Overfeeding in infancy increases the risk for childhood obesity. Why don’t parents following our feeding advice? Why do they supplement breastfeeding with formula? Why do they introduce cereal and other foods earlier than we recommend? Many parents and healthcare providers believe that a quiet, sleeping baby is a ‘good baby’ and react to the crying and wakeful baby by overfeeding. This evidence based one day seminar will provide tools that can be used to support exclusive breastfeeding in community, clinic and hospital settings. Seminar participants will gain important insight into what babies are trying to communicate in their unique and often difficult-to-understand body language. When counseling breastfeeding mothers or teaching health care professionals, baby behavior messages can be woven into breastfeeding guidance. Understanding baby behavior will improve in-hospital and clinic breastfeeding rates, parent satisfaction and confidence.

Denise Parker, BA, IBCLC

Lactation Consultant at Kaiser Permanente, Baldwin Park
Southern California Kaiser Permanente Regional Lactation Committee Chair
Birth and Beyond California Consultant

Karen Peters, MBA, RD, IBCLC

Executive Director, Breastfeeding Task Force of Greater Los Angeles
Birth and Beyond California Consultant

Program Description

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:
July 27, 2010
9am–12pm
SLAHP, 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

Breastfeeding Task Force of Greater Los Angeles presents:

Featured Speakers:

Denise Parker, BA, IBCLC
Karen Peters, MBA, RD, IBCLC

Date: June 14, 2010
Time: 9:00 AM to 4:00 PM

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

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

Phone and Fax: (213) 596-5776
www.breastfeedla.org
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 and up to June 7th $90
On or after June 8th/at the door $100

Location and Parking
White Memorial Medical Center is located at 1720 Cesar E. Chavez Ave. in Los Angeles. Meeting room is the Cafeteria Conference Room. Parking is $5.

Participants 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 $10 fee. No refunds after this date.

Agenda

9:00 Registration
9:30 The Seeds of Obesity are Sown in Infancy: reading infant body language to prevent overfeeding
10:45 Break
11:00 Comparing Apples and Oranges: myth busting the ‘good baby’ vs. the ‘healthy baby’
12:15 Lunch
1:15 Leading Them Down the Garden Path: engaging physicians, colleagues and families to avoid formula supplementation
2:30 Break
2:45 Turn over a New Leaf: teaching baby cues to increase exclusive breastfeeding rates in the hospital and beyond
4:00 Adjourn

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

• Identify ‘sound bites’ of parent education to prevent overfeeding
• Demonstrate ability to teach parents non-feeding methods to calm the fussy baby
• Describe the importance of “active sleep” in infant health and development
• Describe why baby behavior messages may be relevant in hospital settings

The content in this workshop has been adapted from Baby Behavior 101 by UC Davis Human Lactation Center.

Registration Form - June 14, 2010

Registration

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
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<tbody>
<tr>
<td>Early Bird up to 6/7/10</td>
<td>$90</td>
</tr>
<tr>
<td>General on 6/8 or after</td>
<td>$100</td>
</tr>
<tr>
<td>Tax deductible Contribution</td>
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</tbody>
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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