BOOK ORDER

Preorder your copy of Cindy Turner-Maffei’s book by checking the box below:

- Continuity of Care in Breastfeeding: Best Practices in the Maternity Setting

☐ Please reserve a copy to be received at the seminar for $51.29 (includes sales tax)

☐ Pay with credit card on registration form

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 support breastfeeding.

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

Our Next Meeting: Tuesday, July 28th
2930 W. Imperial Hwy, Inglewood, CA

BREASTFEEDING TASK FORCE OF GREATER LOS ANGELES

Presents:

Promoting Breastfeeding in the Early Postpartum: Research, Theory and Practice

Featured Speaker:
Cindy Turner-Maffei,
MA, IBCLC

Monday, June 22, 2009
9:00 am to 4:00 pm

Location:
Providence Saint Joseph Medical Center
Hope Conference Center
501 S. Buena Vista
Burbank, CA 91505

CO-SPONSORED BY:
Providence Saint Joseph Medical Center,
Community Perinatal Network
PHFE, NEVHC & SLAHP WIC Programs

INFORMATION / QUESTIONS
(213) 596-5776
www.breastfeedla.org

PROGRAM DESCRIPTION
This one day seminar will provide participants an opportunity to gain knowledge about the impact of common labor, delivery and hospital routines on breastfeeding outcomes. Participants will learn strategies about how to teach mothers to breastfeed, including how to assess for correct latch-on position and how to overcome common early problems. Other areas covered will include medical problems of the mother that are contraindications to breastfeeding and common medical problems of the baby in the immediate postpartum period that relate to breastfeeding. Strategies that have proven effective in preventing or minimizing these problems will be discussed, as will the impact of common hospital routines on breastfeeding.

OBJECTIVES
Following the didactic presentations, participants will be able to:

- List two hospital practices which support exclusive breastfeeding duration;
- Identify two strategies to teach mothers correct latch-on position;
- Describe three contraindications to breastfeeding; and to
- List three evidence based strategies to prevent or minimize common early postpartum breastfeeding problems.

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.
Cindy Turner-Maffei, MA, IBCLC is a faculty member of the Healthy Children Project and national coordinator of Baby-Friendly USA, implementing the UNICEF Baby-Friendly Hospital Initiative in the United States. She has extensive experience as a nutritionist and breastfeeding educator in WIC and other Maternal Child Health programs. Cindy is a member of breastfeeding coalitions on the local, state and national level, including the US Breastfeeding Committee. A lactation consultant at the Center for Breastfeeding, Cindy is also an adjunct professor at the Union Institute and University. She is an author of numerous publications including *Maternal and Infant Assessment for Breastfeeding and Human Lactation*, *Reclaiming Breastfeeding for the United States*, and, most recently, *Continuity of Care in Breastfeeding: Best Practices in the Maternity Setting*.

**REGISTRATION FEES**

Registration fee includes: continental breakfast, lunch, syllabus, and continuing education credit.

<table>
<thead>
<tr>
<th>Prior to June 15</th>
<th>On or after June 15 at the door:</th>
</tr>
</thead>
<tbody>
<tr>
<td>$90</td>
<td>$100</td>
</tr>
</tbody>
</table>

**LOCATION & PARKING**

501 W. Buena Vista, Burbank, CA, off the 134 east of I-5. Park in Visitor's parking. $3.00 with validation. $6.00 without validation.

**PARTICIPANT CONFIRMATION**

Confirmation by e-mail will be sent to participants providing an e-mail address.

**CANCELLATION POLICY**

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

**CONTINUING EDUCATION UNITS**

Continuing education credits will be 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.

**AGENDA**

9:00 Registration  
9:30 Morning Presentations  
12:15 Lunch  
1:15 Afternoon Presentations  
4:00 Adjourn

**REGISTER ONLINE @ www.breastfeedla.org**

By Mail or Fax using the form below

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Agency Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>City</th>
<th>State</th>
<th>Zip Code</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Billing Address</th>
<th>Email Address</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Credits Requested (please check all that apply):

- [ ] CEUs
- [ ] CPEs
- [ ] IBCLCs
- [ ] CHES

<table>
<thead>
<tr>
<th>License Number</th>
<th>Expiration Date</th>
<th>3 digit Security number</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Credit Card Payment:**

- [ ] $90 before 06/15
- [ ] $100 on or after 06/15
- [ ] $51.29 Continuity of Care in Breastfeeding

- [ ] Tax Deductible Contribution Amount: $___

<table>
<thead>
<tr>
<th>Card Type</th>
<th>Card Number</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If paying by credit card, you may fax this registration form to (213) 596-3776.

**Mail Registration/Checks (payable to) **

Breastfeeding Task Force of Greater LA
1821A Speyer Lane
Redondo Beach, CA 90278

**Registration Form - June 22, 2009**