In our seminar, we will offer current information on interdisciplinary clinical strategies used with mothers and babies when they are having difficulties with breastfeeding. We will include a community of pediatricians, lactation specialists, peer counselors and others. What is “normal?” Lactation specialists and breastfeeding advocates will learn what pediatricians hope to see in the normal breastfeeding relationship and well-nourished infant.

African American infants are twice as likely to die before their first birthdays than white infants, have the highest rate of asthma of any race, and have a 35% higher chance of childhood obesity than white children. These health disparities can be remedied to some extent with breastfeeding, but African American women, with the lowest long-term breastfeeding rates in the country, are missing out on breastfeeding’s many health benefits. We will address the concerns of black women today and help you develop strategies to have a positive impact on African American families.

There are many ways to be a breastfeeding advocate. Breastfeeding your own children and supporting the breastfeeding mothers in your family are often the first steps. We will share resources and activities for direct education and outreach to many groups: mothers, fathers, grandparents, care givers, health care providers, employers, hospital administrators and elected officials. We will provide cases when individual women and breastfeeding advocates in groups have made their voices heard, from the internet to Capitol Hill in Washington, DC.

Registration Fees
Registration includes continental breakfast, lunch, syllabus, and continuing education credit.
Prior and up to Nov 10th $90
On or after Nov 11th/at the door $100

Location and Parking
Valley Presbyterian Hospital is located at 15107 Vanowen St., Van Nuys, CA. There is a fee for parking.

Participant Confirmation and Syllabus
Confirmation by e-mail will be sent to participants. No other confirmation will be sent. Syllabus link will be emailed a few days prior to the seminar.

Cancellation Policy
Cancellations received one week prior to the event will be granted subject to a $10 fee. No refunds after this date. Please send an email to our Education Coordinator one week prior, if you are unable to attend: glipsey@breastfeedla.org. You can also leave a message on our Voice Mail line: 213.596.5776.

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
### Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>9:00</td>
<td>Registration</td>
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<tr>
<td>9:30</td>
<td><strong>When Breastfeeding Does Not Come Naturally</strong></td>
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<td>10:45</td>
<td>Break</td>
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<tr>
<td>11:00</td>
<td><strong>Looking for Normal:</strong> What does the Pediatrician want to see?</td>
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<tr>
<td>12:15</td>
<td>Lunch</td>
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<tr>
<td>1:15</td>
<td><strong>African American Breastfeeding Support</strong></td>
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<tr>
<td>2:30</td>
<td>Break</td>
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<tr>
<td>2:45</td>
<td><strong>Breastfeeding As the Cultural Norm</strong></td>
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<td>4:00</td>
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### Objectives

Following the didactic presentations, the participant will be able to:

- Identify the three steps from the 10 step process most often linked to successful breastfeeding.
- Identify three ‘red flags’ that breastfeeding is not going well.
- Identify three strategies to improve African American breastfeeding initiation and duration.
- Describe at least three strategies which impact public breastfeeding policy.

### 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 - November 17, 2010

- **Registration:**
  - Early Bird up to 11/10/10: $90
  - General on 11/11 or after: $100
  - Tax deductible Contribution: $_____

  **Total:**

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- **Billing City, ZIP**

- **Register online at [www.breastfeedla.org](http://www.breastfeedla.org)**
- **Fax**: this registration form to our **Voice Mail/Fax line:** (213) 596-5776, OR
- **Mail Registration Form and check(s) Pay to:** BTFGLA, 1821A Speyer Lane, Redondo Beach, CA, 90278

### Author

**Sahira Long, MD, FAAP**

Board certified Pediatrician and mother of two. President of the DC Breastfeeding Coalition General Pediatrician at Children’s Hospital working at Martin Luther King and Good Hope Road Clinics.

**Kathi Barber, CLEC**