parent/couple who attends training individually or in classes with EITHER a Coupon Code [DB-\$10] for ordering a personal copy of the Dunstan Baby Language DVD online at DunstanBaby.com OR a new, unopened copy of the Dunstan Baby Language DVD to keep. The DVD shall be purchased by the Educator directly from Dunstan Baby

# DUNSTAN BABY EDUCATOR AGREEMENT

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 email or mail their completed Parent Class Attendance form to Dunstan Baby in a timely manner.

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. Certification expires 2 years from initial date.

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 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. Either party may terminate this agreement given 30 days written notice to the other party.

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]

\_\_\_\_\_

\_\_\_\_\_

SIGNED by EDUCATOR: \_\_\_\_\_

DATE: \_\_\_\_\_

SIGNED by DUNSTAN BABY Pty Ltd \_\_\_\_\_

DATE: \_\_\_\_\_

G. BETSIS, PROGRAM DIRECTOR

# DUNSTAN BABY LANGUAGE EDUCATOR - EUROPEAN ORDER FORM -

**“Yes, I want to become Accredited to teach Dunstan Baby Language to new parents, one-on-one and in classes.”**

<b>Name:</b>	<b>Email:</b>
<b>Street Address:</b>	
<b>City:</b>	<b>State:</b>
<b>Country:</b>	<b>Postal Code:</b>
<b>Phone #:</b>	<b>Fax #:</b>

HOME STUDY PROGRAM				
Item #	Description	Per Kit	Quantity	Cost
4102	<u>Accreditation Fee – Home Study</u> Includes Educator Manual, training tools and Dunstan Baby Language DVD.	EU350.00 <b>£300.00</b>	1	EU350.00 <b>£300.00</b>
<u>* Shipping &amp; Handling Charges</u> 1 x Kit – EU20.00 Allow 14 -21 days for delivery.		<b>SUB TOTAL</b>		EU350.00 £300.00
		<b>Shipping &amp; Handling *</b>		EU20.00 £15.00
		<b>GRAND TOTAL</b>		EU370.00 <b>£315.00</b>

<i><b>PAYMENT</b> - Payment can be made by credit card. Shipping and handling charges apply.</i>			
<b>Credit Card Type:</b>		<b>Name on Card:</b>	
<b>Credit Card #:</b>		<b>Expiration Date</b> MM/YY:	<b>CVV2 Code:</b>
<b>Billing Street Address if Different from Above:</b>			
<b>City:</b>		<b>State:</b>	
<b>Country:</b>		<b>Postal Code:</b>	
<b>PLACE YOUR ORDER BY EMAIL:</b> <b>george@dunstanbaby.com</b> <b>Or Fax: 02 8088 7179</b> <b>Pay by Cheque</b> Mail to: Dunstan Baby Pty Ltd PO BOX 3393 TAMARAMA NSW 2026 Ph: +61 2 9300 8787		<b>PAY BY EFT:</b> <b>National Australia Bank</b> <b>255 George St, SYDNEY NSW 2000</b> <b>BSB: 082 057</b> <b>AC#: 56767 9595</b> <b>SWIFT No: NATAAU3302S</b>	