The Eighteenth Annual
Breastfeeding: The Gold Standard
The Dyad, Public Health, and Policy

Featuring:
- Marsha Walker, RN, IBCLC
- Donna W. Logan, MS, RD, IBCLC

Wednesday - Friday, April 15 - 17, 2015
The Natchez Grand Hotel and Natchez Convention Center
111 South Broadway Street,
Natchez, MS

Sponsored by:
La Leche League of Alabama, Mississippi and Louisiana
The eighteenth annual "Breastfeeding: The Gold Standard" conference is an opportunity to hear 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 Natchez Grand Hotel and Natchez Convention Center, 111 South Broadway Street, Natchez, MS and provides three days of excellent presentations by Marsha Walker, RN, IBCLC, Donna W. Logan, MS, RD, IBCLC, Kathryn Shoalmire, B.S., J.D., IBCLC, Susan Spencer, MSN, RNC-OB, IBCLC, 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. Attendees may wish to bring a baby monitor which they can leave in session rooms to enable them to hear the presentation if they must leave the room. 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 catalog, 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
*The syllabus will be provided online for download at no charge to all participants.* A limited number of printed copies will also be available for $75. Please pre-order to guarantee availability. This year we will also offer the syllabus on a flash drive available as a pre-order item only for $15. You may also order a CD copy of the syllabus for $5. **All orders for flash drives and printed syllabi must be received no later than April 1, 2015.**

Disclosure Statement
It is the policy of La Leche League International to disclose to the audience the relationship between the speakers and the proprietary entities which provide support to the conference or are discussed within the context of a presentation.

Speaker Disclosures
The following speakers have indicated that they have the following relationship(s) to disclose: (none)

*Bring your previous year’s Gold Standard name badge holder to registration to help us keep costs down.*
Continuing Education
Approved for [30.5] CERPs from IBLCE through a providership with LLL Alliance for Breastfeeding Education.

This activity has been submitted to the Mississippi Nurses Foundation, Inc for approval to award contact hours.
The Mississippi Nurses Foundation, Inc is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center’s Commission on Accreditation.

“Sponsored by LLL of ALMSLA, a designated provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc. This program is designated for Certified Health Education Specialists (CHES) and/or Master Certified Health Education Specialists (MCHES) to receive up to 17 total Category I continuing education contact hours. Maximum advanced-level continuing education contact hours available are 14.” AEP #4667

Registered Dieticians (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 hours 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. You may also purchase extra lunch tickets for anyone accompanying you. There is NOT a restaurant available in the hotel, but there are several options nearby.

Meeting Site
“Breastfeeding: The Gold Standard” is being held at the Natchez Grand Hotel & Suites, located at 111 South Broadway Street in Natchez, MS. It is located right on the river. The hotel offers; Complimentary Hot Breakfast Daily, a Small Pool & Fitness Center, a Business Center with Wireless High Speed Internet, Massages (available by appointment), and Secured, on-site parking for all registered guests. A block of rooms at a special price has been reserved for conference attendees. Use code BTGS and book your room early. They will sell out! The room block is available until March 15, 2015 or until the block sells out. Reservations can be made by calling the Natchez Grand at 601-446-9994 or 1-866-488-0898. Please identify yourself as a participant of the Breastfeeding: The Gold Standard Conference. Check-in time is 4 p.m.

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

Parking
The Natchez Grand Hotel & Suites has free, Secured, on-site parking. The Natchez Convention Center also offers free parking.

Refund Policy
Written cancellations received by April 1, 2015, will be granted subject to a $50 processing fee. **There will be no refunds granted after this date.** Attendees are encouraged to send a substitute if they cannot attend. Please call Laura @ (601) 566-0201 and notify her if sending a substitute.

Transportation
The Natchez Grand Hotel & Suites is easily accessible by car.

Natchez has convenient four-lane highway access in a number of directions. Highways 61, 84 and 98 intersect the city and connect it to Baton Rouge, Jackson, Memphis, Mobile and Monroe. Interstate 55 is 60 miles east of the city via Highway 84.

The Natchez Trace Parkway offers a scenic route to the city. This national park byway winds through Mississippi, Tennessee and the northwest corner of Alabama.

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

Bethany Byrd: Bethany is an internet marketing specialist living in Laurel, Mississippi, and the creator of the "Own Your Hill" Inbound Marketing system. "I love small-town small businesses and I'd love to help yours." I’m a life-long resident of Laurel, MS, a loving wife, devoted mommy to two perfect little girls and completely, irreversibly obsessed with helping small town entrepreneurs tell their story. I’ve been featured on marketing blogs and podcasts all over the country for my belief that the small-town guys can not only use the techniques the big guys have mastered, but can absolutely own their local markets and build relationships beyond anything possible with traditional media. I am a speaker, author and proud geek – but most of all, I am a believer in doing big things in the smallest places.

Julia Bourg RN, BSN, IBCLC, RLC

Julia Bourg, BSN, RN, IBCLC is a clinical research specialist with the Carolina Global Breastfeeding Institute (CGBI) in the department of Maternal and Child Health at the Gillings School of Public Health, UNC-Chapel Hill. In this role, she is functioning as a Breastfeeding Specialist coaching 50 of the 100 hospitals recruited nationally into EMPower Breastfeeding Initiative with the ultimate goal of achieving Baby-Friendly Designation. She is an elected member of the steering committee of the Louisiana Breastfeeding Coalition and served as a co-leader of the statewide clinical task force for the Gift-Cofective Breastfeeding initiative in the state of Louisiana. Julia is a Registered Nurse and International Board Certified Lactation Consultant. She began her nursing career in maternity services specializing in Maternal-Newborn and Neonatal Intensive Care. In her former role as Lead Lactation Consultant at Terrebonne General Medical Center in Houma, Louisiana, she and has led multiple change and quality improvement projects to progress breastfeeding awareness and outcomes in her hospital and community. After a 2 year journey led by Julia and her multidisciplinary team, Terrebonne General Medical Center officially became the one of the first hospitals in Louisiana to received Baby-Friendly Designation in August of 2014. She has since served on various expert panels as well as participated in professional speaking engagements to provide education and motivation related to Ten Step implementation. Julia’s efforts have gained national recognition including being featured in the CDC's 2014 Breastfeeding Report Card as well as being recognized professionally as Excellence as Nurse Educator by the Sigma Theta Tau International Honor Society of Nursing. She received her Bachelors of Science in Nursing from Louisiana State University.

Monicah Brumfield and Amanda Smith CD(DONA)

Monicah and Amanda are the owners of South Mississippi Birth and Breastfeeding Connection located in Hattiesburg, MS. They attend hospital births as doulas in the southern portion of the state and are active within the medical community in their area. Amanda is a certified birth doula through DONA International and Childbirth Educator. Monicah is a certified doula through New Beginnings, she is a Certified Lactation Specialist and a La Leche League Leader. They have provided doula support at
nine Mississippi hospitals and are actively attending four to five births a month. They also teach childbirth and breastfeeding classes in Hattiesburg and Jackson. And finally, these girls are proud to have a combined 131 months of personal breastfeeding experience.

**Jessica Maddox Evins BSN, RN, IBCLC**

Jessica Maddox Evins has been working in the field of maternal child nursing since 2004 and has been an IBCLC since 2009. She previously functioned as Executive Director of the Central Louisiana Breastfeeding Coalition, Inc. She was a founding member of the Louisiana Breastfeeding Coalition and is currently a member of their Steering Committee. She serves as the lead lactation consultant at Ochsner Medical Center - Baton Rouge. While there, the department has earned GIFT certification, been selected as the GIFT Above and Beyond Award recipient, and is currently in the final stage of the Baby Friendly Hospital Initiative. Jessica spends her free time wrangling her two wild boys Carter and Carson and hanging out with her husband Tom!

**Donna Logan, RD, LD, IBCLC**

Donna is a die, titian and board certified lactation consultant who has worked in the field of maternal, infant, and pediatric nutrition for over 20 years. She completed both an undergraduate degree in Nutritional Sciences and a post-graduate dietetic internship from Texas A&M University. She has worked with the Texas Cooperative Extension Service and as a consultant with Head Start and other community nutrition programs, but eventually found her calling working with a local WIC Peer Counselor Program. Almost twenty years later, after working in all levels of the WIC Program, she’s decided that she has the best job in the world with the University of Texas Health Science Center WIC Program in the Houston Medical Center where she trains nutrition professionals, breastfeeding peer counselors, and dietetic students in the areas of nutrition and breastfeeding. Donna has returned to school, where she is pursuing a Master’s of Science degree in Human Resource Development. Her private dietetics practice focuses on weight management and bariatrics. Donna was recently honored by the University of Texas’ School of Public Health as the 2012 and 2013 Outstanding Dietetic Preceptor. She is the proud mother of three breastfed boys, and is currently transitioning from a suburb soccer mom to inner-city empti-nester.

**Katrina Martin BA, MS, LS**

Katrina has a BA in Psychology and minor in pre-med from the University of Southern Mississippi, and has completed a Master’s from William Carey College. She got involved with LLL during her last pregnancy. She was trained in lactation services and worked as a lactation specialist for WIC. She has completed doula training. Katrina has collaborated with different organizations to help inform the public about the benefits of breastfeeding. Breastfeeding has been and still is a major part of her life. She mentors young moms about the importance of breastfeeding and helps them with obtaining services. Katrina researches to find ways to increase funding for different programs that deal with nutrition, public health; specifically breastfeeding.

**Anne Merewood PhD; MPH, IBCLC**

Dr. Merewood is Editor in Chief of the Journal of Human Lactation, an Associate Professor of Pediatrics at the Boston University School of Medicine, Associate Professor of Community Health Sciences at the BU School of Public Health, and Director of The Breastfeeding Center, Boston Medical

Center. She also directs the CHAMPS project, and serves as a Consultant to the Indian Health Service. Anne gained her undergraduate and PhD degrees at Cambridge University, England, and her Masters in Public health at the Boston University School of Public Health. She has published over 50 papers in the medical peer reviewed literature.

**Amy Ostheimer, BA, LLL, CLC, IBCLC, RLC**
Amy Ostheimer graduated from Nicholls State University with a Bachelors of Arts in Mass Communications, specializing in Public relations. Upon graduating from college, she moved to Washington DC and worked for a nonprofit children’s organization. After 3 years she moved back to Houma, Louisiana. She then met and married her husband, Arthur, and had 3 kids (9, 7, and 4 years old) whom she breastfed. While overcoming obstacles during her breastfeeding journey with her first child, she became extremely passionate about learning how to help others. It was while she was breastfeeding her second child that she decided to pursue leadership in La Leche League. She has been an active La Leche League Leader for 6 years. She has since earned her CLC and IBCLC, and is on Terrebonne General Hospital’s Baby Friendly Team as the mom and community outreach representative. She helped to cofound the hospital’s Lactation Peer Support, which she has been a volunteer for the past year and a half.

**Linda Pittman, RN, BSN, IBCLC**
Linda received her Diploma in Nursing from Gilfoy School of Nursing/Mississippi Baptist Hospital in Jackson, MS and her BSN from the University of South Alabama in Mobile, AL. Her nursing career spans over 45 years with experience in both Obstetrical and Newborn nursing. While spending time devoted to Lactation support in the NICU, she was instrumental in helping to develop policies and procedures for the use of mom's own milk for their premature infants and later helped set up guidelines for the use of human donor milk in the NICU at Mississippi Baptist Medical Center in Jackson, MS. For the past 5 years, she has worked with a dedicated group to start the Mothers’ Milk Bank of Mississippi. She serves as Executive Director of the Mothers' Milk Bank of Mississippi.

**Rebecca B. Saenz, MD, IBCLC, FABM**
Dr. Saenz graduated from UMC in 1990, and from UT Family Practice Residency at St. Francis Hospital in Memphis in 1993. She was Associate Professor of Family Medicine at UMC from 1994-2003. While there, she became an IBCLC in 1999, and a Fellow of the Academy of Breastfeeding Medicine in 2002. She operated the Mississippi Breastfeeding Medicine Clinic from 2003 - 2013. She served on the Board of Directors for the Academy of Breastfeeding Medicine from 2011-13. She currently serves as President of the Board of Directors for the Mothers' Milk Bank of Mississippi.

**Kathryn B. Shoalmire, BS, JD, IBCLC**
Kathy has been actively involved in supporting breastfeeding moms from pregnancy to weaning since 1998. She began as a WIC lactation specialist, became board certified in 2005, and recertified in 2010. She serves as the lactation consultant for Baptist Memorial Hospital- North MS in Oxford where she fosters the prenatal, in-patient and follow-up lactation services. Prior to a career supporting breastfeeding moms, Kathy had a 7 year career in politics, and a 12 year career in law related to accident reconstruction. She holds a BS from Mississippi State University and a JD from the University of Mississippi School of Law. Kathy has served the Oxford/Lafayette County and North Mississippi in countless ways both in leadership roles and supportive roles. She was an original
member of the North MS Breastfeeding Coalition and is a member of ILCA. She has a capacity to involve the community and muster support for almost anything she undertakes. Kathy is the mother of one child, Turner, who is a freshman at Ole Miss. He was breastfed for 16 months.

Susan Spencer, MSN, RNC, IBCLC: This year Mrs. Spencer will celebrate the 39th anniversary of her BSN from the University of Southern Mississippi. She holds the MSN degree from the University of Texas, certification in Inpatient Obstetrics, Fetal Monitoring and International board of lactation. For more than 3 decades Mrs. Spencer has practiced nursing in the obstetrical setting at locations across the United States. She has coordinated care for obstetrical patients in the inpatient setting since 1975. After recognizing that those infants who were placed skin to skin in the first hour were able to accomplish the first feed during that hour and that it promoted more successful breastfeeding outcomes, Susan was instrumental in establishing skin to skin in the first hour as the routine in care of the normal newborn at Mother Frances Hospital in Tyler, Texas. It was this concept that became a master’s thesis for Susan, The Important First Hour of Life.

Subsequently she became director of women’s services at Baptist Memorial Hospital Golden Triangle in Columbus, Mississippi and developed this practice here. Through education and involvement of staff and providers the staff has embraced the practice at BMH Golden Triangle. The practice has expanded to include a multidisciplinary understanding of lactation which involves the community. She has made multiple appearances in local media and continues to seek opportunities to spread the message in the community, promoting long term and widespread breastfeeding success in the community. She is an active member of AWHONN, ILCA, NANN, ACOG professional organizations and serves on the Board of Directors for North Mississippi Breastfeeding Coalition. Susan has two adult children who were successfully breastfed for over a year with support from nurses in Northern California who were strong breastfeeding advocates.

Marsha Walker, RN, IBCLC: Marsha is a registered nurse and international board certified lactation consultant. She has been assisting breastfeeding families in hospital, clinic, and home settings since 1976. Marsha is the executive director of the National Alliance for Breastfeeding Advocacy: Research, Education, and Legal Branch (NABA REAL). As such, she advocates for breastfeeding at the state and federal levels. She served as a vice president of the International Lactation Consultant Association (ILCA) from 1990-1994 and in 1999 as president of ILCA. She is the chair of the Massachusetts Breastfeeding Coalition, a board member of the US Lactation Consultant Association, and Baby Friendly USA, USLCA’s representative to the USDA’s Breastfeeding Promotion Consortium, and NABA REAL’s representative to the US Breastfeeding Committee. Marsha is an international speaker, and an author of numerous publications including ones on the hazards of infant formula use, Code issues in the US, and Breastfeeding Management for the Clinician: Using the Evidence.
Wednesday, April 15, 2015

2:30 PM – 4:00 PM  Registration

4:00 PM – 5:30 PM  General Session 1:  Improving Maternity Care Practices: Raising Your mPINC Score, Marsha Walker, RN, IBCLC.
In 2007, all US birthing facilities received a survey from the CDC asking questions regarding maternity care feeding practices and policies related to breastfeeding. In 2008, the CDC sent facility-specific scores to responding hospitals assigning them a score based on how close they came to evidence-based best practices. This talk covers how to use your facility’s score as a tool to create a more supportive environment for breastfeeding families. (1.5 L)

5:30 pm – 7:00 PM  Free Time: Hotel Check-In, Dinner On Own

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

O1: Breastfeeding and Employment, Marsha Walker, RN, IBCLC.
Participants will be able to discuss the legislative and employer environment for breastfeeding employees and breastfeeding management for employed mothers (2.0 L)

O2: Power Funnel, Bethany Byrd
Breastfeeding mothers and the spouses that support them are actively seeking connection online. They are active everywhere from online communities to social media and beyond. The problems and struggles they face are unique and important and they are seeking both understanding and solutions from medical professionals. With the right website strategy and tools in place your practice can begin to attract and engage with this powerful group. (2.0 R)
Thursday, April 16, 2015

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

6:30 AM-8:00 AM  Registration

7:00 AM-8:00 AM  Early Bird 1: Change for the Better and Change for Good!
Donna W. Logan, MS, RD, IBCLC
Why is it that breastfeeding counselors sometimes feel as if they are the only ones involved in breastfeeding promotion and support? Research shows that when healthcare personnel have access to breastfeeding specialists, personal commitment to breastfeeding increases but personal involvement in breastfeeding activities decreases. Session participants learn how to encourage others to readily adopt and practice effective breastfeeding support activities. Additionally, attendees will find strategies and develop skills to help overcome individual and organizational resistance to change. With some new information and practical tips, breastfeeding counselors can help colleagues and coworkers confidently use the breastfeeding knowledge and skills they receive in training. (1.0 L)

8:15 AM-9:45 AM  General Session 2: Birth Interventions and Breastfeeding,
Marsha Walker, RN, IBCLC.
Learn about the effects of perinatal medications on breastfeeding behaviors, how to identify the adverse effects of common caretaking practices on the newborn, and how to design and implement breastfeeding interventions to offset adverse effects of birth practices. (1.5 L)

10:00 AM – 11:00 AM  Thursday Morning Breakout Sessions:

101: A Model for Successful Lactation, Kathryn Shoalmire, B.S., J.D., IBCLC. Recent estimates suggest that 80% of pregnant women want to breastfeed but most quit before reaching their self proclaimed goal. Factors that influence lactation failure can often be mitigated with strategic planning on the part of the lactation expert. Empowering the breastfeeding mom should be the role of every lactation expert. (Repeated as 301) (1.0 R)

102: Policy to Actions: Mastering the Behaviors, Susan Spencer, MSN, RNC-OB, IBCLC. Utilizing a practical application method, this session will focus on the indications for scripting to better educate families about breastfeeding and the importance of exclusive breastfeeding during the inpatient postpartum period. Key content that will be covered includes: fetal development, transition expectations at birth, gastric capacity, as well as impact of the environment on transition, special consideration will be given to identification of barriers
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2015
to breastfeeding in the mother/infant dyad. Patient outcomes are enhanced when nurses understand the implications of anatomy and physiology in the neonate as well as milk production. The target audience for this session includes bedside nurses in the obstetrical setting, lactation consultants, WIC counselors, and advanced practitioners. Participants should have a basic understanding of fetal development, transition of the neonate and initiation of breastfeeding. (Repeated as 302) (1.0 R)

103: Baby Friendly Designation: Identifying Barriers and Overcoming Obstacles, Jessica Evins, BSN, RN, IBCLC, & Julia Bourg RN, BSN, IBCLC, RLC. Despite national recommendations for maternity care facilities to engage in extensive quality improvement efforts in order to address poor breastfeeding outcomes, only approximately 10.5% of all US Hospitals have achieved Baby-Friendly Designation with the majority of these hospitals located in the Northeast and Northwest Regions. The Southeast Region of the US has the lowest number of Baby-Friendly Designated facilities and consequently the lowest breastfeeding rates in the nation. Many maternity care facilities report being overwhelmed with Ten Step Implementation as well as the Baby-Friendly Designation Process. In recognizing this, many facilities also have misconceptions of what Baby-Friendly Designation means for their patients, staff, and their organization. This session will provide insightful information surrounding Baby-Friendly processes and Ten-Step Implementation by dispelling myths, discussing successful strategies to overcome common barriers, and giving hospitals tools and motivation to develop their own action plans to implementation. (Repeated as 303) (1.0 L)

104: Newborn Transition: Postpartum Newborn Policies and the Breastfeeding Relationship, Amanda Smith CD(DONA) & Monicah Brumfield. The first hour after birth is the most crucial time for mother and baby to not only bond, but also to initiate and establish their breastfeeding journey. We will examine current, routine hospital newborn postpartum policies and procedures and the impact they have on the establishment of breastfeeding. The outdated and unnecessary newborn care policies can be modified to reflect a positive transition period for baby if implemented properly. (Repeated as 404) (1.0 L)

11:00 AM-1:00 PM: Luncheon ~
12:30 PM-1:00 PM: L1: Coming Out. Bethany Byrd. Fear plays an important role in the way we engage and interact with everyone in our lives. Research shows that the fear of being vulnerable to a deeper connection drives many of us to lash out or retreat into ourselves. By focusing on vulnerability and authenticity, you can transform the way
patients view you and your practice and establish deeper, more intimate relationships with those you serve. (.5 R)

1:00 PM – 2:00 PM: Thursday Afternoon Breakout Sessions:

201: Use of Hospital Volunteer Programs to Establish Breastfeeding Peer Support, Drive Community Collaborations, and Facilitate Growth of New Lactation and Healthcare Professionals, Julia Bourg RN, BSN, IBCLC, RLC & Amy Ostheimer, BA, LLL, CLC, IBCLC, RLC. Evidence cites peer and community support as an essential part of improved breastfeeding outcomes. Understaffed, hospital- based lactation programs often struggle with meeting the complex counseling demands of breastfeeding dyads during very abbreviated and busy hospital stays. Additionally, there is more pressure for hospital based programs to engage in breastfeeding quality improvement and as well as facilitate community collaboration and support. This session focuses on the effectiveness of using a hospital based Lactation Volunteer Program to establish peer and community connections amongst breastfeeding patients. The program has been successful in improving inpatient support as well as connections with community resources such as WIC and La Leche League after hospital discharge. This creative and innovative program is a cost effective way that can help meet the growing demands of Lactation Professionals and the needs of patients. As a result, patient satisfaction has increased as well as discharge support as evidenced by increased participation in outpatient support groups and resources. Recruitment of new volunteers focuses on mentorship opportunities for women interested in pursuing careers in lactation, healthcare, as well as public health, or just wants to further self fulfillment through lactation support which expands knowledge and improves outcomes. (Repeated as 401) (1.0 R)

202: Milk Banking in Mississippi, Linda Pittman, RN, BSN, IBCLC, & Rebecca B. Saenz, MD, IBCLC, FABM. An overview of what human milk banking is and why Mississippi needs a milk bank. (Repeated as 402) (1.0 L)

203: The Good, the Bad, the Ugly: A look into ethnic disparities in breastfeeding, Katrina Martin BA, MS, LS. The psychological benefits of breastfeeding. The misinformation/miscommunication that creates disparities across ethnic groups. Public policy and breastfeeding. (Repeated as 403) (1.0 R)

204: Systemic approaches to raising breastfeeding rates and the CHAMPS initiative, Anne Merewood PhD; MPH, IBCLC.
Background: In the US, exclusive breastfeeding rates are lowest in those populations that would most benefit from human milk. In addition to many traditionally cited barriers in underprivileged communities, systemic barriers and expectations can also pose problems.

Methods: Systemic approaches at the hospital and community level can improve breastfeeding rates where this is most needed. Community input as well as change at the hospital level is needed at all levels.

Outcome: CHAMPS (Communities and Hospitals Advancing Maternity Practices) is one solution that is currently being rolled out in the southern states of Mississippi, Tennessee, Louisiana, and Texas. This presentation will explain the rationale behind CHAMPS, describe ways in which hospitals and community supporters can become involved.

(Repeated as 304) (1.0 R)

2:15 PM–3:45 PM General Session 3: Formula Supplementation of the Breastfed Infant: Assault on the Gut Microbiome, Marsha Walker, RN, IBCLC. The pressure for breastfeeding mothers to supplement with formula has escalated with the recent publication of a paper claiming that formula supplementation in the hospital increases breastfeeding duration and the simultaneous appearance of a new formula specifically labeled for breastfeeding supplementation. This hardly seems a coincidence! This presentation is designed to deconstruct claims that formula increases breastfeeding duration, examine the new formula, and explore the potential hazards and side effects of early formula supplementation. (1.5 L)

4:00 PM – 5:30 PM General Session 4: Delayed Lactogenisis: The Waiting Game, Marsha Walker, RN, IBCLC. This session will explore the causes of delayed lactogenesis II and breastfeeding management guidelines for delayed lactogenesis II. (1.5 L)

5:30 PM-7:00 PM Free Time

7:00PM -9:00 PM Dinner
Dinner on your own and exploring Natchez.

OR
Dinner with the Speakers @ $55.00/person

Friday, April 17, 2015

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

6:30 AM-8:00 AM  Registration

7:00 AM-8:00 AM  *Early Bird 2: Go for the Goal! Helping moms set and reach their breastfeeding goals,* Donna W. Logan, MS, RD, IBCLC. Despite initiating breastfeeding, the majority of women do not breastfeed as long as they thought they would. Find out how to help moms set and reach their breastfeeding goals. This interactive session gives practical, evidenced-based information on goal-setting, motivation and counseling strategies. Participants leave the session with not only useful tips and suggestions for improving their breastfeeding counseling, but they’ll also practice skills which can help them reach their own personal and professional goals. (1.0 R)

8:15 AM-9:45 AM  General Session 5: Breastfeeding the Late Preterm Infant, Marsha Walker, RN, IBCLC. This offering reviews the vulnerabilities of the late preterm infant (34-37 weeks) and offers specific guidelines for breastfeeding these babies and protecting the mother’s milk supply. (1.5 L)

9:45 AM-10:00 AM  Break

10:00 AM-11:00 AM  Friday Morning Breakout Sessions:

301: *A Model for Successful Lactation,* Kathryn Shoalmire, B.S., J.D., IBCLC. Recent estimates suggest that 80% of pregnant women want to breastfeed but most quit before reaching their self proclaimed goal. Factors that influence lactation failure can often be mitigated with strategic planning on the part of the lactation expert. Empowering the breastfeeding mom should be the role of every lactation expert. (Repeated from 101) (1.0 R)

302: *Policy to Actions: Mastering the Behaviors,* Susan Spencer, MSN, RNC-OB, IBCLC. Utilizing a practical application method, this session will focus on the indications for scripting to better educate families about breastfeeding and the importance of exclusive breastfeeding during the inpatient postpartum period. Key content that will be covered includes: fetal development, transition expectations at birth, gastric capacity, as well as impact of the environment on transition, special consideration will be given to identification of barriers to breastfeeding in the mother/infant dyad. Patient outcomes are enhanced when nurses understand the implications of anatomy and physiology in the neonate as well as milk production. The target audience for this session includes bedside nurses in the obstetrical
setting, lactation consultants, WIC counselors, and advanced practitioners. Participants should have a basic understanding of fetal development, transition of the neonate and initiation of breastfeeding.
(Repeated from 102) (1.0 R)

303: Baby Friendly Designation: Identifying Barriers and Overcoming Obstacles, Jessica Evins, BSN, RN, IBCLC, & Julia Bourg RN, BSN, IBCLC, RLC. Despite national recommendations for maternity care facilities to engage in extensive quality improvement efforts in order to address poor breastfeeding outcomes, only approximately 10.5% of all US Hospitals have achieved Baby-Friendly Designation with the majority of these hospitals located in the Northeast and Northwest Regions. The Southeast Region of the US has the lowest number of Baby-Friendly Designated facilities and consequently the lowest breastfeeding rates in the nation. Many maternity care facilities report being overwhelmed with Ten Step Implementation as well as the Baby-Friendly Designation Process. In recognizing this, many facilities also have misconceptions of what Baby-Friendly Designation means for their patients, staff, and their organization. This session will provide insightful information surrounding Baby-Friendly processes and Ten-Step Implementation by dispelling myths, discussing successful strategies to overcome common barriers, and giving hospitals tools and motivation to develop their own action plans to implementation.
(Repeated from 103) (1.0 L)

304: Systemic approaches to raising breastfeeding rates and the CHAMPS initiative, Anne Merewood PhD; MPH, IBCLC. Background: In the US, exclusive breastfeeding rates are lowest in those populations that would most benefit from human milk. In addition to many traditionally cited barriers in underprivileged communities, systemic barriers and expectations can also pose problems. Methods: Systemic approaches at the hospital and community level can improve breastfeeding rates where this is most needed. Community input as well as change at the hospital level is needed at all levels. Outcome: CHAMPS (Communities and Hospitals Advancing Maternity Practices) is one solution that is currently being rolled out in the southern states of Mississippi, Tennessee, Louisiana, and Texas. This presentation will explain the rationale behind CHAMPS, describe ways in which hospitals and community supporters can become involved.
(Repeated from 204) (1.0 R)
1:00 PM – 2:00 PM:

**Friday Afternoon Breakout Sessions:**

**401: Use of Hospital Volunteer Programs to Establish Breastfeeding Peer Support, Drive Community Collaborations, and Facilitate Growth of New Lactation and Healthcare Professionals**, Julia Bourg RN, BSN, IBCLC, RLC, & Amy Ostheimer, BA, LLL, CLC, IBCLC, RLC. Evidence cites peer and community support as an essential part of improved breastfeeding outcomes. Understaffed, hospital-based lactation programs often struggle with meeting the complex counseling demands of breastfeeding dyads during very abbreviated and busy hospital stays. Additionally, there is more pressure for hospital-based programs to engage in breastfeeding quality improvement and as well as facilitate community collaboration and support. This session focuses on the effectiveness of using a hospital based Lactation Volunteer Program to establish peer and community connections amongst breastfeeding patients. The program has been successful in improving inpatient support as well as connections with community resources such as WIC and La Leche League after hospital discharge. This creative and innovative program is a cost effective way that can help meet the growing demands of Lactation Professionals and the needs of patients. As a result, patient satisfaction has increased as well as discharge support as evidenced by increased participation in outpatient support groups and resources. Recruitment of new volunteers focuses on mentorship opportunities for women interested in pursuing careers in lactation, healthcare, as well as public health, or just wants to further self fulfillment through lactation support which expands knowledge and improves outcomes. (Repeated from 201) **(1.0 R)**

**402: Milk Banking in Mississippi**, Linda Pittman, RN, BSN, IBCLC, & Rebecca B. Saenz, MD, IBCLC, FABM. An overview of what human milk banking is and why Mississippi needs a milk bank. (Repeated from 202) **(1.0 L)**

**403: The Good, the Bad, the Ugly: A look into ethnic disparities in breastfeeding**, Katrina Martin BA, MS, LS. The psychological benefits of breastfeeding. The misinformation/miscommunication that creates disparities across ethnic groups. Public policy and breastfeeding. (Repeated from 203) **(1.0 R)**

**404: Newborn Transition: Postpartum Newborn Policies and the Breastfeeding Relationship**, Amanda Smith CD(DONA) & Monica Brumfield. The first hour after birth is the most crucial time for mother and baby to not only bond, but also to initiate and establish their breastfeeding journey. We will examine current, routine hospital
newborn postpartum policies and procedures and the impact they have on the establishment of breastfeeding. The outdated and unnecessary newborn care policies can be modified to reflect a positive transition period for baby if implemented properly. (Repeted from 104) (1.0 L)

2:15 PM – 3:45 PM

**General Session 6: Scripts: Assuring Consistent Guidelines**, Marsha Walker, RN, IBCLC.
Participants will be able to define scripting, discuss the use of scripting in everyday situations, and discuss the use of scripts for difficult patients and situations (1.0 R)

3:45 PM-4:15 PM

**General Session 7 /Closing: Tell Your Story** Bethany Byrd. The breastfeeding mother is seeking more than answers - she is seeking someone who understands her and the way she views the world. Through the power of authenticity and story-telling you can connect with her on a deeper, more intimate level while increasing awareness, connection and engagement with your patients and potential patients online. (.5 R)

**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 Laura@breastfeedingthegoldstandard.org or 601-566-0201

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

[www.breastfeedingthegoldstandard.org](http://www.breastfeedingthegoldstandard.org)
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Be on the lookout. They are coming. Summer 2015!
Leader Development Seminars
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♫ Do you have a musical preference? ♫
Like country music? Then Vanderbilt University in Nashville is the place to be July 10-12, 2015.

Or maybe Broadway show tunes are more your style? The stage is set at St. John's University in Queens, NY July 17-19, 2015.

Come share some sweet music with Leaders and Leader Applicants at the 2015 Leader Development Seminars.