



STRATEGIES FOR BREASTFEEDING SUCCESS

Day 1: August 9, 2018

NCLCA 2018 BREASTFEEDING SUMMIT

Day 2: August 10, 2018

BREASTFEEDING SYMPOSIUM 2018

The Education Center at Eastern AHEC
2600 W. Arlington Blvd., Greenville, NC

Jointly provided by Eastern AHEC Department of Nursing and Allied Health Education,
North Carolina Lactation Consultant Association,
NC Perinatal Regions V and VI by NC Division of Public Health, Nutrition Services Brand

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Description

Take advantage of two exciting programs offering opportunities to learn from recognized breastfeeding experts and network with lactation colleagues.

Who Should Attend

This program is intended for Lactation Professionals (IBCLC, etc.), Breastfeeding Peer Counselors, Lay Breastfeeding Supporters, Registered Nurses, Nurse Practitioners, Certified Nurse Midwives, Dietitians, Public Health Staff, Childbirth Educators, Doula's, or anyone interested in successful lactation.

Day 1 - NCLCA 2018 Breastfeeding Summit

Mission

The mission of this summit is to support, connect, and grow the community of Lactation professionals in NC. Each year the NCLCA Summit brings together lactation consultants from across the state as speakers and participants. Our goal is to provide an opportunity for NC lactation consultants to collaborate, share ideas, mentor each other, and become a cohesive community of health care providers and breastfeeding advocates. This year, we will focus on creating conversations that further our skills, ethics and regional identity.

Description

The 2018 NCLCA Breastfeeding Summit is exactly that, a summit. It is designed to bring North Carolina lactation consultants together, in one place, once a year. The NC Division of Public Health will give an update on state initiatives, and all summit participants will spend facilitated time making decisions about breastfeeding advocacy in their regions. Using case studies and interactive forums such as the Lactation Science Fair, the goal of the summit is to provide practical strategies for lactation consultants to facilitate breastfeeding across the state.

Objectives

- Identify how the North Carolina WIC program supports breastfeeding at a federal, state, and local level
- Describe how the North Carolina WIC Program collects and uses breastfeeding data
- Compare North Carolina WIC Program breastfeeding rates to the state and national breastfeeding rates
- Review North Carolina Division of Public Health's breastfeeding training programs, resources and initiatives
- Outline current breastfeeding research and successes in individual perinatal regions in North Carolina
- Identify at least 3 strategies for breastfeeding success in challenging situations
- Explore the use of therapeutic breast massage of the treatment of mastitis
- Identify practical approaches to construct a path to Baby Friendly Designation

Day 2 - Breastfeeding Symposium 2018

Description

The 2018 Breastfeeding Symposium will provide current information and evidence-based practice recommendations related to optimal breastfeeding care and support. This symposium will present topics including opioids, babies and breastfeeding; making the case for breastfeeding; and supporting, promoting and protecting breastfeeding in the Latino population. The program will also include afternoon breakout sessions for Peer Counselors and others working with breastfeeding mothers. Topics for these sessions will include: community support for breastfeeding; jaundice and breastfeeding; breastfeeding counseling and education and a panel discussion on weaning.

Objectives

- Discuss challenges and tools to help families dealing with infants with Neonatal Abstinence Syndrome reach their breastfeeding goals
- Discuss how breastfeeding advocates, lactation consultants and peer counselors deal with these parents in a way that can support, promote and protect breastfeeding; Review the data and best practices for this vulnerable population
- Explore the evidence for exclusive breastfeeding and the Baby Friendly Hospital Initiative in light of recent claims in the media
- Discuss how anyone in healthcare can support breastfeeding; Discuss how Queen City Cocoa B.E.A.N.S. is striving to make a difference; Review the incidence of infant and maternal mortality
- List 3 strategies for enhancing communication with clients/patients by employing a strength-based approach to counseling and education
- Identify strategies to help empower, support and reclaim breastfeeding in Latinx families
- Identify differences between physiologic and pathologic jaundice in the newborn
- Describe the relationship between breastfeeding and jaundice at 1-3 days of life compared to 1- 3 weeks of life
- Describe 2 risk factors for physiologic and pathologic jaundice in the newborn

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Day 1: August 9

NCLCA 2018 Breastfeeding Summit

8:00 - 8:30 Registration

8:30 - 8:45 Welcome

NCLCA Leadership and Hosts

8:45 - 9:15 State of the State Address

Chiara Phillips, MS, RD, LDN, IBCLC

9:15 - 10:45 Perinatal Regional Workgroups

Norma Escobar, IBCLC

Rebecca Ruhlen, PhD, IBCLC

Crystal Unger, MA

10:45 - 11:00 Break

11:00 - 12:15 Lactation Science Fair Poster/Project Presentations

12:15 - 1:15 Lunch

1:15 - 2:45 IT WORKED! Clinical Case Studies

1. 21 Days to Full Breastfeeding: Penelope's Story

Norma Escobar, IBCLC

2. Breastfeeding and Mental Health

Julie Crum, RN, BSN, IBCLC

3. ICO4MCH Grant Successes

Janna Blue, BS

Nina Beech, CHES

Lugenia Grider, LCCE

4. Provider Education – What Works

Kelley V. Lawrence, MD, IBCLC, FAAFP, FABM

5. Compassionate Care and the Baby Friendly Journey

Alison Moore, RD, LDN, IBCLC

2:45 - 3:00 Break

3:00 - 4:00 WORK IT! Retrospective Cohort Study on the use of Therapeutic Breast Massage for the Management of Mastitis

Ellen Chetwynd, PhD, MPH, BSN, IBCLC

4:00 - 4:30 Wrap Up and Closing

NCLCA Leadership and Hosts

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Day 2: August 10

Breastfeeding Symposium 2018

8:15 - 8:45 Registration

8:45 - 9:00 Welcome/Opening Remarks

9:00 - 10:30 Opioids, Babies and Breastfeeding

Joan Younger Meek, MD, MS, RD, FAAP, FABM, IBCLC

10:30 - 10:45 Break

10:45 - 12:00 Why Do We Still Need to Make the Case for Breastfeeding?

Joan Younger Meek, MD, MS, RD, FAAP, FABM, IBCLC

12:00 - 1:00 Lunch

1:00 - 1:55 Community Support for Breastfeeding: Cocoa BEANS

Rachel Davis, MPH, RD, LDN, IBCLC, RLC, FABM

1:55 - 2:00 Break

2:00 - 2:50 Break Outs

- A. Jaundice and Breastfeeding
Jamie Haushalter, CPNP-PC, IBCLC
- B. Honoring the Wisdom Within
Betsy Randall-David, PhD, RN

2:50 - 3:00 Break

3:00 - 4:15 Latinx Breastfeeding: Knowing More, Doing Better

Diana Derige, DrPH

4:15 - 4:30 Wrap Up and Evaluation

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Faculty

Joan Younger Meek, MD, MS, RD, FAAP, FABM, IBCLC
Chair, American Academy of Pediatric Section on Breastfeeding

Associate Dean for Graduate Medical Education
Designated Institutional Official
Professor, Clinical Sciences
Florida State University College of Medicine

Diana Derige, DrPH

National Director of Health Initiatives
Urban Strategies

Chiara Phillips, MS, RD, LDN, IBCLC

State Breastfeeding Coordinator
Division of Public Health, Nutrition Branch Services
North Carolina Department of Health and Human Services

Norma Escobar, IBCLC

New Hanover County WIC
Region V Breastfeeding Coordinator

Rebecca Ruhlen, PhD, IBCLC

Adjunct Assistant Professor, Department of Anthropology
Davidson College

Crystal Unger, MA

Regional Resource Coordinator
North Carolina Breastfeeding Coalition

Julie Crum, RN, BSN, IBCLC

Home Visitor
New Parent Support Program, Cherry Point Marine Corps Air Station, NC

Janna Blue, BS

ICO4MCH Program Manager
Robeson County Health Department

Nina Beech, CHES

ICO4MCH Program Manager
Richmond County Department of Health and Human Services

Lugenia Grider, LCCE

Breastfeeding Education Coordinator
Mecklenburg County Health Department

Kelley V. Lawrence, MD, IBCLC, FAAFP, FABM

Associate Program Director
Novant Health Family Medicine Residency Program

Alison Moore, RD, LDN, IBCLC

NC Region II Breastfeeding Coordinator
Lactation Consultant - NICU
Baby Friendly Committee Lead
Novant Health Forsyth Medical Center

Ellen Chetwynd, PhD, MPH, BSN, IBCLC

Research Scientist of Clinical Lactation, North Carolina State University
Lactation Consultant, MILC, Women's Birth and Wellness Center

Rachel Davis, MPH, RD, LDN, IBCLC, RLC, FABM

Regional Breastfeeding Coordinator and Peer Counselor Supervisor
North Carolina Department of Health and Human Services: WIC

Jamie Haushalter, CPNP-PC, IBCLC

Pediatric Nurse Practitioner, UNC Chapel Hill

Betsy Randall-David, PhD, RN

Independent Consultant
President of Center for Creative Education

Planning Committee

Ellen Chetwynd, PhD, MPH, BSN, IBCLC

Research Scientist of Clinical Lactation, North Carolina State University
Lactation Consultant, MILC, Women's Birth and Wellness Center

Hannah Edens, MPH, RD, LDN, IBCLC, RLC

WIC Regional Breastfeeding Coordinator
Perinatal Care Region VI
Eastern AHEC

Lindsey Reeves, MS, RD, LDN, IBCLC

Angel Food Lactation and Nutrition

Gigi Lawless, BSN, RN, IBCLC, RLC

EMPower Breastfeeding Specialist
Carolina Global Breastfeeding Institute, Department of Maternal and Child Health
UNC Chapel Hill Gillings School of Global Public Health

Rebecca Costello, IBCLC, MPH

Lactation Consultant
Women's Birth & Wellness Center

Norma Escobar, IBCLC

New Hanover County WIC - Region V Breastfeeding Coordinator

Catherine Sullivan, MPH, RD, LDN, IBCLC, FAND

Director, Clinical Assistant Professor
Carolina Global Breastfeeding Institute

Mary Wilson, PhD, MSN, RN

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Donna Moses, MSN, RN

Director, Nursing and Allied Health Education
Eastern AHEC

Disclosure Statement:

Neither the planning committee nor faculty have any conflicts of interest related to the content of this activity.

STRATEGIES FOR BREASTFEEDING SUCCESS

Credit Day 1

Nurses

6.25 CNE hours

The Eastern AHEC Department of Nursing and Allied Health Education is approved with distinction as an approved provider of continuing nursing education by the North Carolina Nurses Association, an accredited approver by the American Nurses Credentialing Centers Commission on Accreditation.

CERPS

Application for Continuing Education Recognition Points has been submitted to the International Board of Lactation Consultant Examiner.

Other Professionals

6.25 Eastern AHEC Contact hours

Credit Day 2

Nurses

6.25 CNE hours

The Eastern AHEC Department of Nursing and Allied Health Education is an approved provider of continuing nursing education by the North Carolina Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

CERPS

Application for Continuing Education Recognition Points has been submitted to the International Board of Lactation Consultant Examiner.

Dietitians

Application has been submitted to the Commission on Dietetic Registration (CDR), an approver of Continuing Professional Education (CPE) programs for Registered Dietitians.

Other Professionals

6.25 Eastern AHEC Contact hours

Attendance at the entire program is required for credit. Participation is verified by check in at the start of each program and initial out at the end of each program.

Registration Information

Registration is available online only at **www.easternahec.net**.

To register for this program, please create or update your MyAHEC account at **my.ncahec.net**.

Registration Fees:

Day 1: NCLCA 2018 Breastfeeding Summit
Received by August 1, 2018 ... \$120.00
Received after August 1, 2018 ... \$140.00

NCLCA Member Day 1
Received by August 1, 2018 ... \$100.00

Day 2: Breastfeeding Symposium 2018
Received by August 1, 2018 ... \$120.00
Received after August 1, 2018 ... \$140.00

Day 1 and Day 2 ... \$195.00

Science Fair Presenters
Registration for Day 1 ... \$60.00
Registration for Day 1 and Day 2 ... \$180.00

The registration fee includes all program materials, credit, lunch and refreshments.

Scholarships are available! See next page.

By attending this event, I acknowledge that Eastern AHEC staff and/or their designees including news media may take general (not close-up) photos or videos of this event for marketing/publicity purposes, and I further allow my likeness to be used in this manner. If I do not wish to appear in these photos or videos, I understand that it is my responsibility to notify Eastern AHEC staff so my preference can be met.

Eastern AHEC Cancellation Policy

- To be eligible for a refund, cancellations MUST be emailed to easternahec@ecu.edu at least one week in advance of the activity.
- No refunds will be given for cancellations less than one week prior to activity.
- For continuing professional development activities canceled more than one week prior to continuing professional development activity,
 - A \$35.00 cancellation fee will be deducted from the refund, OR
 - The registrant may elect to apply the full amount toward a future Eastern AHEC continuing professional development activity being held within one year, OR
- Substitutions are welcome; advance notification encouraged.

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Handouts and Evaluations

Handouts will be available online only. One week prior to the program, registrants will receive a confirmation email with instructions to access handouts along with other program information.

Evaluations will be emailed after the program. Once the evaluation has been completed, your certificate will be available.

NCLCA Scientific Fair Poster Presenters Information

We are accepting proposals for presentations until June 15th on a rolling basis. You will receive confirmation of your acceptance a week after your proposal is submitted. Please do not register until you have confirmation of your proposal status. If accepted, you will receive a discounted registration rate. More information can be found at <https://www.ncbfc.org/nclca-summit>. Contact Rebecca Costello with your proposals or questions at rcostello@gmail.com.

Scholarships

Scholarships are available to attend this event due to funds generated by NCLCA events. Priority will be given to those working in rural areas of North Carolina and from underrepresented populations. To apply, please email your request to Norma Escobar at nescobar@nhcgov.com. The subject line should read: "NCLCA Scholarship Request"; please include a statement of need and how you plan to use the knowledge gained during this workshop to further breastfeeding support in your community as well as if you plan to attend one or both education days. The deadline for scholarship requests is July 1, 2018. Award recipients will be notified by July 16, 2018.

Accommodations

Holiday Inn Express

(252) 744-8300
909 Moye Blvd.
Greenville, NC 27834

Residence Inn by Marriott

(252) 364-8999
1820 West 5th Street
Greenville, NC 27834

Fairfield Inn & Suites by Marriott

(252) 353-0606
908 Moye Boulevard
Greenville, NC 27834

Americans with Disabilities Act



Individuals requesting accommodation under the Americans with Disabilities Act (ADA) should contact the Department of Disability Support Services at (252) 737-1016 (V/TTY) at least five business days prior to the program.

If you would like more information on the program, please call the Department of Nursing and Allied Health Education at 252-744-3087.

These programs are financially supported by North Carolina Department of Health and Human Services – Division of Public Health, Special Supplemental Nutrition program for Women, Infants and Children (DHHS-DPH WIC) under contract number #35959, Eastern Area Health Education Center, Inc and the Region V WIC Lactation Training Center housed at the New Hanover County Health Department. This information of content and conclusions are those of the speakers and should not be construed as the official position or policy of, nor should any endorsements be inferred by North Carolina DHHS-DPH WIC. This institution is an equal opportunity provider.