

Please note: This announcement will fold nicely if you print it out on legal sized paper.

Increasing Breastfeeding Success: Why it Matters and What the Research Shows

**Tuesday, October 11, 2011
St. Luke's Hospital, Auditorium A
5901 Monclova
Maumee, OH 43537**

*Offered by:
Region III+ Perinatal Education Consortium*

This program is an educational event co-provided by ProMedica and the Region III+ Perinatal Education Consortium.



www.perinatalconsortium.org

The Perinatal Region III+ Education Consortium is a collaborative effort of perinatal professionals at member hospitals in Region III+. The mission of the Consortium is to enhance the quality and quantity of basic orientation and continuing education resources available to the perinatal staff of member hospitals.

■QUESTIONS

Regional Perinatal Education
Debbie Fritz, RNC, MSN, coordinator
(419) 291-4645
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■DESCRIPTION

This conference is the presentation of a program developed by the Physician Lactation Education Collaborative of Washington <http://www.breastfeedingwa.org/collaborative>. It contains good information for all those who encounter breastfeeding mothers during prenatal care, at delivery, post hospital discharge, and in the office during well baby or post partum care, including medical assistants, nurses, physicians, students, and others. The information may be helpful as you develop strategies related to the new Joint Commission Perinatal Core Measures (http://www.jointcommission.org/perinatal_care) and respond to the Surgeon General's Call to Action to Support Breastfeeding (<http://www.surgeongeneral.gov/topics/breastfeeding/index.html>).

The American Academy of Pediatrics states that human milk is the preferred feeding for infants <http://www.aap.org/breastfeeding/policyOnBreastfeedingAndUseOfHumanMilk.html>. A joint WHO/UNICEF statement entitled *Protecting, Promoting, and Supporting Breastfeeding* lists 10 steps to successful breastfeeding, including the importance of staff training and appropriate policies and procedures (<http://www.babyfriendlyusa.org/eng/10steps.html>). This conference is offered to help meet this need.

■CREDITS

This program is an educational event co-provided by ProMedica and the Region III+ Perinatal Education Consortium.

ProMedica (OH-069/4-1-09) is an approved provider of continuing nursing education by the Ohio Nurses Association (OBN-001-91), an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

■LOCATION

The conference will be held in Auditorium A at St. Luke's Hospital, 5901 Monclova, Maumee, Ohio 43537. The hospital is located near the intersection of US 23 and Rt 24, the Anthony Wayne Trail. The auditorium can be found from the main hospital entrance. If an Internet mapping resource is not available or helpful to you, e.g., www.maps.google.com, call the hospital operator at 419-893-5911 for directions.

Note: The room temperature varies and is sometimes breezy and cool depending on where you sit and the time of day. Please dress in layers and include a warm outer garment.

■PLANNING COMMITTEE

Carol Miller, RNC, BSN, IBCLC
Melinda Lueck, RN, BSN, IBCLC, LCCE
Natalie Shenk, RN, BS, IBCLC
Kathy Sharpe, RN, CLE, IBCLC
Jody Sennish, RN, CCE, IBCLC
Judy McCurdy, RN, IBCLC
Connie Powell, RNC, IBCLC

■REGISTRATION

The fee is \$25 for employees of Consortium member hospitals and \$75 for all others if postmarked on or before September 27, 2011 and \$30 for employees of Consortium member hospitals and \$80 for all others if postmarked after September 27, 2011. This includes morning and afternoon refreshments, continuing education credit, and conference materials. Lunch will be on your own. You may eat in the hospital cafeteria or at a nearby fast food restaurant.

Refunds are available if notification is provided at least 48 hours prior to the conference. The office voice mail takes messages 24 hours per day. Substitutes are accepted anytime.

■AGENDA

7:30 am Registration\Conference Breakfast

7:45 am Introduction by Moderator
Carol Miller, RNC, BSN, IBCLC

8:00 am How to Increase Breastfeeding Success: What the Research Shows

Judy McCurdy, RN, IBCLC
Lactation Consultant & WIC Breastfeeding Coordinator, Erie/Huron County Health Department, Sandusky

The rationale behind the 10 Steps and the AAP policy on breastfeeding, a strategy to assess the practices of your own setting, examples of breastfeeding policy statements. Objective: Recognize the importance of correct advice because it can significantly affect ultimate success in breastfeeding.

9:00 am Immunology of Human Lactation

Melinda Lueck, RN, BSN, IBCLC, LCCE
Lactation Consultant Coordinator
ProMedica Toledo Hospital

Unique components in human milk that enhance infants' immunity and how exposure to human milk substitutes, especially early in infancy, can negatively affect infant immune function. Objective: Explain the implications of early infant feeding on immune development and disease susceptibility.

10:00 am Break

10:15 am A Closer Look at Latch and Its Impact on Breastfeeding

Connie Powell, RNC, IBCLC
Lactation Consultant & Perinatal Educator
Family Birthing Center, Bellevue Hospital

The clinical assessment process for evaluating an infant who is having difficulty with latch, maternal and infant anatomy that can make it difficult to latch, strategies for improving latch. Objective: Describe strategies for assessing and addressing problems with position and latch.

11:15 am Breast Pain

Melinda Lueck, RN, BSN, IBCLC, LCCE
Lactation Consultant Coordinator
ProMedica Toledo Hospital

Prevention & treatment of milk stasis; possible causes and treatment options for nipple pain; signs, symptoms, and treatment options for mastitis; s/s of inflammatory breast cancer. Objective: Discuss how to identify and treat breast pain effectively.

12:15 pm Lunch (on your own)

Please share this announcement with others who may have an interest in or a need for a conference on breastfeeding.

1:15 pm Breastfeeding the Late Preterm Infant and "Supposedly Term" Infant

Carol Miller, RNC, BSN, IBCLC
Lactation Consultant
Mercy St. Charles Hospital

The influence of hospital routines, early strategies for preventing problems, developing a plan for ongoing care and breastfeeding support after discharge. Objective: Identify strategies to decrease the risk of jaundice, dehydration, and hospital readmission of babies born early.

2:15 pm Break

2:30 pm Medications and Breastfeeding

Natalie Shenk, RN, BS, IBCLC
Lactation Consultant,
Blanchard Valley Hospital, Findlay

Ways to maximize medication safety, including how to limit infant exposure and safeguard the ability to breastfeed, common medications that impair milk production, why most medications are compatible with breastfeeding, the few categories of drugs not recommended for breastfeeding mothers. Objectives: List information and resources for the judicious use of medications for lactating mothers, including how to select the safest drug and safeguard the ability to breastfeed.

3:30 pm Questions and Evaluation

4:00pm Adjourn

Increasing Breastfeeding Success

October 11, 2011

Help us plan ... REGISTER EARLY

Name: _____ Cred: _____
(please print)

Position: _____

Employer (if applicable): _____

Mailing address: _____

City, State, Zip: _____

Is this: Business or Home?

Business Phone: _____

Personal Phone(s): _____

E-mail: _____

Registration Fee:

Postmarked on or before **9/27/11**:

\$25 staff of member hospitals

\$75 all others

Postmarked after **9/27/11**:

\$30 staff of member hospitals

\$80 all others

Consortium Points ____ Approved by _____

Check enclosed

(payable to The Toledo Hospital)

Master Card Visa

Card Number: _____

Exp. Date: _____ Amount: _____

Authorizing Signature: _____

Be sure to call first if registering late.

Fax/Phone with credit card info:

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