

The Seventeenth Annual
Breastfeeding: The Gold Standard
The Beauty of Structure & Function



Featuring:

- *Jaye Simpson, IBCLC, CIIM, BT*
- *Farooq Abdulla, MD, IBCLC*
- *Theresa Dise, MD*

Wednesday -Friday, March 19 - 21, 2014

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 2014

The seventeenth 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 Hampton Inn & Suites, 1201 Convention Center Boulevard, New Orleans, Louisiana, and provides 3 days of excellent presentations by Jaye Simpson, IBCLC, CIIM, BT, Farooq Abdulla, MD, Lisa Barbiero, MD, Terry Dise, MD and many other warm and engaging educators in lactation management.

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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 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 \$50. 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 March 1, 2013.**

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



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Continuing Education

Applications have been submitted for CHEC - CHES and MCHES, Registered Nurse (RN), and Occupational Therapist (OT) Contact Hours and IBLCE Continuing Education Recognition Points. Registered Dietitians (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.

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 \$126.00 standard or \$196.00 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! The room block is available until **February 25, 2014 or until the block sells out**. Reservations can be made by calling the Hampton at (866) 311-1200 or (504) 529-1200. Please identify yourself as a participant of the Breastfeeding: The Gold Standard Conference. **Check-in time is 3 p.m.** A special parking rate for Gold Standard Conference Attendees is also being offered see parking information below.

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 valet parking at the following reduced rates: overnight parking (with room) for \$18/night with in-out privileges or day-use parking for \$15/day no in – out privileges (plus tax and gratuity).

Pull into the valet parking spaces on Gaiennie Street. **Day-use parking is based on availability.** There is some street parking with meters available.

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: \$20 per 24 hours. If you park for three days, you can get in & out privileges with a \$15 deposit. Reservations are preferred. Visit www.FultonPlaceParking.com for reservations and discounts.

Refund Policy

Written cancellations received by March 4, 2013, 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. Please call Laura @ (601) 566-0201 and notify her if sending a substitute.

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.

ABOUT OUR SPEAKERS:

Dr. Farooq Abdulla, IBCLC: Dr. Farooq Abdulla is board certified in Neonatology and is also an International Board Certified Lactation Consultant (IBCLC). He has a Masters' Degree in Health Administration. He worked at University Medical Center (UMC) Las Vegas, Nevada in the Level III NICU for 18 years. He initially started as an Assistant Clinical Professor and was promoted to Associate Clinical Professor, and later served as Associate Medical Director. He currently provides care at UMC on an as needed basis. Dr. Abdulla was also involved with St. Rose Dominican Hospital, Siena Campus, which started with a Level II NICU and then advanced to a Level III NICU. He served as the Medical Director for the Level II nursery and then as an attending physician for the Level III NICU. While at St. Rose Hospital, he was instrumental in helping to create the first "Family Centered NICU" in the state of Nevada. St. Rose, Siena Campus has applied for the "Baby Friendly Hospital" initiative and will soon be designated as the first "Baby Friendly Hospital" in the state of Nevada. He also currently has an appointment as a Clinical Associate Professor with Touro University. His area of interest is improving the quality of care for the patients in the NICU to allow for the best possible outcome. He has taught residents and medical students and is currently the only male Neonatologist with the designation of IBCLC. He is currently providing care at various NICUs in the Las Vegas area and at West Jefferson Medical Center in Marrero, Louisiana.

Dr. Lisa Barbiero: A Neonatologist

Patricia Berg-Drazin, IBCLC, CST: Patricia has more than 20 years of experience as an Internationally Board Certified Lactation Consultant and as a manual therapist. She is a Certified Craniosacral Therapist with credentials through the Upledger Institute with specific training in lymphatic drainage, visceral manipulation, and total body balancing. The combination of specialties provides her with a unique perspective and skill set. In addition, Ms. Berg-Drazin is on the faculty at National University of Health Sciences. She is a reviewer for the Journal of Human Lactation and has published on nipple shields, nipple staph infections, and Galactosemia.

Dr. Terry Dise: Dr Dise is an Associate Professor of Pediatrics, a member of the Department of Pediatrics Section of General Academic Pediatrics. She is Director of the Foundations in Medicine Program. Dr Dise has over 20 years of experience in Pediatrics and specializes in Breastfeeding Medicine/Lactation. She graduated UTHSC Medical School at San Antonio, San Antonio, TX, and completed her residency at Tulane University School of Medicine, New Orleans, LA. Dr Dise has recently been recognized as a Compassionate Doctor and received the Patients' Choice Award.

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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!

Jamie Findley BSN, RN, IBCLC: Jamie Findley has worked in maternal-child health since the summer of 1998. Her background includes mother/baby, neonatal intensive care, home health, and research. Her lactation career began at Woman's Hospital of Baton Rouge, Louisiana in February of 2007, where she discovered that helping breastfeeding mothers and their babies was her passion. She currently works with her private practice, Findley Lactation Services, assisting with breastfeeding in the home. She has worked extensively with Dr. Michael Juban to bring laser frenectomies to the Baton Rouge area, and works on Wednesdays at Juban Dental. She also works part-time in the hospital setting at Ochsner Medical Center of Baton Rouge. She lives in Holden, Louisiana where she enjoys spending time with her husband, their children, and the family dog.

Mindy Glenn RN, CLC, CPST, LLLL: is the NICU Discharge Planner/Educator at West Jefferson Medical Center in Marrero, Louisiana. She is also a Certified Lactation Counselor. She was one of the key players in assisting West Jefferson Medical Center to become Louisiana's First GIFT Certified facility. As a Child Passenger Safety Technician, Mindy coordinates the Car Seat Safety Program at West Jefferson Medical Center and operates the Grant Funded Fitting Station. Mindy is an active member of the Louisiana Passenger Safety Task Force in collaboration with Safe Kids. In 2008, Mindy was invited to be a part of the Louisiana Child Death Review Panel. Mindy is a member of the Louisiana Lactation Consultant Association (LLCA), the Louisiana Breastfeeding Coalition (LBC) and the Greater New Orleans Breastfeeding Awareness Coalition (GNOBAC). Mindy and her husband, Andrew, are the proud parents of two daughters who were both breastfed.

Courtney K Gonsoulin MS CCC/SLP: Courtney Gonsoulin has worked as a pediatric speech language pathologist since 1994. She received her Masters Degree in Speech Pathology from the University of Louisiana at Lafayette. Her specializations include pediatric swallowing and feeding disorders, multidisciplinary treatment, working with medically fragile population and early intervention. Courtney currently works in Baton Rouge at Louisiana State University as a Clinical Supervisor and Instructor in the Department of Communication Sciences and Disorders. She directs the LSU Pediatric Feeding Clinic and supervises graduate students at Peditria Healthcare for Kids in addition to the LSU Speech, Language, Hearing Clinic. Courtney lives in Baton Rouge, Louisiana, with her husband and four children.

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Pamela Helmstetter: Pamela Helmstetter, RN, FACCE, LCCE, CLC, graduated from Charity Hospital School of Nursing in New Orleans in 1990. She has been active in the Maternal-Child field since then, first as a staff RN in Nursery/NICU at West Jefferson Medical Center, and since 1997 as the Perinatal Educator and Outreach Liaison for the Family Birth Place at West Jefferson Medical Center. She coordinates and teaches 14 classes, ranging from siblings to preteens to grandparents, in addition to the traditional pregnancy offerings. Aside from her duties at the hospital campus, Pam also teaches New Orleans' only teen prenatal program, Teens are Prepared Parents Too (TAPPT); which offers a class at a local high school and a class at a west bank WIC clinic. In 2002 she qualified for Lamaze certification, and in 2004 obtained the Lactation Counselor certification. In 2012 she was inducted by Lamaze International as a Fellow of the Academy of Certified Childbirth Educators. Pam and her tugboat captain husband, Roy, are the proud parents of two sons, both 10+lb breastfed infants. Older son Robert completed his military service with U.S Marine Corps and is home once again in New Orleans with his wife and son. Younger son Rhett is a graduating senior at Nicholls State University on the "Bayou". The joy of Pam's heart is grandson Reilly, a 12 year old "X Box Live master", who was breastfed for 22 months.

Toni Hill & Jimmy Hill, Jr.: Jimmy and Toni Hill currently reside in Tupelo, MS. They have been married for what will be 19 years this coming June. They have four homeschooled children Precious 17, Tre' 12, Preston 9, and Patience 7 who were nurtured at the breast until they outgrew the need. They have dedicated their lives to educate and support families in their community to empowerment. Toni serves her community as a La Leche League Leader, doula, childbirth educator (Who's Your Doula Birth Services), student midwife, lactation specialist (MS-WIC), and project coordinator of the Northeast Mississippi Birthing Project. Jimmy, a long time Boy Scout leader, works in the fabric industry and carries a huge load of their children's daily education. Jimmy is the director of the Daddy Boot Camp program at the Northeast Mississippi Birthing Project, where he helps support and prepares fathers for their new role.

Donna Logan, RD, LD, IBCLC: Donna is a dietitian 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 empty-nester.

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Lila Luster-Stipe BSN RN, Lactation Consultant: is the Lactation Consultant at West Jefferson Medical Center. She's native of New Orleans and graduated from Georgia Baptist College of Nursing in Atlanta, Ga. Upon relocating back home to New Orleans, she has been employed by West Jefferson Medical Center in 2001. For the past 20 years Lila has maintained her nursing license with special interest in the Maternity/Family Birth Center as staff nurse, nurse educator, and lactation consultant. She is currently a member of IBCLC and ILCA. Outside of the profession, Lila exclusively breast fed both of her kids, Kayla 17 and Justin 6, for 10 months.

Jennifer Macias: Jennifer was born and raised in New Orleans. She is a graduate of the University of New Orleans with a B.A. in Spanish. She has been married to her devoted husband Martin of 10 years. Jennifer has served as a dedicated military wife, mother, and community volunteer. She is an Active member of the Junior League of New Orleans, the Veterans of Foreign Wars Ladies Auxiliary, Core Committee Member of East Jefferson General Hospital's Best Fed Beginnings Learning Collaborative, and Program Manager for the Greater New Orleans Breastfeeding Awareness Coalition. After many of life's obstacles, Jennifer and Martin welcomed their much anticipated miracle, Max, to the world in January 2012. Besides being a breastfeeding activist, Jennifer's passion is her family. She loves lazy Sundays, exercising, cooking, and cuddle time with her two favorite guys.

Maranda Nybo: Maranda Nybo has 10 years of natural childbirth and breastfeeding experience. She is a Childbirth Educator, Certified Doula, International Board Certified Lactation Consultant (IBCLC), La Leche League Leader and a Certified Car Seat Safety Technician. She has worked for Mississippi State Department of Health (MSDH)/WIC as a Lactation Consultant in District 9 (six coastal counties) and works as a Childbirth Educator at Hancock County Hospital, She is in the process of opening a Gulf Coast Birth Center on the MS Coast.

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.

Dr. Yuri Simani: received his undergraduate degree and his medical degree in Romania, completed his residency in Obstetrics and Gynecology at Tulane University Medical Center in 2009, and has been in practice with the Labadie group since then. Dr. Simani and his wife Elise have 2 children who were breastfed, and are strong advocates for the rights of breastfeeding women.

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Jaye Simpson, CLE, IBCLC, RLC, CIIM: Having breastfed all three of her children, Jaye adds personal experience to her practice as well as a personal understanding of the joys and challenges that come along with being a mother of 3 wonderful and amazing boys.

Jaye obtained an AA degree in Child Development in 1991 taking every possible Child Development and Early Childhood Education class offered except, ironically, Infant Care and Development. However, her experience as a parent (starting in 1985) and the required courses and training to become an IBCLC filled that information in completely.

Jaye became a Certified Lactation Educator (CLE) in 1995 then became an International Board Certified Lactation Consultant (IBCLC) in 2000, fulfilling a personal dream and professional goal. In 2005 Jaye completed her training in infant massage through *A Foundation for Healthy Family Living* and is a Certified Instructor of Infant Massage.

Jaye has hosted New Parent Support Groups since 2006. Groups are open to all parents regardless of whether they are breastfeeding or not and welcome the partners of the many mothers who come for support. Jaye is very honored to be able to be a part of that support. The group is a free service to the community.

In 2011 Jaye began training local doulas in recognizing breastfeeding challenges to enable moms and babies to get help sooner rather than later. In 2013 Jaye began offering a training program teaching professionals in the fields of lactation and birth how to evaluate infant [Structure and Function](#) as it related to breastfeeding.

Dr. Valerie A. Smartt Short, FACOG, MPH (c): An Obstetrician gynecologist for over 25 years, Dr Short now works part-time with the Jackson Hinds Comprehensive Health Care System at the Jackson Medical Mall site. She is Licensed in both Mississippi and Tennessee. Currently Dr. Short is pursuing an MPH degree at the University of Southern MS (8/2012- 2014) while her daughter is also a college student. From solo, hospital employee, MSDH Teen Clinic contractee, federally funded health care clinic employee, to also serving as a part- time clinical faculty affiliate with UMMC in the Departments of Family Medicine and Obstetrics- Gynecology, Dr. Short has vast experience working with women from many different walks of life. In Mississippi- Jackson, Laurel, Morton, Brandon, Canton, and Copiah county - Multiple hospital privileges have been held by Dr. Short.

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

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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.

Dr. Emily Vigour: received her undergraduate degree from Mount Holyoke College in 1998, and her medical degree from the University of Mississippi in 2003. She completed her residency in Pediatrics at the LSU Dept of Health Sciences in 2006 and has been in practice with Westside Pediatric clinics since 2007. Dr. Vigour and her husband Brian are the proud parents of 18 month old son Martin, who is still breastfeeding!

Bethany Willis: Bethany Willis attended her first La Leche League meeting during her first pregnancy in 2001. She left that meeting vowing to never nurse a "walking, talking kid with TEETH" like the local Leader had done. A few short months later, she contacted another local Leader for help with latch problems. Bethany became a Leader in June 2006 and has been active in LLL Jefferson (LA), LLL Irving (TX), LLL Shreveport/Bossier City (LA), and started the Group LLL Golden Triangle, South Arkansas. Seeking continuing education in lactation, Bethany started attending Breastfeeding: The Gold Standard conference in 2008 and became the conference treasurer in 2009. Planning and attending the annual conference is now an integral part of Bethany's spring each year. In an effort to help the community on a professional level, Bethany became an International Board Certified Lactation Consultant in 2011 and began pursuing employment in her field summer 2012. Bethany is thrilled to be helping the moms of the Florida panhandle by working as a hospital LC at Gulf Coast Medical Center in Panama City. Bethany has now nursed her children well into toddlerhood for a combined total of over 10 years proving that when you know better, you do better!



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Wednesday, March 19, 2014

1:00 PM – 2:00 PM

Registration

2:00 PM – 4:00 PM

General Session 1: Greater new Orleans Breastfeeding Awareness Coalition (GNOBAC), Jennifer Macias

An overview of the community involvement of GNOBAC. With an Open-Mic Question and Answer period. Bring your stories of what you have learned at past conferences and how you have implemented change in your community.

4:15 PM – 5:45 PM

General Session 2: Breastfeeding and the Use of Human Milk, Farooq Abdulla, MD

This lecture will help practitioners increase the awareness of breastfeeding, educate about appropriate length of breastfeeding, and the importance of breastfeeding for preterm infants.

6:00 pm – 8:00 PM

Optional Evening Sessions:

O1: Peer Study Group, Maranda Nybo, and Bethany Willis.

Taking the IBLCE 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.

O2: '2nd Class Citizens—a life of inequality.' Jaye Simpson.

Effects on the family structure due to inequality and discrimination in the USA.

8:00 PM – 10:00 PM

Dinner On Own.



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Thursday, March 20, 2014

- 6:00 AM-10:00 AM** **Breakfast** in the hotel lobby
- 7:00 AM-9:00 AM** **Registration**
- 7:00 AM-8:00 AM** **Early Bird 1: Mother/Baby Structure: Etiology of Structural Misalignment** , Patricia Berg-Drazin, RLC, IBCLC, CST
Form and Function are interrelated and interdependent – how can we maximize form so that mother and baby can function better?
- 8:00 AM-10:00 AM** **General Session 3: Structure and Function: The Balancing Act**, Jaye Simpson, IBCLC, CIIM, BT
This lecture teaches simple full body assessment and evaluation techniques of infant structure and function. These evaluation techniques assess reasons beyond the mouth that can contribute to breastfeeding difficulty.
- 10:00 AM – 11:00 AM** **Thursday Morning Breakout Sessions:**
- 101: Overcoming Bias: Helping Every Baby**, Bethany Willis.
How to identify personal bias, recognize the reason for it, and reduce its effect on our work. (Repeated as 301)
- 102: Structure & Function, A Hands-on Clinical**, Jaye Simpson.
In this unique clinical session participants get hands on training in evaluating infants for structural issues. Clinical session includes observation of an actual evaluation on a live baby then actual hands on practice with a trained instructor supervising. Participants will be taught proper technique and pressure to use when evaluating muscular tension, and how to determine what normal muscle tension is and is not.
NOTE: 30 participants ONLY - 2 participants per baby so as not to overwhelm the baby. Parent must be present at evaluation in case baby needs calming or feeding.
- 103: Keeping Introductory Foods Complementary**, Donna Logan.
The introduction of solid foods to the infant's diet when developmentally ready, at about six to seven months of age, should complement breastfeeding until natural weaning occurs, perhaps years later.

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104: Increasing Breastfeeding Rates in Communities of Color, Toni Hill & Jimmy Hill, Jr.

Participants will be able to: Understand the difference in breastfeeding rates and barriers among African American mother/baby dyads and their Caucasian counterparts. List ways members of the community can help increase and support breastfeeding in African American mother/baby dyads. Describe one thing that can be done to increase breastfeeding rates in their individual community. (Repeated as 304)

11:15 AM-12:45 PM: Luncheon ~ Buffet

Sweet Corn and Crab Bisque

House Salad with Cucumbers, Radishes and a Southern Green Onion Dressing

Tomato and Mozzarella Cheese Salad Drizzled with Balsamic Vinaigrette
Pan Seared Tilapia Filet with Grilled Jumbo Shrimp Served with a Lemon Butter Beurre Blanc

Herb Marinated Oven Roasted Chicken Finished with a Wild Mushroom Marsala Sauce

Wild Rice Pilaf

Fresh Julienne Vegetables

Creole Cheddar Biscuits and Butter

Old Fashioned Bread Pudding with Crème Anglaise

Iced Tea, Water and Assorted Soft Drinks

L1: Bridging the Gap - Collaborating MDs with Lactation

Professionals, Pam Helmstetter, RN, FACCE, LCCE, CLC, Yuri Simani, MD, Emily Vigour, MD, and Lisa Barbiero, MD

This session will focus on the importance of all breastfeeding advocates being on the same page.

1:00 PM – 2:00 PM:

Thursday Afternoon Breakout Sessions:

201: Can knowledge about baby tooth decay prevention serve as an incentive for adolescents to breastfeed?, Valerie Short, MD

This session will cover a 2012 adolescents and breastfeeding study, oral health care as a priority, and end with asking the above question- to leave it with the audience.

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202: Structure & Function, A Hands-on Clinical, Jaye Simpson.

In this unique clinical session participants get hands on training in evaluating infants for structural issues. Clinical session includes observation of an actual evaluation on a live baby then actual hands on practice with a trained instructor supervising. Participants will be taught proper technique and pressure to use when evaluating muscular tension, and how to determine what normal muscle tension is and is not.

NOTE: 30 participants ONLY - 2 participants per baby so as not to overwhelm the baby. Parent must be present at evaluation in case baby needs calming or feeding.

203: Pregnancy and Breastfeeding After Bariatric Surgery,

Donna Logan, RD, LD, IBCLC, RLC.

Women who are obese are less likely to initiate breastfeeding and have a shorter duration than their non-obese peers. Session participants will learn about the four most common bariatric surgeries and their expected benefits and potential risks. Attendees will also learn how a previous bariatric surgery affects subsequent lactation and reproductive outcomes.

204: Teen Scene- Breastfeeding Queen, Pamela Helmstetter.

(Repeated as 303)

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.

2:15 PM–3:45 PM

General Session 4: Counseling Same Sex Couples, Jaye Simpson.

This lecture will provide insights on how to counsel same-sex couples.

Topics include:

'What is a same-sex couple?' A definition and how to avoid assumptions./ *'And your partner is...?'* How to determine if your client is in a same-sex relationship and put them (and you!) at ease./ *'Who is the mom?'* Birth-mom or Bio-mom? An important distinction and how to approach sensitively./ *'Aren't they the same as opposite-sex couples?'* Same-sex couples are not the same as opposite-sex couples and have different needs./ *'Co-Nursing is a given...'* Not always.../ *'You said what??'* Things NOT to say.../ *'Family Structure – how we work.'* Partner Roles are not what one would expect./ *'Who's your daddy?'* Conception techniques and what not to say to a same-sex couple./ *'Being sensitive and asking questions.'* We will discuss different ways to ask questions when so as to avoid misunderstandings or inadvertently offending the parents.

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3:45 PM–4:15 PM

Dessert Break: Fresh Seasonal Fruit Tarts and Cheesecake Lollipops

4:30 PM – 5:30 PM

General Session 5: A DOG WITH A BONE: Structuring a multi-disciplinary breastfeeding program to function in the community. Kathryn B. Shoalmire, BS, JD, IBCLC and Susan Spencer *MSN, RNC, IBCLC*

The purpose of this session is to offer a guide for structuring a breastfeeding program that functions to increase breastfeeding rates and exclusive breastfeeding. We will develop a clear understanding of subtle ways hospital procedures affect breastfeeding outcomes and interventions that will promote breastfeeding success which includes interaction with community breastfeeding resources.

5:30 PM-7:00 PM

Free Time

7:00PM -9:00 PM

Dinner

Dinner on your own and exploring New Orleans, (Nearby restaurant menus are available from the hotel registration desk.)

OR

Dinner with the Speakers @ **\$55.00/person**

The Attic @Lucy's Retired Surfers Bar & Restaurant MENU

The Attic At



Original Salsa and Home made tortilla chips

Spinach Salad -Fresh baby spinach, mushroom slices, purple onion, cherry tomatoes served with our Creole vignette.

Chicken and Steak Fajita Bar-Marinated and Grilled steak and chicken, onions and pepper, flour and wheat tortillas, shredded lettuce, shredded cheese, sour cream, pico, and jalapenos.

Fried Shrimp, Catfish and Oysters -Sampling of all three

Red Beans and Rice with Smoked Sausage

Chef's Choice Seasonal Veggies

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Friday, March 21, 2014

- 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: Some Causes of Structural Problems***, Patricia Berg-Drazin, RLC, IBCLC, CST.
This discussion of some of the causes of structural issues which can affect breastfeeding includes: Embiological contributions, Pregnancy contributions, and Delivery contributions
- 8:15 AM-9:45 AM** **General Session 6: Our Journey with Lip & Tongue Tied Babies- Finding Interdisciplinary, Individualized Plans of Care**, Jessica Maddox Evins BSN, RN, IBCLC, Jamie Findley BSN, RN, IBCLC, and Courtney K Gonsoulin MS CCC/SLP
Jessica, Jamie, and Courtney came to know each other through their search to find answers for why so many of their patients had such trouble feeding. They will discuss how they discovered the impact of tongue-tie and lip tie on the breastfeeding dyad, how they helped to bring viable treatment options to patients in their area, and how they are pulling together to create individual care plans for their patients. Here they will share their journey, the difficulties they faced, and how they are continuing to address this issue in hopes that their story can help you and your patients as you find yourselves in these complex situations
- 9:45 AM-10:00 AM** **Break**
- 10:00 AM-11:00 AM** **Friday Morning Breakout Sessions:**
- 301: Teen Scene- Breastfeeding Queen**, Pamela Helmstetter.
(Repeat of 204)
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.

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302: Structure & Function, A Hands-on Clinical, Jaye Simpson.

In this unique clinical session participants get hands on training in evaluating infants for structural issues. Clinical session includes observation of an actual evaluation on a live baby then actual hands on practice with a trained instructor supervising. Participants will be taught proper technique and pressure to use when evaluating muscular tension, and how to determine what normal muscle tension is and is not.

NOTE: 30 participants ONLY - 2 participants per baby so as not to overwhelm the baby. Parent must be present at evaluation in case baby needs calming or feeding.

303: They Will Know, Maranda Nybo, LLL Leader, CPST, IBCLC, RLC.

Mothers instantly pick-up on the attitude of their caregiver. Tips for maintaining a kind and genuine attitude in even challenging counseling situations.

304: Increasing Breastfeeding Rates in Communities of Color, Toni Hill & Jimmy Hill, Jr.

Participants will be able to: Understand the difference in breastfeeding rates and barriers among African American mother/baby dyads and their Caucasian counterparts. List ways members of the community can help increase and support breastfeeding in African American mother/baby dyads. Describe one thing that can be done to increase breastfeeding rates in their individual community. (Repeat of 104)

11:15 AM-12:45 PM

Luncheon ~ Buffet

Tomato Bisque

Bread and Butter

Green Salad with Sun Dried Cherries, Candied Walnuts, Chevre in a Citrus Vinaigrette

Tomato and Cucumber Salad

Herb Roasted Chicken in Au Jus

Fried Catfish with Tartar Sauce

Roasted New Potatoes

Sautéed Haricot Vert

Chocolate and Pistachio Canolis

Iced Tea, Water and Assorted Soft Drinks

L2: The Nutritional Aspects of Breastmilk, Terry Dise, MD

To assist in your preparation for the IBLCE exam, Dr. Dise will cover breastmilk synthesis and composition; specifically, reviewing carbohydrate, protein, and fat synthesis. In addition the fat soluble and water soluble vitamins will be covered, as well as the major and minor minerals. Comparison with other milks will be discussed.

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1:00 PM - 2:30 PM

General Session 7: LGBTQ Culture, Jaye Simpson

This lecture will help practitioners navigate the diverse culture of same-sex couples. Just as we know we need to be aware of other cultures within our communities in order to serve them better and be sensitive to their nuances, we need to recognize that the LGBT community has its own culture as well. Understanding that culture to some degree will help us be more attentive and supportive of our same-sex couples. The LGBTQ community is diverse and their culture can vary widely from one geographic area to another based on that area's acceptance (or lack thereof). In some areas LGBTQ community lives with full acceptance and virtually no discrimination issues to speak of. In others they are openly discriminated against, threatened and live in fear of being 'outed' as LGBTQ. Knowing the nature of your own community and the acceptance level can help you be more effective and supportive as a care-provider.

2:45 PM-4:00 PM

General Session 8 /Closing: Baditudes in Breastfeeding, Mindy Glenn, LLL Leader, RN, CLC, CPST and Lila Luster-Stipes, BSN RN, LC. Changing attitudes can create a better breastfeeding success. Strategies for doing so as well as dealing with "difficult people".

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 601-566-0201

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

www.breastfeedingthegoldstandard.org

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- **Speak to a La Leche Leader 24 hours a day.**
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