

PERINATAL WELLNESS PROFESSIONAL



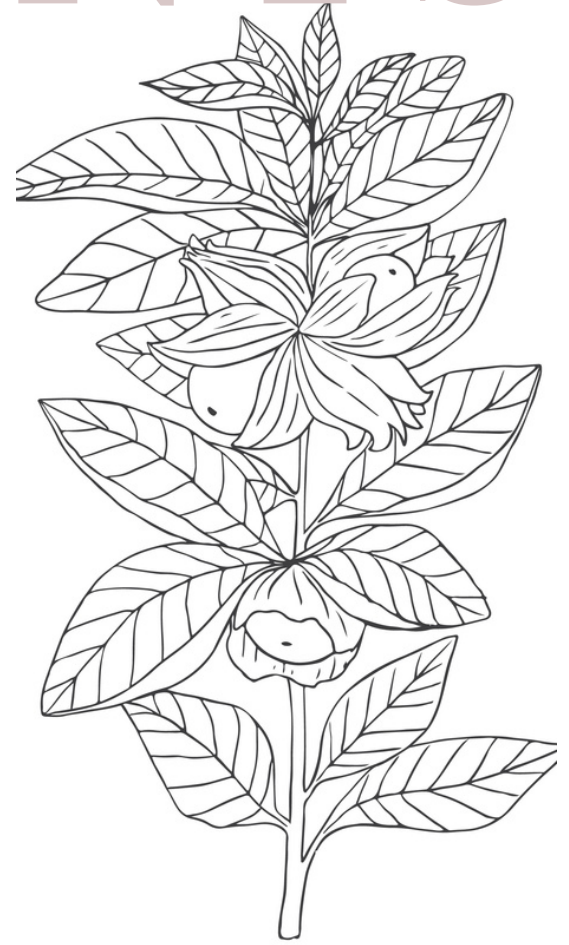
NATURAL
ABUNDANCE

Health & Birthing, LLC

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Welcome



1 A NOTE FROM OUR FOUNDER

Welcome! I am so excited that you are interested in becoming a Perinatal Wellness Professional. This program guide will give you an insider's look at becoming a PWP and building your new business.

I am sure that you are as passionate as I am about women's health and perinatal wellness. Giving families the education, opportunities and support they need to decrease stress and improve health has never been more important than it is today. There is NO OTHER certification that has as broad a scope of wellness and as intense a focus on the perinatal period as the PWP certification. I am confident that this program will give you the education and the hands-on practice that you need to start a wellness business that will be life-changing for your clients.

Here at Natural Abundance, we know that embarking on a new journey is a big decision, and we want to help you determine whether this program is the best fit for you & for your goals. This guide addresses the most common questions about the program. Always feel free to contact us at the email address below with any questions about the PWP or ways that we can help you on your journey!

Laura Speece



WHY STUDY PERINATAL WELLNESS?

- Doctors treat illness and disease
- Nutritionists make food plans
- Personal trainers create exercise routines
- Midwives deliver babies
- Labor doulas provide hands-on birth support
- Postpartum doulas help parents transition into parenthood
- Yoga instructors teach calming skills and affirmations
- Herbalists provide guidance on natural remedies

Each of these jobs is very important, but each one is singularly focused. Since each addresses only one area of health, it is left to the clients to figure out which areas to address first, how the pieces fit together, and how to find (and afford) the variety of professionals they need.

What if instead, we trained perinatal professionals who are knowledgeable and experienced in all major areas of wellness? Who can help their clients see the bigger picture, and support them as they make sustainable, life changes.



Where we are:

- Maternal mortality and morbidity is skyrocketing.
- The United States has the highest infant mortality rate of any first world country.
- Black mothers are dying in childbirth at astronomical rates.
- Medical interventions are wildly overused.
- Every day, pharmaceuticals are used off label in childbirth with sometimes fatal consequences.
- Perinatal and postpartum mood and anxiety disorders are at an all time high.
- Postpartum depression, anxiety, OCD and PTSD are going undiagnosed and untreated.
- Dads and partners are experiencing postpartum depression at alarming rates.
- Meanwhile, childhood obesity, diabetes, and cognitive/sensory processing disorders remain on an upward trajectory.



“The doctor of the future will give no medicine, but will interest his patient in the care of the human frame, in diet and in the cause and prevention of disease.”

It is time to stop viewing pregnancy and childbirth as a disease. It is time to give families support during pregnancy and throughout postpartum.

Be that guiding hand for new families as they seek to improve mental and physical wellbeing. Come alongside families and provide the holistic support that is so desperately needed.

Be a trail guide.

A perinatal wellness professional is more than just a teacher. We also have a very different role than a health care provider.

A better comparison is that of a trail guide. We don't simply tell our clients about the trail and hand them a map. Likewise, we don't hike the trail for them.

Rather, we review their resources with them, teach them important information about the journey, go over maps together, and give advice on the safest trail options.

Then, we accompany them on the journey, encouraging them when they are tired, helping to plot a detour when an unexpected barrier appears, handing them an extra bottle of water when they run out. We don't pull our clients along, or take over for them.



**We walk alongside our clients
on their journey.**



WHAT CAN A PWP DO?

- Hold one-on-one consultations with pregnant and postpartum clients
- Help parents learn to manage chronic stress in a healthy way
- Guide clients through creating individualized wellness plans utilizing nutrition, diet, exercise, stress reduction, and daily routines
- Teach clients about herbs and essential oils to ease pregnancy and postpartum discomforts
- Support parents who are struggling with postpartum depression or anxiety
- Be confident in seeking out and conveying science-based information
- Practice natural health coaching with freedom, and navigate the waters of legality without fear.
- Give families the tools and support they need to navigate this transformative time in their lives.

THE 3 E'S

- **Educate:** PWP's provide science-based information and education. We point our clients toward quality studies, research, websites, news articles, blog posts, handouts, and other resources. We provide alternatives to standard, medical care, and let our clients know what options and resources they have at their disposal.
- **Equip:** We equip our clients with the tools they need to take responsibility for their own health. Help clients discover their own wellness goals and guide them through creating a plan to accomplish those goals. Along the way, we support them with various skills and tools to help them along their path.
- **Empower:** Our clients are intelligent, passionate, creative, and capable. But many don't know the abilities they have! Our job is to empower with them with the knowledge that (a) they *have* choices, and (b) that they have the power and capability of making the best choices for themselves and their babies.

"Sometimes the smallest step in the right direction ends up being the biggest step of your life."

— Naeem Callaway



HOW TO MAKE MONEY AS A PWP

Your PWP certification gives you unlimited options. It stands entirely on its own or can be combined with another area of expertise. Some nurses, midwives and doulas seek out wellness training to enhance the services they already offer. PWP is also a fantastic program for health coaches, nutritionists, and other wellness professionals wanting to focus specifically on women's health.

On the next page are some ideas to get you started.



JOB POSSIBILITIES



ONE-ON-ONE CONSULTS

Meet with clients one-on-one for personalized plans and an intimate coaching relationship.



GROUP COACHING

Let clients learn from you AND from each other. Minimum meeting times with maximum impact.



ONLINE PROGRAM

Design an online program for clients to work through at their own pace. Consider community building via social media or zoom meet-ups.



COMMUNITY CLASSES

Lead perinatal workshops or teach wellness classes at local birth centers or community centers.

MORE POSSIBILITIES



HEALTHY FOOD COOKING CLASS

If your passion is food and nutrition, use your PWP certification to lead cooking classes with an emphasis on healthy foods that lead to wellness.



HERBAL MEDICINE MAKING CLASS

If your passion is natural healing, use the knowledge you gain from your PWP studies to teach students how to create their own home remedies.



HOST WEBINARS

Lead live webinars on ways to manage stress, nutrition & exercise, natural healing, and more!



HOST MEET-UPS

Connect local families for peer support & camaraderie. Provide a safe place to ask questions and connect with other new families.




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IS THIS THE RIGHT PROGRAM FOR ME?

Still wondering if this is the best path? Perhaps the checklist below can help you determine whether a career as a wellness professional is a good fit for you.

- I am passionate about natural health.
- I believe that families should be equipped and empowered to take control of not just their birth, but also their health.
- I enjoy connecting with others and discussing options for wellness.
- People seek me out for information on health topics.
- I am motivated and driven.
- I believe in a holistic approach to health and wellness.



**PERINATAL
WELLNESS
PROFESSIONAL**
Training Manual

Laura Speece,
CLD, CCCE, CHN

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WHAT WILL I LEARN?

In this section, you will get an in depth look at what is involved in this highly comprehensive program. We will start with the topics covered in your training manual. Working through the manual is the first task on the certification list. There are study questions to be answered for each chapter, and monthly Zoom classes to review topics, ask questions, and meet other students. Instructors are always available by email for questions, as well.

This section will also list the topics covered in the book list and the training practicum. However, even this list is not exhaustive! There will many many other topics that will come up during check-in conversations, practicum and email conversations with your instructors that will fill out your knowledge base even more.

TRAINING MANUAL CONTENTS

History of Health

Pre-historic medicine

The Channel Theory

The Four Humors

Rome and the Middle East

The Medieval Version

Post- 1450

Modern Medicine

Complementary, Alternative, and Integrative Medicine

Alternative Medicine

Complementary Medicine

Integrative Medicine

Herbalism

Aromatherapy

Homeopathy

Additional Treatment Modalities

Gaining Perspective

Working as a Natural Health Practitioner

What is Health?

State of Maternity Care in the US

Legalities of the Natural Health

Profession

Practicing medicine without a license

Professionalism

Working with Care Providers



TRAINING MANUAL CONTENTS

Stress Management

The Impact of Stress in Pregnancy

Chronic vs. Acute Stress

General Stress Reduction Strategies

The Parasympathetic Nervous System

Daily Stress-Reducing Routines

Getting Better Sleep

Putting it Together: Relaxation Training

Social and Spiritual Health

WHO Definition of Health

Impact on Birth and Postpartum

Finding Community

Assessment

Activities That Bring Joy

Environmental Wellness

Home, Work and School

Community Resources

How Culture Impacts Environment

Environmental Racism & Health Equity

Nutrition

Importance of a Healthy Diet

Important Topics for Teaching Nutrition

Perinatal-Specific Nutritional Needs

Exercise

Benefits in Birth and Postpartum

Safety Considerations

Movement Menu



TRAINING MANUAL CONTENTS

Herbal Medicine

Defining Herbal Medicine

Herbal Methodology

Herbs for Pregnancy and Beyond

When to Refer

Aromatherapy

Defining Aromatherapy

Aromatherapy Methodology

Essential Oils for Pregnancy and Beyond

Pregnancy Support

Common Physical Ailments

Induction & Augmentation

Labor Support

Postpartum Support

Supporting Physical Recovery

Supporting Emotional Wellbeing

Essential Oils for Anxiety and Depression

A Broader Approach to Mental Health

Belly Binding

Lactation

Lactation Pharmacology

Safety Considerations

Galactagogues and Anti-galactagogues

Nutrition to Support Lactation



TRAINING MANUAL CONTENTS

Newborn Care

Care and Common Ailments

When Baby is Sick

Finding Evidence Based Resources

Primary, Secondary and Tertiary Sources

Popular Press Sources

Confirmation Bias

Reliable Resources

Conducting Consultations

Intake & Follow-up Appointments

Communication Skills

Filling Your Toolbox – Worksheet

Pregnancy Ailments

Postpartum Ailments

Professional Self-Care

Recipes & Formulas

Herbal Formulas

Essential Oil Formulas

Let Food Be Thy Medicine

Business & Marketing

Marketing

Online Presence

Intake appointment and forms

BOOK LIST

The required reading list consists of 4 or 5 books. The **preliminary book** is required for students who are not already working in the birth field, or have not taken an approved birth-related training. It gives a broad and solid foundation of knowledge related to the perinatal period from the viewpoint of physiologic birth and recovery.

After all students have that foundational knowledge, the **first book** everyone reads focuses on approaching pregnancy with natural health.

Our **second book** dives deeper into perinatal mental health. The primary topic is anxiety, as this is a common but overlooked postpartum mood disorder, and the information can be applied to a spectrum of concerns.

Book number three is one of the top science-based herbalism books. We focus heavily on the chapters regarding general wellness, nutritives, adaptogens, and women's health.

Our **final book** is a guide to wellness consultations. Written by an expert in the field, it provides detailed application with guidelines and real life scenarios.



Each book has application-driven study questions to help students engage with the material and improve comprehension



HOW DOES CERTIFICATION WORK?

The certification process is separated into two stages. The first stage consists primarily of knowledge building, and the second stage focuses on application. The next two pages will give you an in-depth look at what takes place in each stage.

All students begin together the first week of September. Stage One lasts from September through February. Stage Two takes place in March through May.



FALL REGISTRATION

- Register for PWP program (all registrations must be received by Aug. 31)
- Get immediate access to online course including required reading list and bonus video lessons
- Choose how you would like to receive your Training Manual (mail or pick-up)

STAGE ONE

Zoom classes begin in September and meet once a month until May. We will review that month's assignments, have discussion, & answer questions.

- September: Read Training Manual & complete study guide
- October: Reading list book #1 and complete study guide
- November: Reading list book #2 and complete study guide
- December: Holiday break and catch-up time
- January: Reading list book #3 and complete study guide
- February: Reading list book #4 and complete study guide

"You can never get a cup of tea large enough or a book long enough to suit me."

– C.S. Lewis



STAGE TWO

- March: Training practicum
- April: Begin taking certifying clients
- May: Complete and turn in client paperwork, take final exams, graduation

Practicum consists of three parts:

1. A review of information learned so far with time for questions & discussion
2. Hands-on practice of consultation skills: intake appointments, food and exercise journals, evaluating clients' routines, listening skills, wellness planning, and research
3. A half-day herbal medicine making class

Practicums are held online for easy accessibility. It also allows students to be in their own home during the herbal medicine-making portion, giving easy access to necessary kitchen tools we will be using.

Upon completion, you will receive your certificate and a certified badge to display on your website. There is no need to re-certify in the future and no annual membership requirement.

"Knowledge is of no value unless you put it into practice."

-Anton Chekhov



SPRING REGISTRATION

- Register for PWP program (all registrations must be received by Jan. 31)
- Get immediate access to online course including required reading list and bonus video lessons
- Choose how you would like to receive your Training Manual (mail or pick-up)

STAGE ONE

Zoom classes begin in February and meet once a month until November. We will review that month's assignments, have discussion, & answer questions.

- February: Read Training Manual & complete study guide
- March: Reading list book #1 and complete study guide
- April: Reading list book #2 and complete study guide
- May: Reading list book #3 and complete study guide
- June & July: Summer break and catch-up time
- August: Reading list book #4 and complete study guide

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PERINATAL WELLNESS PROFESSIONAL *Certification*



WHAT MAKES PWP CERTIFICATION UNIQUE?

Hi, this is Laura! (Remember me from the welcome letter?) I created this program after discovering that there was nothing else like it in the professional birth world. Allow me to share a bit of my passion and journey with you in describing the uniqueness of this certification program. I spent nearly two decades looking for a program with these requirements:

- Based in science. Balancing traditional use of herbs and home remedies with the abundant scientific evidence that we have today.
- Absolutely no pseudoscience. Why pay thousands for a program that is 50% fake methodologies that are unusable in my practice?
- Fully holistic, addressing all areas of wellness: nutrition, exercise, natural healing, stress reduction, mental and emotional wellbeing, social health, and spiritual health.
- Full spectrum, covering the entire perinatal period: pregnancy, labor & birth, postpartum, breastfeeding and newborn care.
- Teaches the legalities of a non-medical profession in a balanced way. Other non-medical professions do it all the time! Why do we make it so difficult?
- Fully preparing students for one-on-one consultations with personal guidance and hands-on practicum.



After many years of searching, I can confidently say: it didn't exist!
Every course that is offered either:

- claimed to be science but taught pseudoscience techniques
- contained herbal classes but openly marketed as witchcraft (also not science and doesn't align with my personal beliefs)
- was a diploma mill that offered a certificate but no real education and zero support from an actual teacher
- taught extreme views of their scope of practice: either openly encouraging their students to practice medicine without a license OR instructing their students not to consult with anyone outside of their family out of fear of practicing medicine without a license
- was a university program that cost tens of thousands of dollars, and for many I would need to relocate my family to attend them
- was in-depth in one area and high quality, but limited to one very small scope



So, the only option I had was that last one: high-quality single topic courses... and a LOT of them. Over the last 20 years, I have studied, trained and/or certified in:

- family herbalism
- master herbalism
- aromatherapy
- labor doula support
- childbirth education
- lactation
- evidence-based natural health research
- botanical pediatrics
- stress management
- newborn care and communication
- prenatal fitness
- and certified holistic nutrition

While all of that education was necessary to cover the scope of support I was wanting to provide for my clients, it was costly and took many, many years. I kept thinking, “There has to be a better way!?!” And now there is!!

For the Perinatal Wellness Professional certification program, I have taken the best, most applicable information regarding health & wellness from all of those areas, combined it with many years of experience working with families, and put it all together in one, comprehensive certification program. And it's awesome!! The manual is packed full of information on every one of these topics. I have hand picked each book on the Reading List to take you deeper into the areas of natural perinatal support, pregnancy and postpartum mental health, evidence-based herbal medicine, and one-on-one wellness coaching.



And to top it all off, you get to complete the program at your own pace AND have personalized support from an instructor through email, zoom check-ins, and a live practicum. It's the best of both worlds! You can now become a confident, full-spectrum, fully holistic, health & wellness consultant for expectant families with only one certification!

That's what makes this program unique.



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FREQUENTLY ASKED QUESTIONS

What is the cost?

Tuition for the PWP certification is \$995. And that's all! No extra fees, no surprises. Everything is included in that price except for books on the required reading list which you may buy or borrow. No recertification requirements and no mandatory membership fees.

How can I pay?

Registration will take you to the PayPal website. You can pay with debit, credit, or PayPal balance.

Are there payment plans?

Yes! There are 3 options for payment.

1. Pay in full: \$995
2. Create your own payment plan by choosing "PayPal Credit" at checkout.
No interest or extra cost as long as it is paid off in 6 months or less.
 - YOU decide how often to make your payments and in whatever amounts are convenient for you.
 - Zero interest as long as payments are completed within 6 months.
3. Pay \$125/month for 9 months with our subscription plan (total \$1,125)
 - Make payments automatically
 - No risk of late fees or being charged interest for going over 6 months

FAQ'S

What is the refund policy?

Since students have access to all proprietary materials upon registration, including the training manual, required reading list, study guides, forms, tests, and other written assignments, there are no tuition refunds for any reason.

Do I need to already be a birth professional to take this course?

Absolutely not! This certification is perfect for those who are just starting out. It is also perfect for experienced birth professionals who are wanting to expand the ways they can support their clients' health and wellness. If you are passionate about wellness and want to be a part of supporting and empower families in your community, then this certification is for you!

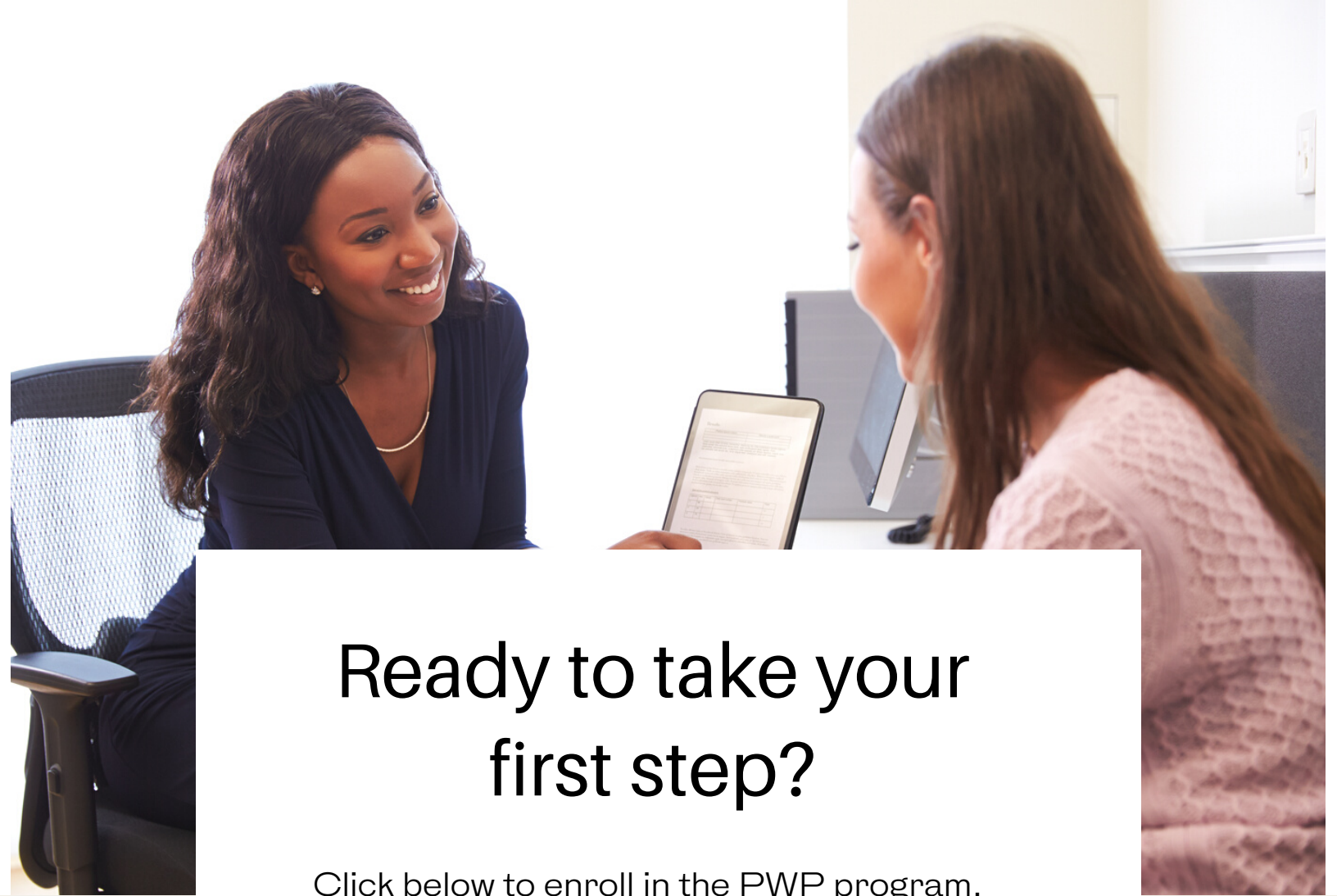
Are scholarships available?

Yes! We offer a set number of scholarships for new PWP students each term. Scholarship applications must be submitted by August 15 (for fall start) or January 15 (for spring start). See [FAQs on our website to download an application.](#)

If I can't do the whole certification right now, are there other ways to get started?

There are! In addition to professional certification, Natural Abundance also offers a variety of introductory and intermediate self-enrichment courses. Each of these courses has open registration and is at-your-own-pace. Click [here](#) to see a comparison chart of all courses.





Ready to take your first step?

Click below to enroll in the PWP program.

Start working toward your dream career today!

Enroll Now



**NATURAL
ABUNDANCE**
Health & Birthing, LLC

C O N T A C T

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