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 25 of our Birth and Beyond California Project hospitals on improving hospital breastfeeding rates.

Wendy Slusser, MD, MS
Assistant Clinical Professor
Medical Director, Fit for Health
Mattel Children’s Hospital UCLA
UCLA Schools of Public Health and Medicine

Kiran Saluja, MPH, RD
PHFE-WIC Deputy Director, Nutrition Education

Karen Peters, MBA, RD, IBCLC
Executive Director, Breastfeeding Task Force of Greater Los Angeles

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:
Check Upcoming Meetings on our website!
2930 W. Imperial Hwy, Inglewood, CA

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.

Breastfeeding Task Force of Greater Los Angeles

1821A Speyer Lane
Redondo Beach, CA 90278
Phone and Fax: (213) 596-5776
www.breastfeedla.org

Breastfeeding Task Force of Greater Los Angeles presents:

Featured Speaker:
Wendy Slusser, MD, MS

Kiran Saluja, MPH, RD

Karen Peters, MBA, RD, IBCLC

Olive View UCLA Medical Center
14445 Olive View Drive
Sylmar, CA 91342

Date: October 14, 2009
Time: 9:00 AM to 4:00 PM

Co-sponsored by:
Olive View UCLA Medical Center
Community Perinatal Network
and
PHFE, NEVHC, & SLAHP
WIC Programs
Agenda and Objectives

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  Lessons Learned from the Birth and Beyond California Project

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 public data can identify disparities in hospital infant feeding rates and practices

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 Dieticians: 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