

Program Description

“How do we get Dr. So and So to get on board with breastfeeding when he is so worried about jaundice that he orders formula for all of his patients?” To address this common concern, we will take a look at the evidence base for breastfeeding friendly prevention and treatment of hyperbilirubinaemia. We will discuss the value of multi-disciplinary approach to family centered care.

Ankyloglossia (tongue-tie) is a condition that can severely impact breastfeeding, yet many health care providers are reluctant to discuss it. We will explore the evidence base about the results of frenulotomy, or “clipping”. There will be case studies presented to aid those in attendance to be able to convert physicians and nurse practitioners to perform frenulotomies, with the goal of supporting exclusive breastfeeding.

More than 70% of preterm births occur between 34 and 36 weeks gestation! We will discuss specific issues and current evidence based recommendations regarding breastfeeding among this subgroup of preterm infants. We will identify strategies to support parents in safely caring for their late preterm newborn babies and achieve their breastfeeding goals.

What are our mothers experiencing during Labor/Delivery? What is currently known regarding the effect of these birth practices on breastfeeding? This lecture will encourage the participants to think beyond experience and look to research for the answers. Looking at research critically, we will discuss the levels of evidence in research regarding breastfeeding.

Registration Fees

Registration includes continental breakfast, lunch, syllabus, and continuing education credit

Prior and up to Sept 9th	\$90
On or after Sept 10th/at the door	\$100

Location and Parking

Citrus Valley Med Ctr is in West Covina. There is no charge for parking but the lots near the hospital fill up quickly. Please be prepared to walk from the more distant lots.

Participant Confirmation and Syllabus

Confirmation by e-mail will be sent to participants providing an e-mail address. No other confirmation will be sent. Syllabus link will be sent via email a few days prior to the seminar.

Cancellation Policy

Written cancellations received **one week** prior to the event will be granted subject to a \$10 fee. No refunds after this date.

TARGET AUDIENCE

Physicians, Registered Nurses, RDs, Nutritionists, Occupational Therapists, CPHWs, Lactation Consultants & Educators, LLL Leaders, Health Educators, Case Managers, Home Visitors, Doulas, Breastfeeding Peer Counselors and others interested in supporting families in the initiation and maintenance of breastfeeding.

Participate in the Breastfeeding Task Force of Greater Los Angeles

Make a contribution: Your tax deductible contribution helps the Task Force continue the projects that advocate, protect and support breastfeeding.

Attend a Task Force meeting:
The Task Force meets Quarterly for networking and updates.

Our Next Meeting:

See our website
9am–12pm
SLAHP, 2930 W. Imperial Hwy, Inglewood, CA

Breastfeeding and Beyond

Breastfeeding Task Force of Greater Los Angeles presents:

Featured Speakers:

James Murphy, MD, IBCLC

Sherri Garber Mendelson, RNC, CNS, PhD, IBCLC

Citrus Valley Medical Center
Queen of the Valley Campus
1115 South Sunset Avenue
West Covina, CA 91790

Date: Sept 16, 2010
Time: 9:00 AM to 4:00 PM

Co-sponsored by:
Citrus Valley Medical Center,
Community Perinatal Network
and
PHFE, NEVHC, & SLAHP
WIC Programs

Agenda

- 9:00 Registration
- 9:30 **Physicians & Hyperbilirubinemia**
- 10:45 Break
- 11:00 **Ankyloglossia Treatment-How Do We Convince Physicians?**
- 12:15 Lunch
- 1:15 **Breastfeeding the Late Preterm Infant**
- 2:30 Break
- 2:45 **Current Birth Practices: Effects on Breastfeeding**
- 4:00 Adjourn

Objectives

Following the didactic presentations, participants will be able to:

- List evidence based guidelines for prevention and management of hyperbilirubinemia through effective breastfeeding,
- Describe the impact of frenulotomy on breastfeeding,
- List at least two causes for breastfeeding difficulty with the late preterm infant, and to
- Discuss the evidence for effects of current birth practices on breastfeeding success.

James Murphy, MD, IBCLC



Pediatrician at the Naval Medical Center, San Diego
 Board Member of the San Diego County Breastfeeding Coalition
 Fellow of the American Academy of Pediatrics and Academy of Breastfeeding Medicine
 Medical Associate, La Leche League

Sherri Garber Mendelson, RNC, CNS, PhD, IBCLC



Assistant Clinical Professor, UCLA
 Clinical Nurse Specialist, MCH,
 Providence Holy Cross Medical Center

Continuing Education Credits

offered at no additional charge

Nurses: The Community Perinatal Network is an approved provider by the California Board of Registered Nursing. This course offers 6 contact hours of continuing education. CPN's provider number is CEP 14797. Licensee must maintain certificate for a period of four years.

Lactation Consultants: The Breastfeeding Task Force of Greater Los Angeles is an approved provider by the International Board of Lactation Consultant Examiners. CERP application will be submitted for 5 L CERPs.

CHES: The National Commission for Health Education Credentialing, Inc. designates Los Angeles County Department of Public Health, Health Education Administration (LACDPH/HEA) as a provider of continuing education contact hours (CECH) in health education (Provider number MEP 2460). Certified Health Education Specialists (CHES) may receive up to 5 Category I CECH for this event.

Registered Dietitians: maintain a copy of the agenda and certificate for CPEs for their Professional Development Portfolio.

Registration Form - September 16, 2010

Registration	Price
<input type="checkbox"/> Early Bird up to 9/9/10	\$90
<input type="checkbox"/> General on 9/10 or after	\$100
<input type="checkbox"/> Tax deductible Contribution	\$_____
Total: _____	

Name

Job Title

Company/Hospital

Billing Address

Billing City, ZIP

Email address—REQUIRED TO RECEIVE SYLLABUS

Phone

License No

Method of Payment

- Check
- Visa
- MasterCard

Credit Card #

Exp. date

Signature

Register online at www.breastfeedla.org or

Complete this registration form and either
Fax this registration form to (213) 596-5776, **OR**
Mail Registration Form and check(s) Pay to:
 BTFGLA, 1821A Speyer Lane, Redondo Beach, CA,
 90278