



BIO-LOGICAL CARE CERTIFICATION

EDUCATE PARENTS

protective preventative intervention

Welcome - it's lovely to have you here...

Today is the beginning of an experience that we believe, will lead you to a very satisfying career. One that not only transforms your life, but also the lives of our infants and their families - therefore our future generations.

I am confident that together, with your obvious heartfelt dedication to want more for our infants, we can foster further abundance and health in our world, and on behalf of those infants that you will help, I thank you for being a part of this movement.

May you enjoy this training and all the positive endeavours it brings you. I look forward to meeting you.

Warmly



Philippa Murphy

Founder IPHA, CBS, INHC, BMs

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Empowering parents with preventative intervention is key, if we are to truly support the blooming of our infant's inner nature.

our joint mission

At IPHA our mission is to deliver an innovative, preventive postnatal program that offers parents practical methods with natural, science-based interventions to improve infant health outcomes in the first year of life and cultivate holistic wellbeing for the whole family.

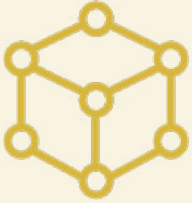
We believe that through building the community village that has long been missing for parents, and educating them on the science of their infant's digestive biology and their communication, we can greatly reduce stress and create positive postnatal outcomes full of recovery and bonding.

If you'd like to join us in shifting the narrative from reactive postnatal care to proactive, preventative support - delivering proven, effective strategies - then it would be our pleasure to support you in your personal expansion as you undertake this training to help our next generation right now.

a fourfold mission

- 01 To support all infants in thriving within their fundamental rights to good health during the vital first year of life. This begins with understanding how their bodies function, learning to interpret their cues, and responding in ways that promote a stable and balanced unfolding.
- 02 We are strongly committed to reducing unnecessary stress, symptoms and outdated, or ineffective treatments for colic, reflux, silent reflux, the witching hour, dairy overload, and misdiagnosed cow's milk protein intolerance. Through our Bio-logical Care approach, we've helped bring relief and transformation to many of the estimated 33,000,000 infants suffering with so-called colic, and 90,000,000 experience varying degrees of reflux symptoms every year in our world!
- 03 To empower parents to support their infant's holistic growth. We aim to help parents feel connected, confident, and well-informed as they care for their child, and themselves, during this life-changing transition into parenthood.
- 04 To collaborate with forward-thinking partners. Together, we want to continue creating a global movement that supports postnatal balance for families, nurturing both biological and emotional well-being so that everyone in the family can truly thrive.

entwining our four pillars...



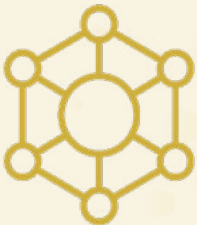
Understanding

Through the knowledge of knowing we have the power to choose the pathways that feel aligned to us as parents.



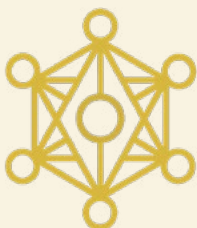
Response

Understanding how to respond to our infants continual communication is vital in creating strong emotional bonds, health and security.



Connection

We can offer so much interaction and wealth to our infant's lives through touch, sound, and nature's magnetic, co-regulation bio-field.



Balance

Through balancing our providing to compliment nature's biological gifts, the infant and family gets to thrive in equilibrium.

fundamentals



let's start with the basics...

IPHA's two certifications

- PreBirth Postnatal Educator
- Bio-logical Solids Educator

You can learn more about each of these [here](#)

Training start dates

Our training for each of our certifications is for nine weeks and we begin a new cohort of students at the start of each New Zealand school term. These happen within the first three weeks of February, May, and July. We may also hold training starting in October from time to time – if this timing suits you the best, please email training@iphalliance.com.

If IPHA needs to change the dates that effect you, we will email you about this three working days prior.

If you cannot complete your training under some categories of unforeseen circumstances determined by IPHA, we are open to discussing you moving to the next terms training for full certification, or providing a refund under our refund policy.

Prerequisites to train

- A passion for infant and parent wellbeing and the discipline to deliver this holistic health.
- The ability and confidence to present our ready-made classes and knowledge in a relaxed way and the ability to build rapport with a varying audience.
- Awareness of, and an interest in the Infant Parent Health Alliance's [Bio-logical Care Program](#).
- You may need to separately purchase our founders discounted, applicable books and a basic list of equipment. This is necessary before you start holding classes.
- Completing your payment for training on acceptance, choosing one of our two payment options. You can view out training fees [here](#).



Enrolment steps and on boarding

- 01 Enrolment begins with you filling in our application form, agreeing to our terms and conditions and submitting this with your small application fee.
- 02 If you meet the entrance requirements, and you are a good fit for the program, we will inform you of your acceptance, and you will be provided a link to choose your payment plan. Your full payment, or the first installment is to be paid within two weeks of acceptance. If however, for whatever reason, your application is not accepted, you will notified that this is the case by email.
- 03 Prior to starting you will receive all the instructions, logins and confirmation of the calendar dates for reaching your goal of certification.
- 04 You'll join us for a Zoom meet and greet for all students that are collectively learning with you.



Training fees

Whether you are paying for training, or you are certified and offering parent classes, IPHA matches all fees to your appropriate currency where possible. However, these are limited to GBP, EUR, AUD, NZD, and USD for all other currencies. Therefore, our training fees are as follows:

- NZD\$3895.00
- AUD\$3895.00
- GBP£3895.00
- EUR€3895.00
- USA€3895.00

If the above is unobtainable because of the discrepancies of your currency value, then please reach out to us at support@iphalliance.com to discuss further as we really do wish to deliver these classes on a global scale where possible. IPHA reserve the right to change these fees at any time.

Standards and assessment for certification

Your successful certification will mean that you have maintained an average examination result of 70% or higher for all tests and have completed all required course components at the time of evaluation - you will receive confirmation on these dates when accepted for training. All assessments are open book / open note examinations.

You will complete all exams by logging in to the IPHA Training Hub with your secure login and password (provided on acceptance).

In summary, to certify as either an IPHA PreBirth Postnatal Educator, or a IPHA Bio-logical Solids Educator you need to:

- attend all LIVE Group Trainings
- complete all required modules and tests
- have a pass rate of 70% for all tests
- meet all of your financial obligations



delivery of
our training



simple access...

You will need

Given some of our training is online, you will need a computer and a good internet connection to attend our LIVE Group Zooms.

IPHA Hubs

Our training is provided through our two hubs, but don't let that daunt you because you will be given all the links that you need to access these and then move from one to the other with ease when needed.

IPHA Training Hub

This is a login area where you will find all your training modules, workbooks, resources and tests, which are a mix of video and PDF's. All links to attend any LIVE Group Coaching is also available in this hub - accessible via our IPHA App and any computer. You'll also be able to submit any questions that you may have with us answering these within one business day – and often much sooner. All general questions will be added to our FAQ Library which is also available in the Training Hub.

IPHA Classes Hub

Again, this is a login area, but this is where all of our parent ready-made classes that you will deliver reside. You will use this area to learn and practice the delivery of each module, both as a group and individually.

All our materials, resources and teaching tools are copyright protected. We grant you the right, as one of our contracted educators, to use our ready-made classes and resources when holding IPHA classes only. But you cannot duplicate, edit, sell on, or morph our resources, or share with an organisation/institution or group. We take our copyright very seriously and we reserve the right to take action against those who breach our copyright.

Modules

All of the IPHA curriculums are structured into modules that will be released as you finish the prior module requirement. Modules are taught by Philippa Murphy, the founder of Infant Parent Health Alliance. You will receive a syllabus that outlines the basic course content when module one is released.

Reference Library

Here is where you will find a library of FAQ's from your fellow trainees, along with supplementing information for the classes that you will share with parents - inclusive of research studies and helpful resources that are separate to IPHA. This extra knowledge can make the difference in the confidence you exude to the parents. However, they are not essential to know and you will always have access to the Reference Library in the Educators Community once certified, if you need additional information for your parents.

Attendance and requirements

IPHA training is a mix of set class days and times for LIVE Group Training, self-paced online learning through our Training Hub, with deadlines for completion and online tests throughout the training that also need to be completed by specific dates. We have setup the self-paced around the idea that you will complete one to two modules a week. The final exam will be open for two weeks at the end of your training, which is the designated timeframe for completion.

You will be able to access both of our Hubs - twenty-four hours a day, seven days a week to allow for a flexible learning schedule that you can work around your personal obligations.

IPHA is committed to supporting you throughout your training. We do have an expectation that you will attend all LIVE Group Trainings as you will not receive a recording because we like to protect student privacy.

If you need to attend without your camera turned on because of circumstances, this is fine in most cases - practice sessions require a camera. If however, you have to miss a LIVE session then do [contact us](#) as we may be able to supply the information in another format. Otherwise, we have made completion dates of the self-paced module requirements at a moderate spacing.

Along with the compulsory LIVE Group Trainings, there will be three online check-ins where you and your classmates can ask any questions. The first of these is compulsory as this is where you will meet your fellow educators to be and ask any initial questions. The other two check-ins are voluntary, but they can be very helpful for you to attend for the delivery of your service, because others may think of questions that you haven't.



"Help me step through this life calmly held in the arms of my confident parents. We need you!"

our
curriculums



your curriculum flow...

Each of our certification curriculums take a familiar teaching pattern where you will:

- 01 start each week, or fortnight, with watching one of the weekly ready-made parent modules that you will be teaching.
- 02 read the research, additional information, case studies and when needed, watch video footage for better understanding of each topic.
- 03 you'll be teamed up with one of your classmates to practice delivery of the class via Zoom calls.
- 04 attend compulsory LIVE Group Training to learn more, ask questions and practice delivering small segments of each class in a group.
- 05 after each parent module learning you will sit an open book test before moving onto the next parent module training. You need a pass rate of 70% for these.

what you'll teach...

Through training with us you can build a career focusing on one or both of our certifications, which enables you to teach the following classes.

PreBirth Postnatal Classes

Invite pregnant parents to your in-person seven-week PreBirth Postnatal Classes where you'll share a pre-prepared presentation covering:

- baby's first 24 hours
- mum's first 24 hours
- partners first 24 hours
- baby's first week
- mum's first week
- partners first week
- Bio-logical Daily Patterns
- Bio-logical Feeding
- Bio-logical Burping
- Biological Sleep
- Bio-logical Cues
- Bio-logical Calming
- Bio-logical Digestion
- general practical care
- normal and abnormal health



Bio-logical Solids Classes

Guide parents in weaning their baby onto solids with your seven week, in-person Bio-logical Solids Classes where you'll teach IPHA's method of Plain + Slow = Gain and Grow with a pre-pared presentation covering:

- what is Bio-logical Weaning
- digestive development
- digestion research
- appropriate monthly foods
- guidance on textures
- nutritional menus
- food groups
- vitamins and minerals
- intolerance and allergies
- reasons fussy feeders
- tools to aid fussy feeders
- basic equipment
- Bio-logical Daily patterns



our healthy curriculum...

Whether you choose to certify as a PreBirth or Bio-logical Solids Educator you would teach a combination of our curriculum that follows within these:

Bio-logical Attunement

bringing harmony to the whole

Attunement is our birth right and a essential, high vibrational awareness and sense that allows infant and parent to feel united and fluid within each other. It's that connection that is felt and yet so hard to describe. And so here we share some insights on how to attune to nature's infant seedling in hope of uplifting the all.



Bio-logical Feeding

balancing gut health

This training creates gut health for our infants through beneficial breast, bottle, formula and solids feeding practices that are in line with their physiological digestive function and capacities, whilst delivering nutritional balance. All of which establishes calm and strengthens symbiotic feeding enjoyment.

Bio-logical Burping

cue-led relief for aerophagia

Burping a baby well after each feed and maintaining natural levels of gas through diet and harmonious care practices is fundamental to creating a strong gut barrier to toxins, lessening digestive stress and avoiding Digestive Overload. These burping methods and this awareness go a long way toward creating digestive comfort, thus gifting balance and bliss for our babies.



Bio-logical Communication

responsive sensory care

Teach parents how to fully read their infant's cues, body language and digestive movements to provide responsive, calming positions, sounds, and touch that ignite the child's parasympathetic nervous system, which in turn regulates digestive health, daily transitions, sleep and their overall psychological wellbeing.

Bio-logical Calming

engagement with attachment

Calming techniques are essential for everyone's emotional health and the infant's physical development, for when a baby is soothed, they feel secure. This sense of safety supports healthy brain development, leads to better sleep patterns and reduces stress levels. It also helps caregivers tune into the infant's needs, fostering responsive parenting.



Bio-logical Digestion

responsive sensory care

Most parents are not taught about how their infant's digestive system functions and develops in the two years of life, despite it being very different to an adult. So be a part of the vital change by teaching a simple, logical, researched understanding about how a newborn's digestive system functions, what symptoms mean, and how to achieve and maintain digestive balance for our newborns and infants.

Bio-logical Sleep

encode rest, grow brains

Enrich brain development and natural growth by teaching sleep deprived parents how to attain the critical ability of deep, repetitive sleep cycles for their infant with Bio-logical Sleep techniques. The mental health impacts that are saved for the family by knowing these skills is priceless.



Bio-logical Solids

optimal nutritional unfolding

Nutrition in the first two years of life has a profound effect on an infant's holistic health and development for their now, and their future. So, teaching parents how to embrace the inherent unfolding of their infant's digestive and oral development is key as the gut evolves and transforms from six months to two years old.

Bio-logical Mental Health

maternal and paternal balance

The transition to parenthood often brings significant emotional, physical, and psychological changes, which can lead to stress, anxiety, or postnatal depression if not properly supported. Therefore, it's important that both parents are equipped with relationship tools to communicate effectively, share responsibilities, and offer mutual emotional support, which fosters a more resilient and connected partnership.



If your aim is provide the best care possible for families by sharing holistic, logical, research based approaches that have already soothed thousands of children around the world, then this training is for you.

on certification...

Imagine that feeling of certifying and being able to start your business to suit your life, and help others! I know we will be just as excited as you. When this happens you will receive:

- 01 your Graduation Certificate to download and print – this needs to be on show during the holding of the IPHA Parent Class you are holding and we suggest you find a suitable A4 sized photo frame for this.
- 02 access to IPHA Educators Community IPHA believes that communities build connection and a heartfelt drive to better our world, so it's with joy that all our educators are automatically entered into the IPHA Educators Community where you can speak with like-minded individuals, attend any IPHA workshops or learnings, and post anything that you feel might benefit other educators, the attending parents or IPHA.
- 03 your login and password to the Educators Portal where the parent modules that you have been practising are, along with a checklist for each class to help your setup go smoothly and any PDF resource for you to print that will go with each module.

- 04 a listing on our websites Educators Book Me Register where parents can book your classes
- 05 your own unique affiliate codes for each of our founders parents resources so you can earn additional income with each item brought from parents in your class.
- 06 ongoing support throughout the delivery of their classes through the community, and we will be able to do this more concisely with each individual as the parents submit their online survey on the completion of their class. Unless there is a serious complaint that we feel we need to investigate further and therefore stop the running of your classes, then we will always endeavour to skill you appropriately if there is reoccurring feedback that might allow you, and the IPHA service to improve. We also value your feedback as educators so if there is anything you feel we can improve on, please do let us know at any point of your journey with us.
- 07 you will need to provide a personal written synopsis of who you are and “why” you want to provide this training, keeping in mind that the parents will read this on the IPHA Educators Book Me Register. We will also need your bank account details so we can pay you for your contracted time.



your
business model

expand your world...

Are you ready to build a beautifully packaged business with a supportive income that fits around your life, while giving back to others and hopefully, together, making a considerable impact on those that are currently suffering while preventing that suffering for many? We hope so because we are ready to support you in this collective unfolding.

Your income

- You are contracted by IPHA as educators, meaning we will send your invoice to you monthly for your records, and you will take care of your taxes yourselves as a contractor.
- All income is held and paid out to you through the IPHA platform.
- You'll receive this income through Each parents' payment to join a class with the PreBirth Postnatal Classes being 345.00 and the Bio-logical Solids Classes being 325.00 with all classes paid in the currency of your country, or USD. IPHA will keep 25% of this to cover all of the administration and marketing we will provide you.

- Another way you can earn income, is as an affiliate seller. You'll receive 10% for any of our founders resources you sell to parents in the class. You will be provided a code that the parents use at the checkout as they make their purchase through the IPHA affiliate platform and we pay this to you each month.
- You also have the opportunity to earn off any parent that you have sign up to become a certified IPHA educator, receiving 10% of their first training fee - so \$385.00 per sign up.

Your Costs

- You will need to pay for your own professional indemnity insurance, although IPHA also has indemnity insurance that may be able to cover you too.
- You'll need to pay for the Venue fees and perhaps purchase a computer and a bigger screen to show the presentation on will be needed.
- Props for classes, like a baby doll for example, or a small range of bottles, pacifiers etc. But at the most this will

be around NZD\$500.00. We will be offering you a bare minimum list with links in training, and those that are nice to have if you want to offer more practical implementation within your classes.

- You'd pay your own taxes, and GST as per your countries expectations.
- And of course, on acceptance, your course fee needs to be paid of 3845.00 (in your currency or USD).



Far to many of our innocent children are suffering unnecessarily. They need you, they need change, and their parents need another choice that empowers solutions. We hope you'll join us on this mission.

Office hours

The Infant Parent Health Alliance's headquarters is located in New Zealand and our office is open from 9am to 5.30pm (New Zealand Standard Time, NZST) on normal business days except these holidays:

- Waitangi Day
- Good Friday
- Easter Monday
- Anzac Day
- King's Birthday
- Matariki
- Labour day
- The period between 8th December to 8th February

IPHA training to be an educator is offered online only. Therefore, we do not maintain a physical teaching space because all instruction is delivered via the student's requirement to have access to the internet and a device capable of accessing online content.

Contact directory

General Questions

support@iphalliance.com

Training and enrolment

training@iphalliance.com

Partnerships and collaborations

partnerships@iphalliance.com

Press and media

press@iphalliance.com



INFANT PARENT HEALTH ALLIANCE