



FREQUENTLY ASKED QUESTIONS: 2026 Statement of Policy/Contract

*Note: This FAQ addresses common questions but does not replace or represent the full policy.
For complete details, please refer to the official 2026 Statement of Policy.*

1. What is the Statement of Policy, and why do we sign it every year?

The Statement of Policy (SOP) is a formal agreement between The American Academy of Husband-Coached Childbirth® (AAHCC, aka “The Academy”) and all Bradley Method® trainees and professionals. While the Academy trains and supports instructors in The Bradley Method® of Natural Childbirth, it does not employ teachers or directly offer classes to the public. Instead, Bradley® Professionals operate as independent educators and doulas, running their own businesses while remaining affiliated with—but not employed by—the Academy. By signing the SOP annually, Bradley® instructors reaffirm their understanding of this professional relationship. It ensures:

- **Clarity in roles:** Establishing that instructors are independent professionals.
- **Commitment to standards:** Instructors agree to uphold the values, teaching practices, and integrity of The Bradley Method®.
- **Brand and trademark protection:** It helps preserve the quality and reputation of the Bradley® name and materials.

Signing the Statement of Policy each year is a commitment to professionalism, ethical conduct, and alignment with the mission of the Academy—ensuring families receive consistent, high-quality childbirth education rooted in family-centered, natural childbirth.

2. Who can use the term "The Bradley Method" and/or offer Bradley classes or services?

The Bradley Method is a registered trademark, and **its use is protected**. Only currently affiliated Bradley® Professionals in good standing—with up-to-date certification, paid dues, and using only approved materials—may use The Bradley Method® name, emblems, and intellectual property. No one else may teach or offer services using the Bradley Method®. **We are committed to protecting the integrity of The Bradley Method® and will continue to enforce our trademark rights.**

3. How much of what I charge as a Bradley® Professional goes to support the Academy?

Bradley® Professionals support the Academy in two primary ways:

1. **Student Licenses** – A \$25 license must be purchased for and issued to every student couple and every doula client. This provides them with eight months of access to the Bradley® Student Center and its resources, including the Online Student Workbook, over a dozen childbirth videos, and other important resources. This is also how we standardize our instruction and contribute to the continued growth of the Bradley Method®.
2. **Annual Dues** – These help fund training, support, and development. We strive to keep dues lower than the typical fee you’d earn from just one couple. For 2026, annual dues will be \$350 with \$50 off if paid before the deadline.

4. **Can I teach the Bradley Method® online?** Yes! Bradley® Professionals may teach in-person or live online classes, provided each class is presented by a current, certified Bradley® teacher in real time. Pre-recorded or self-paced courses are not allowed, and class recordings may not be created, used, posted, or shared.

5. Can I teach other childbirth methods while I'm also a Bradley® Professional?

No. Bradley® Professionals teach and use the Bradley Method exclusively. We do not mix or combine it with other childbirth education methods, nor do we present classes with non-affiliated teachers.

6. Can I create and use my own handouts, teaching aids, and promotions?

Yes, but all non-AAHCC materials, including but not limited to handouts, teaching aids, and promotional materials (such as brochures, advertisements, and websites), must be submitted for approval before use and again each year during renewal.

7. How many classes should I teach, and what format is required?

The Standard Bradley Method® series runs twelve consecutive weeks and is designed to support expectant families throughout the third trimester and until they give birth. All Provisional Affiliates must use the Standard Series. Once fully affiliated, Bradley® Professionals may choose the Standard Series, the Open Enrollment Series, or a Condensed Series. They must cover all core elements and important points presented in the Official Bradley® Outlines and Student Workbook, regardless of the type of series they present. All Bradley® classes must include a minimum of **eight weekly classes, at least 20 hours of live, personal instruction, and ongoing support through review classes or weekly contact until birth.** "Crash courses" may be offered as accommodation for an occasional single couple late in pregnancy with limited time, but it may not be routine.

8. Can I advertise other services or combine ventures with Bradley® classes?

No. You may not use The Bradley Method® or your AAHCC affiliation to promote other services (e.g., chiropractic, breast pumps, vitamins, massage, etc.). Keep any other ventures or interests separate. Bradley® classes and doula services stand on their own.

9. What are the annual renewal requirements?

Continuing Education requirements vary from year to year. To renew in 2026, full affiliates must:

- Re-read and report on *Husband-Coached Childbirth* and at least one other book related to childbirth.
 - Complete a brief online course and review key policies on our Training Portal.
 - Teach (ideally) 10 students.
 - Attend a La Leche League meeting or other breastfeeding support meeting, observe a birth (when possible), and attend a class offered by another affiliated instructor.
 - Resubmit all non-AAHCC materials for approval, pay dues, and complete the online renewal process.
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10. What happens if I leave or lose affiliation?

You must **immediately stop** using AAHCC names, materials, and logos. Remove all public mentions of your affiliation. You may no longer teach the Bradley Method® or use any of its copyrighted outlines, materials, or teaching aids. The course you were teaching as a Bradley® class cannot be repackaged under a different name. The course belongs to the Bradley Method®. Any violations may result in legal action, fines, or other penalties.

11. Are exceptions ever made to this policy?

Yes, you can apply for an exception using the *Exception Policy and Form* in the Teacher Library. Exceptions must always be requested and approved in advance.

The Bradley Method®

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