Program Description

The obesity epidemic is raging. Once a child has become obese, it is difficult to help him or her to achieve an ideal weight. Prevention is key. We will examine the association between breastfeeding and childhood obesity, discuss the probable reasons why breastfeeding affects childhood weight and BMI, and describe how we can make a difference in the obesity epidemic with breastfeeding advocacy and support.

We will also examine the published evidence for each of the Ten Steps to Successful Breastfeeding and discuss strategies to overcome the barriers to achieving the Baby Friendly certification.

WIC has made significant changes to its food package that emphasizes its support for breastfeeding. We will discuss how to educate families on how breastfeeding can promote the health and welfare of their family. We will discuss what we’ve learned from the Centers from Disease Control and Prevention about H1N1 flu and pregnancy and lactation.

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Assistant Clinical Professor
Medical Director, Fit for Health
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Kiran Saluja, MPH, RD
PHFE-WIC Deputy Director, Nutrition Education
Agenda

9:00 Registration
9:30 Breastfeeding: First Step in Obesity Prevention
10:45 Break
11:00 Baby Friendly: The Evidence Behind the Ten Steps to Successful Breastfeeding
12:15 Lunch
1:15 Leveraging the New WIC Food Package to Promote Exclusive Breastfeeding
2:30 Break
2:45 What Every Pregnant Woman Should Know About H1N1
4:00 Adjourn

Objectives

Following the didactic presentations, participants will be able to:

- Describe the reduction in risk of childhood obesity due to exclusive and extensive breastfeeding
- Describe the scientific literature supporting the Baby Friendly steps
- Identify three specific ways in which the new WIC food package incentivizes exclusive breastfeeding
- Describe how health care providers can support pregnant and breastfeeding mothers during this H1N1 season

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. This course offers 5 L CERPs. CERP application will be submitted.

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 Fees

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

Prior to Oct 6th $90
On or after Oct 7th/at the door $100

Location and Parking

Olive View UCLA Medical Center is located in Sylmar, CA just east the junction of the 5 and the 210 freeways. Parking is free.

Participant Confirmation

Confirmation by e-mail will be sent to participants providing an e-mail address. No other confirmation will be sent.

Cancellation Policy

Written cancellations received one week prior to the event will be granted subject to a $5 fee. No refunds after this date.

Register online at www.breastfeedla.org or

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