

The Fifteenth Annual
Breastfeeding: The Gold Standard
Supporting Local Initiatives



Featuring:

- *Diana West, BA, IBCLC*
- *Jake Marcus, JD*
- *Rebecca Saenz, MD, IBCLC, FABM*
- *Ashley Lucas, MD*

Wednesday -Friday, March 21-23, 2012

The Hampton Inn & Suites
1201 Convention Center Boulevard
New Orleans, Louisiana

Sponsored by:

La Leche League of Alabama, Mississippi and Louisiana

In Cooperation with

West Jefferson Medical Center

Breastfeeding: The Gold Standard 2012

The fifteenth annual "Breastfeeding: The Gold Standard" conference is an opportunity to learn about the latest evidence-based practices in the field of lactation to better serve the breastfeeding mothers and babies in your community. This outstanding conference will be held at the Hampton Inn & Suites, 1201 Convention Center Boulevard, New Orleans, Louisiana, and provides 3 days of excellent presentations by Diana West, BA, IBCLC, Jake Marcus, JD, Rebecca Saenz, MD, IBCLC, FABM, LLLL, Ashley Lucas, MD., and many other warm and engaging educators in lactation management.

Sponsored by:



La Leche League of Alabama, Mississippi and Louisiana



Conference Features and Accommodations

Breastfeeding Mothers

Quiet babies are always welcome at the Gold Standard Conference. However, an environment conducive to learning at sessions must be provided for attendees. If your infant becomes restless, please take him/her out of the meeting room. Attendees are encouraged to bring a support person to the conference to help care for their children. If you need to buy extra breakfast or luncheon tickets, please indicate this on your registration form. A pump room will be available at the conference for mothers requiring pumping facilities. Mothers will need to bring their own pumps.

Conference Bookstore

A conference bookstore will offer a limited selection of professional resources and items from the La Leche League International catalogue, as well as selections from the conference speakers. Books can be pre-ordered on the registration form to guarantee availability. Pre-ordered books will be pre-packaged and available for pick-up at a designated area. *MasterCard, Discover, Visa and American Express accepted.*

Conference Materials

A CD with the syllabus will be provided at no charge to all participants. A limited number of printed copies will also be available for \$50. Please pre-order to guarantee availability. This year we will also offer the syllabus on a flash drive. These items will be available as a pre-order item only for \$15. **All orders for flash drives and printed syllabi must be received no later than March 7, 2012.**

Bring your previous year's Gold Standard name badge holder to registration and receive a small gift!



Breastfeeding: The Gold Standard 2012

Continuing Education

Applications have been submitted for RN, CHES, and OT Contact Hours, and CERPs. RDs will be provided the conference certificate and agenda needed to report their CE hours. Additional continuing education hours may have been applied for. If you would like to request specific continuing education hours, please contact Laura@breastfeedingthegoldstandard.org. The syllabus will contain the information needed for individuals to apply for any continuing education not offered by the conference.

Meals

The hotel provides a hot breakfast buffet to all registered guests. Attendees not staying in the hotel may purchase a breakfast ticket with their registration. The registration fee includes a luncheon on Thursday and Friday. Please indicate your choice from the three entrees available on the registration form. Light snacks will be provided at some breaks.

Meeting Site

"Breastfeeding: The Gold Standard" is being held at the Hampton Inn & Suites, located at 1201 Convention Center Boulevard in New Orleans, LA. It is located right in the middle of all the Big Easy has to offer. The hotel provides an outdoor pool, fitness room, laundry facilities and serves a hot breakfast for all registered guests. A block of rooms at a special price of \$109.00 standard or \$159.00 suite, plus tax (single or double for up to four people) has been reserved for conference attendees. Use Code **BGS** and book your room early. They will sell out! A special parking rate for Gold Standard Conference Attendees is also being made at \$18/night or \$10/day use-only, plus tax. The block is available until **February 27, 2012**. Reservations can be made by calling the Hampton at (866) 311-1200 or (504) 529-1200. Please identify yourself as a participant of the La Leche League Conference, Breastfeeding: The Gold Standard. **Check-in time is 3 p.m.**

Participants are encouraged to bring a sweater or light jacket to the conference in case the meeting rooms are cool.



Parking

Parking in New Orleans is NOT free.

The Hampton Inn & Suites is offering conference attendees parking at the following reduced rates: Overnight Parking (With room) for \$18/night or Day-use parking for \$10/day (plus tax and gratuity). Pull into the valet parking spaces on Gaiennie Street. Day-use parking bases on availability.

Overflow parking will be available at the Fulton Street Garage. (7am – 5:30pm Sun, 7am -8pm M-Th and 7am-2:30am Fri/Sat)

Their rates are: \$12 per day up to 24 hours.

Visit www.FultonPlaceParking.com for reservations and discounts.

Refund Policy

Written cancellations received by March 2, 2012, will be granted subject to a \$25 processing fee.

There will be no refunds granted after this date. Attendees are encouraged to send a substitute if they cannot attend.

Transportation

The Hampton Inn & Suites is easily accessible by car.

From Airport/ I-10 Eastbound - Go to downtown business district. Take Hwy. 90-Business and exit at Tchoupitoulas St., also known as South Peters. Turn left onto South Peters then right onto Gaiennie St.

From I-10 Westbound - Go to downtown, take Hwy. 90-Business and exit at Tchoupitoulas St., also known as South Peters. Turn left onto South Peters then right onto Gaiennie St.

Pull into the valet parking spaces on Gaiennie Street.

In compliance with the WHO Code of Marketing of Breastmilk Substitutes, this program does not receive funding from artificial baby milk companies.

Breastfeeding: The Gold Standard 2012

Wednesday, March 21, 2012

10:00 AM–12:00 PM **Breastfeeding Awareness Run/Walk** (subject to cancellation)

12:30 – 1:30 PM **Breastfeeding Awareness Run/Walk Luncheon and Awards**
(Conference Session Monitor Lunch & Training)

1:00 – 2:00 PM **Registration**

2:00 – 3:15 PM **General Session 1:** Breastfeeding as a Civil Right: How US Law Works, Jake Marcus, JD: Is breastfeeding a civil right under U.S. law? What does that even mean? Are civil rights the same as human rights? We will examine the background against which breastfeeding laws operate: the Civil Rights Act of 1964 and how it has been enacted at the state level. Then we will explore why most state breastfeeding laws fail to protect mothers from harassment and how they can be changed so that breastfeeding is a protected civil right.

3:30 – 4:45 PM **General Session 2:** Overcoming Ambivalence, Diana West, BA, IBCLC: A discussion of ways to talk to mothers about breastfeeding that is encouraging and persuasive without coercion. **LONG DESCRIPTION:** It can be difficult to know how to talk to mothers who are ambivalent about breastfeeding. This talk presents effective communication methods that help mothers explore their concerns and reach a more confident perspective about breastfeeding.

5:00 – 7:00 PM **Free Time:** Hotel Check-In, Dinner On Own

7:00 – 10:00 PM Meet & Greet Reception

7:00 – 9:00 PM Optional Evening Sessions:

O1: How to Nurture a Broken Heart. Discuss the stages of grief, Integrate the arts in grief recovery, Participate more effectively in the positive resolution of grief, Discuss the various venues developed to memorialize the loved one, and Locate important resources of support service to bereaved families.

O2: Peer Study Group. Taking the IBCLC exam in the next couple of years? A trio of IBCLCs shares test-taking tips, what IBCLCs need to know about drugs, and exam review questions. Camille Foretich, LLLL, IBCLC, RLC, CHES, Dawn DeArmond, RN, MSN, NNP-BC, IBCLC, and Karen Zeretzke, LLLL, MEd, IBCLC, RLC



Breastfeeding: The Gold Standard 2012

Thursday, March 24, 2011

6:00-10:00 AM Breakfast in the hotel lobby

7:00-9:00 AM Registration

7:30-9:00 AM *Early Bird 1*: Assessing Milk Production and Milk Intake, Diana West, BA, IBCLC: A detailed discussion of maternal and infant breastfeeding assessment targeted to uncovering causes of low milk production

9:15-10:45 AM **General Session 3**: Breastfeeding as a Civil Right in Public Accommodations, Jake Marcus, JD: Is your state public breastfeeding law as strong as you think it is? Can your state law be made stronger? An examination of differences in local laws, protections under federal laws, non-legal options available to breastfeeding women, and a comparison public breastfeeding protections in Alabama, Louisiana and Mississippi. This session focuses on breastfeeding in public accommodations, which include stores and restaurants, and clarifies the current rights of mothers versus owners.

10:45-11:00 AM Break (Coffee and Water)

11:00 AM – 12:00 PM **Thursday Morning Breakouts**

101: IBCLC-Why You Need Me, Mindy Glenn, RN, CLC, CPST: In the current state of our national economy, hospitals are having to face tough choices in the world of Evidenced Based Medicine vs. Cost. This session will help empower the hospital-based Lactation Consultant in this battle to defend the IBCLC role. This session will examine needs of the MotherBaby that warrant a consult to the IBCLC. Staffing guidelines per Perinatal Core Measures will be examined to determine the IBCLC needs of a hospital based on the total number of deliveries.

102: Anesthesia and Analgesia in Breastfeeding Mothers, Rebecca Saenz, MD, IBCLC, FABM, LLLL and Joseph M. Saenz, MD (REPEATED 402): In this session, presenters will review commonly used drugs for labor analgesia and Cesarean section anesthesia, as well as drugs used for other common procedures that may be necessary in breastfeeding mothers. We will use the Academy of Breastfeeding Medicine protocol #15 as our framework.

103: Designing & Implementing Mother-to-Mother Support, Jolie Black Bear (REPEATED 303): *An overview of the Breastfeeding USA volunteer education and support programs including:*

- *Education and Training; What it takes to become a Breastfeeding USA Breastfeeding Counselor*
- *Continuing Education; Our volunteers never stop learning*
- *Volunteer Support; Helping Breastfeeding Counselors provide mothers with evidence-based information and support*

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104: Community Breastfeeding Network, Christy Bomer-Norton, RN, IBCLC, CNM: An overview of the Community Breastfeeding Network framework will be given through a PowerPoint presentation. A handout which contains the Community Breastfeeding Network framework will be given to help participants visualize the concepts and apply them to their specific community. A facilitated interactive discussion will also be used to aid participants with applying the concepts to their communities

12:15-1:15 PM: Luncheon ~ Stretch Break

1:30-2:30 PM: Thursday Afternoon Breakouts

- 201:** Teen Scene ~ Breastfeeding Queen, Pam Helmstetter, RN, LCCE, CLC (REPEATED 401): In targeting specific issues surrounding adolescents and lactation, one must consider demographics, and physical/emotional/social obstacles these young ladies face every day. In conjunction with the teen moms @ a New Orleans public high school's TAPPT program, we will explore strategies to impact this population effectively.
- 202:** Mothers' Milk Bank of Mississippi: What is a Child Worth? Linda Pittman, BSN: - Mothers' Milk Bank of Mississippi: What is a Child Worth? An overview of the development of the Mother's Milk Bank of Mississippi with tips for beginning a Mother's Milk Bank in other locations.
- 203:** Life Course Theory and Social Determinants of Health, Melissa Vickers, MEd, IBCLC, (*REPEATED 403*) : *The U.S. Maternal and Child Health Bureau (MCHB), in an effort to improve the health and well-being of women and children in this country, is integrating Life Course Theory (LCT) and Social Determinants of Health (SDH) into its strategic planning. LCT is a "conceptual framework" that looks at populations over time and tries to identify multidisciplinary factors that affect health and wellness. Rather than focusing on tackling specific diseases as a means to health, LCT looks at environmental, genetic, and community-based factors to address health disparities and improve health and wellness by looking at events and circumstances across the age groups. Built on 4 key concepts (timeline, timing, environment, and equity), LCT/SDH addresses health issues from a multi-disciplinary approach. Breastfeeding can play a key role in improving the health and wellbeing of all women and children, and lactation consultants and other breastfeeding advocates can partner with a variety of state and local groups/agencies/individuals to help accomplish these goals.*
- 204:** The Business Case for Doula, Maranda Nybo, Leader, Doula, IBCLC (REPEATED 404): An overview of the role of a doula, how doulas and IBCLCs can work together to ensure optimal breastfeeding outcomes.

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2:45–4:15 PM General Session 4: Workplace Pumping as a Civil Right, Jake Marcus, JD: What should a state workplace pumping law look like in order to protect the rights of lactating women? We will examine what workplace pumping protections are available under federal law and under the state laws of Alabama, Louisiana and Mississippi. How can breastfeeding advocates assist in creating better workplace pumping protections and help mothers for whom protections are not currently available?

4:15-4:45 PM Dessert and Coffee break

4:45-6:00 PM General Session 5: Using Technology in Your Lactation Consultant Practice, Diana West, BA, IBCLC: A discussion of the newest technologies for reaching and communicating with breastfeeding mothers and for managing a lactation consultation practice, both hospital-based and private practice.

7:00-9:00 PM Speaker Dinner

Options include~ Dinner on your own and exploring New Orleans,

OR

Dinner with the Speakers @ Dragos (<http://www.dragosrestaurant.com/>)

\$50.00/person

(Nearby restaurant menus are available from the hotel registration desk.)



Breastfeeding: The Gold Standard 2012

Friday, March 25, 2011

6:00-10:00 AM Breakfast:

7:00-9:00 AM Registration

7:30-9:00 AM *Early Bird 2.* Helping Breastfeeding Working Mothers, Diana West, BA, IBCLC: A discussion of innovative methods to help mothers who work outside the home continue to breastfeed successfully.

9:15-10:45 AM General Session 6: World Peace Begins at Home: Domestic Violence and the Breastfeeding Mother, Jake Marcus, JD.: The first incident of violence in a relationship often occurs during pregnancy or shortly after the birth of a child. Volunteers and health care providers often feel helpless when faced with mothers in violent relationships. In this session, participants will learn to recognize the signs of domestic violence, how to locate resources for mothers and how to assist in maintaining the breastfeeding dyad without endangering mother or child. Participants will also learn to identify their legal and ethical obligations under their respective professional scopes of practice.

10:45-11:00 AM Break (Coffee/Water)

11:00 AM-12:00 PM Friday Morning Breakouts

- 301:** Supporting Breastfeeding in Child Care Centers, Ashley Lucas, MD: Working mothers, arguably, need the most support in order to successfully initiate and sustain breastfeeding. Given their frequent contact with families, child care providers offer a relatively untapped potential contact point for breastfeeding promotion. Child care providers are often in need of accurate information about the benefits of breastfeeding and the safe use of expressed breast milk. We will describe a community coalition's efforts to assess child care providers' needs and to develop an evidence-based educational toolkit for training them. We will also discuss strategies for expanding the program to other communities.
- 302:** Coalitions/Associations/Organizations for Breastfeeding Support, Debbie Regan, RNC, IBCLC: A discussion of The common threads that breastfeeding support professionals encounter, Who and Where are the people providing breastfeeding support in Louisiana?, Definition of Coalition, Association and Organization, How are these established and implemented?.
- 303:** Designing & Implementing Mother-to-Mother Support, Jolie Black Bear (*REPEATED 103*) : *An overview of the Breastfeeding USA volunteer education and support programs including:*
- *Education and Training; What it takes to become a Breastfeeding USA Breastfeeding Counselor*
 - *Continuing Education; Our volunteers never stop learning*
 - *Volunteer Support; Helping Breastfeeding Counselors provide mothers with evidence-based information and support*

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304: Geauxing Out of Our (Southern Comfort) Zone: Changing a Cultural Norm in Louisiana Through Coalitions, Marci Asling, Ary Deaton, Mindy Glenn, Courtney Reger, Evelyn Landry: Breastfeeding coalitions are critical to the success of The Surgeon General's Call to Action. In this session we will explore the roles and structure of breastfeeding coalitions in Louisiana and their main activities and goals. We will also discuss going out of your comfort zone and getting involved with your state and local coalition.

12:15-1:15 PM Award Luncheon ~ Stretch Break

1:30 - 2:30 PM Friday Afternoon Breakouts

- 401:** Teen Scene ~ Breastfeeding Queen, Pam Helmstetter, RN, LCCE, CLC (REPEATED 201): In targeting specific issues surrounding adolescents and lactation, one must consider demographics, and physical/emotional/social obstacles these young ladies face every day. In conjunction with the teen moms @ a New Orleans public high school's TAPPT program, we will explore strategies to impact this population effectively.
- 402:** Anesthesia and Analgesia in Breastfeeding Mothers, Rebecca Saenz, MD, IBCLC, FABM, LLL and Joseph M. Saenz, MD (REPEATED 102): In this session, presenters will review commonly used drugs for labor analgesia and Cesarean section anesthesia, as well as drugs used for other common procedures that may be necessary in breastfeeding mothers. We will use the Academy of Breastfeeding Medicine protocol #15 as our framework.
- 403:** Life Course Theory and Social Determinants of Health, Melissa Vickers, MEd, IBCLC, (REPEATED 203): The U.S. Maternal and Child Health Bureau (MCHB), in an effort to improve the health and well-being of women and children in this country, is integrating Life Course Theory (LCT) and Social Determinants of Health (SDH) into its strategic planning. LCT is a "conceptual framework" that looks at populations over time and tries to identify multidisciplinary factors that affect health and wellness. Rather than focusing on tackling specific diseases as a means to health, LCT looks at environmental, genetic, and community-based factors to address health disparities and improve health and wellness by looking at events and circumstances across the age groups. Built on 4 key concepts (timeline, timing, environment, and equity), LCT/SDH addresses health issues from a multi-disciplinary approach. Breastfeeding can play a key role in improving the health and wellbeing of all women and children, and lactation consultants and other breastfeeding advocates can partner with a variety of state and local groups/agencies/individuals to help accomplish these goals.
- 404:** The Business Case for Doula, Maranda Nybo, Leader, Doula, IBCLC (REPEATED 204): An overview of the role of a doula, how doulas and IBCLCs can work together to ensure optimal breastfeeding outcomes.

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2:45-4:00 PM General Session 7: Breastfeeding 2.0: Law and Ethics in Providing Breastfeeding Support Using the Internet, Jake Marcus, JD: Social Media creates more opportunity to provide breastfeeding support to a wider audience of women. However, improper use of websites, Facebook, Twitter and other Internet fora also endanger privacy, risk violating ethical rules and require different safeguards. This session will explore best practices in lay and professional Internet conduct.

4:15-5:00 PM Closing Session: Evaluations/wrap up/door prizes

Please Drive Home Safely!

We will look forward to seeing you again next year.

For More Information

To learn more about the conference, please contact:
Laura Goodwin-Wright LLGWright@aol.com 601-566-0201

Additional information and a copy of the registration brochure are also available online at

www.breastfeedingthegoldstandard.org

Seminar Planning Committee

Christy Bromley, RN
Camille Foretich, LLLL, IBCLC, RLC, CHES
Nicole L. Fox, BSN, RNC, IBCLC, RLC, LLLL
Mindy Glenn, RN, CLC, CPST
Laura Goodwin-Wright, BA, LLLL, IBCLC, RLC
Kathy Juve, RN, BSN, IBCLC, RLC, LLLL
Evelyn Landry, RN, BSN, IBCLC, RLC, LLLL
Linda McGrath, PhD, LLLL, CHES, IBCLC, RLC
Vincent R. McGrath, EdD, Professor Emeritus
Maranda Nybo, LLLL, CPST, IBCLC, RLC
Debbie Regan, RNC, IBCLC, RLC
Becky Saenz MD, IBCLC, RLC, FAMB
Marcella Snow, BSN, RN, IBCLC, RLC, LLLL
Bethany Willis, LLLL, IBCLC, RLC
Karen Zeretzke, LLLL, MEd, IBCLC, RLC

First Name: _____
Last Name: _____
Home Address: _____
City: _____ **State:** _____ **Zip:** _____
Home Phone: _____ **E-Mail:** _____
Employer/Organization Name: _____
Title: _____

____ Check here if you have a disability and may require accomodation to fully participate.

Please indicate need: _____

Please check ALL applicable credentials:

MD <input type="checkbox"/>	RN <input type="checkbox"/>	LPN <input type="checkbox"/>	LNM <input type="checkbox"/>	Other: <input type="checkbox"/>
RD <input type="checkbox"/>	LD <input type="checkbox"/>	IBCLC <input type="checkbox"/>	LLLL <input type="checkbox"/>	
PharmD <input type="checkbox"/>	LSW <input type="checkbox"/>	Doula <input type="checkbox"/>	WIC BF <input type="checkbox"/>	

Registration Costs (CHECK ONE)

Healthcare Provider Rate:
 _____ \$300 **Full Seminar:**
 _____ \$125 **Wednesday Only**
 _____ \$175 **Thursday Only**
 _____ \$150 **Friday Only**

Reduced Rate: (CHECK ONE)

The following reduced rate is available for these eligible attendees:

La Leche League Leaders and Leader Applicants, Students (with valid student ID),
 WIC Breastfeeding Program **Part-Time** Staff - (PCs, LSs, IBCLCs)
 and/or general public (non-healthcare providers) not requiring continuing education credit.

LLLL LA PC LS IBCLC Student GP

Group/Clinic location/School Name: _____ (required for discounted rate) ID#: _____

_____ \$250 **Full Seminar:**
 _____ \$75 **Wednesday Only**
 _____ \$125 **Thursday Only**
 _____ \$100 **Friday Only**

Lagniappe

Breakfast Tickets \$15 indicate # _____

Please note, the lines below are for EXTRA lunches, not for the lunch with is included with registration

Extra Lunches: ____ @ 30 = ____ indicate number veg/meat below

Thursday Luncheon				Friday Luncheon			
indicate #	Vegetarian	indicate #	Meat	indicate #	Vegetarian	indicate #	Meat

Run/Walk: _____ @ \$25.00 = _____

Number Speaker Dinner: _____ @ \$50.00 = _____

Book Total from page 4: _____

Add Registration, Breakfast, Extra Meals, Books, Run/Walk **Amount Due:** _____

Payment Info:

Make Checks Payable to: **Breastfeeding: The Gold Standard**
 If paying by credit card: (check appropriate box)
 Visa Master Card American Express Discover
 Card number: _____
 Expiration Date: _____ Name on Card: _____
 Authorizing Signature: _____

Breastfeeding: The Gold Standard

March 21-23, 2012

Attendee Name: _____

Session Information:

Please check the box corresponding to **ALL** sessions you plan to attend.

Please be sure to indicate **Fish, Vegetarian** or **Meat** for **each** meal you plan to attend.

Wednesday 3/21			
Breastfeeding Awareness Run/Walk			
<input type="checkbox"/>	G1	US Law	
<input type="checkbox"/>	G2	Ambivalence	
Optional Evening Sessions			
<input type="checkbox"/>	O1	Nurture Broken Heart	
<input type="checkbox"/>	O2	Peer Study	

Thursday 3/22			
<input type="checkbox"/>	E1	Milk Production/Intake	
<input type="checkbox"/>	G3	Public Accommodations	
Break out Sessions (Choose ONE)			
<input type="checkbox"/>	101	<input type="checkbox"/>	102
<input type="checkbox"/>	103	<input type="checkbox"/>	104
Luncheon	<input type="checkbox"/>	Fish	<input type="checkbox"/>
		Veg	<input type="checkbox"/>
			Meat
Break out Sessions (Choose ONE)			
<input type="checkbox"/>	201	<input type="checkbox"/>	202
<input type="checkbox"/>	203	<input type="checkbox"/>	204
<input type="checkbox"/>	G4	Workplace Pumping	
<input type="checkbox"/>	G5	Using Technology	
Optional Dinner with Speakers			
<input type="checkbox"/>	Dinner	\$50.00	

Friday 3/23			
<input type="checkbox"/>	E2	Working Mothers	
<input type="checkbox"/>	G6	Domestic Violence	
Break out Sessions (Choose ONE)			
<input type="checkbox"/>	301	<input type="checkbox"/>	302
<input type="checkbox"/>	303	<input type="checkbox"/>	304
Luncheon	<input type="checkbox"/>	Fish	<input type="checkbox"/>
		Veg	<input type="checkbox"/>
			Meat
Break out Sessions (Choose ONE)			
<input type="checkbox"/>	401	<input type="checkbox"/>	402
<input type="checkbox"/>	403	<input type="checkbox"/>	404
<input type="checkbox"/>	G7	Breastfeeding 2.0	

Continuing Education Units:

Please check the continuing education units you require:

CHES	<input type="checkbox"/>	CERP	<input type="checkbox"/>	CEU			
				RD	OT	RN	

Breastfeeding: The Gold Standard Award of Excellence
Would you like to nominate someone from your community who has made a significant contribution in protecting and promoting breastfeeding?
Submit nominations to: Laura@BreastfeedingTheGoldStandard.org No later than March 1, 2011

Mail registration form and payment to: Breastfeeding: The Gold Standard Laura Goodwin-Wright 104 Camellia Circle Hattiesburg, MS 39401-7535
--

Make checks payable to: Breastfeeding: The Gold Standard
--

For more information, call/e-mail: Laura 601-566-0201 LLGWright@aol.com Online registration is available: http://www.breastfeedingthegoldstandard.org/
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Registration and Refund Policy: Please note session choices will not be entered until full registration payment is received. Refunds (less \$25 processing fee) will be processed AFTER conference if written request received no later than March 2, 2012.
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Attendee Name: _____

Preorder Book Form

Qty	Title	Amount:
	Printed Syllabus (in 3-ring binder)= \$50.00	
	Syllabus on Flash Drive = \$15.00	
	Balancing Breast and Bottle; Peterson & Harmer= \$21.95	
	Best Medicine: Human Milk in the NICU; Wight, Morton, & Kim= \$32.95	
	Breastfeeding & Diseases; Buescher, & Hatcher = \$24.95	
	Breastfeeding and Human Lactation, 4th Edition; Riordan & Wambach= \$124.95	
	Breastfeeding and Natural Child Spacing, The Ecology of Natural Mothering; Kippley= \$14.95	
	Breastfeeding Answers Made Simple, Mohrbacher, = \$79.95	
	Breastfeeding Atlas, Wilson-Clay= \$59	
	Breastfeeding in Combat Boots, Roche-Paull= \$29.95	
	Breastfeeding Made Simple: Seven Natural Laws for Nursing Mothers; Mohrbacher, Kendall-Tackett= \$18.95	
	Breastfeeding Management for the Clinician: Using the Evidence, Walker= \$72.95	
	Breastfeeding Mother's Guide to Making More Milk, West= \$17.95	
	Breastfeeding: A Guide for the Medical Professional, Lawrence= \$96.95	
	Breastfeeding: An Illustrated Guide To Diagnosis and Treatment; Both, Frischknecht= \$59.95	
	Breastfeeding: Mom and I Can Do That DVD, Cox= \$49.95	
	Clinical Therapy in Breastfeeding Patients; Hale, Berens= \$29.95	
	Clinician's Triage Tool= \$2.00	
	Clinics In Human Lactation: Altering Hospital Maternity Culture: Current Evidence for the Ten Steps to Successful Breastfeeding, Cox= C134	
	Breastfeeding after Breast and Nipple C133; West, Hirsch= \$18.95	
	Breastfeeding the Late Preterm Infant, Walker= \$18.95	
	History and Assessment: It's All in the Details, Altman= \$18.95	
	How Breastfeeding Protects Maternal Health Throughout the Lifespan, Groer & Kendall-Tackett= \$18.95	
	Mentoring Our Future. Altman= \$18.95	
	The Nipple and Areola in Breastfeeding and Lactation, Walker= \$18.95	
	NonPharmacologic Treatments for Depression, Kendall-Tackett= \$18.95	
	Colic Solved: The Essential guide to Infant Reflux and the Care of Your Crying, Difficult-to-Soothe Baby, Vartabedian= \$13.95	
	Complementary and Alternative Medicine in Breastfeeding Therapy, Lee= \$19.95	
	Comprehensive Lactation Consultant Exam Review, Third Edition, Smith= \$78.95	
	Continuity of Care in Breastfeeding: Best Practices in the Maternity Setting; Cadwell, Turner-Maffei= \$58.95	
	Core Curriculum for the Lactation Consultant Practice, Walker= \$84.95	
	Counseling the Nursing Mother, Fifth Edition A Lactation Consultant's Guide; Lauwers, Swisher= \$87.95	
	Defining Your Own Success: Breastfeeding After Breast Reduction, West= \$24.95	

Page Subtotal: _____

Attendee Name: _____

Preorder Book Form Continued

Total from Page 3: _____

Qty	Title	Amount:
	Doulas' Guide to Birthing Your Way; Mallak, Bailey=\$21.95	
	Hale & Hartmann's Textbook of Human Lactation; Hale, Hartmann=\$89.95	
	Hidden Feelings of Motherhood, Kendall-Tackett=\$14.95	
	Human Milk in the NICU: Policy into Practice, Arnold=\$68.95	
	Impact of Birthing Practices on Breastfeeding, Second Edition, Smith=\$61.95	
	Interaction and Relationships in Breastfeeding Families, Epstein-Gilboa=\$34.95	
	Introduction to Biological Nurturing, An; Colson=\$19.95	
	Keep the Fires Burning: Conquering Stress and Burnout as a Mother-baby Professional, Jones=\$19.95	
	The Latch and Other Keys to Successful Breastfeeding; Newman, Pitman=\$24.95	
	Legal & Ethical Issues for the IBCLC, Brooks=\$52.95 * (Pre-order will ship to you when available from publisher in late April or early May!)	
	Little Green Book of Breastfeeding Management, 5 th ed., Hertz=\$10.00	
	Lullaby Massage: Rhyme & Touch Massage for Infants and Children, Hart=\$14.95	
	New Insights into Vitamin D During Pregnancy, Lactation, & Early Infancy; Wagner, Taylor, Hollis=\$24.95	
	Nonprescription Drugs for the Breastfeeding Mother, Nice=\$19.95	
	Passionate Journey: My Unexpected Life= \$19.95	
	Postpartum Depression At A Glance, Kendall-Tackett=\$9.95	
	The Problem with Breastfeeding: a Personal Reflection, Akre=\$19.95	
	Regulating Infant Formula, Kent=\$18.95	
	Selecting and Using Breastfeeding Tools, Watson Genna=\$32.95	
	Six Mothers Six Stories of disability, Wilson=\$18.95	
	Sleeping with Your Baby, A Parent's Guide to Cosleeping, McKenna=\$14.95	
	Spanish for Breastfeeding Support; Glick, Lieberman=\$39.95	
	Start Here: Breastfeeding and Infant Care with Humor and Common Sense, McCue=\$17.95	
	Supporting Sucking Skills in Breastfeeding Infants 2 nd ed., Watson-Genna=\$65.95	
	Tongue Tie: Morphogenesis, Impact, Assessment and Treatment, Hazlebaker=\$52.95	
	Womanly Art of Breastfeeding, The=\$20.00	
	Working Without Weaning: a Working Mother's Guide, Berggren=\$24.95	

Book Order Total (Add in page 1 total)

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