

The Sixteenth Annual
Breastfeeding: The Gold Standard
Breaking Through the Barriers



Featuring:

- *Nancy Mohrbacher, IBCLC, FILCA*
- *Barbara Wilson-Clay, BSEd, IBCLC, FILCA*
- *Farooq Abdulla, MD*
- *Theresa Dise, MD*

Wednesday -Friday, April 3 - 5, 2013

The Hampton Inn & Suites
1201 Convention Center Boulevard
New Orleans, Louisiana

Sponsored by:

La Leche League of Alabama, Mississippi and Louisiana
In Cooperation with
West Jefferson Medical Center

Breastfeeding: The Gold Standard 2013

The sixteenth annual "Breastfeeding: The Gold Standard" conference is an opportunity to hear about the latest evidence-based practices in the field of lactation to better serve the breastfeeding mothers and babies in your community. This outstanding conference will be held at the Hampton Inn & Suites, 1201 Convention Center Boulevard, New Orleans, Louisiana, and provides 3 days of excellent presentations by Nancy Mohrbacher, IBCLC, FILCA, Barbara Wilson-Clay, BSEd, IBCLC, FILCA, Farooq Abdulla, MD, and many other warm and engaging educators in lactation management.

Sponsored by:



La Leche League of Alabama, Mississippi and Louisiana



West Jefferson Medical Center

Conference Features and Accommodations

Breastfeeding Mothers

Quiet babies are always welcome at the Gold Standard Conference. However, an environment conducive to learning at sessions must be provided for attendees. **If your infant becomes restless, please take him/ her out of the meeting room.** Attendees are encouraged to bring a support person to the conference to help care for their children. If you need to buy extra breakfast or luncheon tickets, please indicate this on your registration form. A pump room will be available at the conference for mothers requiring pumping facilities. Mothers will need to bring their own pumps.

Conference Bookstore

A conference bookstore will offer a limited selection of professional resources and items from the La Leche League International catalog, as well as selections from the conference speakers. Books can be pre-ordered on the registration form to guarantee availability. Pre-ordered books will be pre-packaged and available for pick-up at a designated area. ***MasterCard, Discover, Visa and American Express accepted.***

Conference Materials

The syllabus will be provided online for download at no charge to all participants. A limited number of printed copies will also be available for \$50. Please pre-order to guarantee availability. This year we will also offer the syllabus on a flash drive available as a pre-order item only for \$15. You may also order a CD copy of the syllabus for \$5. **All orders for flash drives and printed syllabi must be received no later than March 1, 2013.**

Bring your previous year's Gold Standard name badge holder to registration and receive a small gift!



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Continuing Education

Applications have been submitted for Registered Nurse (RN), and Occupational Therapist (OT) Contact Hours.

Registered Dietitians (RDs) will be provided the conference certificate and agenda needed to report their CE hours.

Additional continuing education hours may have been applied for. If you would like to request specific continuing education hours, please contact Laura@breastfeedingthegoldstandard.org. The syllabus will contain the information needed for individuals to apply for any continuing education hours not offered by the conference.

Breastfeeding: The Gold Standard has been reviewed and awarded 17.75 –L, 2.5 – E, 10 – R CERPs.

Breastfeeding: The Gold Standard has been reviewed and approved for 19 CECH. All 19 CECH have been approved for advanced-level credits.

Meals

The hotel provides a hot breakfast buffet to all registered guests. Attendees not staying in the hotel may purchase a breakfast ticket with their registration. The registration fee includes a luncheon on Thursday and Friday. Please indicate your choice from the three entrees available on the registration form. Light snacks will be provided at some breaks.

Meeting Site

“Breastfeeding: The Gold Standard” is being held at the Hampton Inn & Suites, located at 1201 Convention Center Boulevard in New Orleans, LA. It is located right in the middle of all the Big Easy has to offer. The hotel provides an outdoor pool, fitness room, laundry facilities and serves a hot breakfast for all registered guests. A block of rooms at a special price of \$115.00 standard or \$189.00 suite, plus tax (single or double for up to four people) has been reserved for conference attendees. Use code **BGS** and book your room early. They will sell out! The room block is available until **March 12, 2013 or until the block sells out**. Reservations can be made by calling the Hampton at (866) 311-1200 or (504) 529-1200. Please identify yourself as a participant of the Breastfeeding: The Gold Standard Conference. **Check-in time is 3 p.m.** A special parking rate for Gold Standard Conference Attendees is also being offered see parking information below.

Participants are encouraged to bring a sweater or light jacket to the conference in case the meeting rooms are cool.



Parking

Parking in New Orleans is NOT free.

The Hampton Inn & Suites is offering conference attendees parking at the following reduced rates: overnight parking (with room) for \$18/night with in-out privileges or day-use parking for \$12/day no in – out privileges (plus tax and gratuity).

Pull into the valet parking spaces on Gaiennie Street. **Day-use parking is based on availability.** There is some street parking with meters available.

Overflow parking will be available at the Fulton Street Garage. (7am – 5:30pm Sun, 7am -8pm M-Th and 7am-2:30am Fri/Sat) Their rates are: \$20 per 24 hours with no in-out privileges. Reservations are preferred. Visit www.FultonPlaceParking.com for reservations and discounts.

Refund Policy

Written cancellations received by March 4, 2013, will be granted subject to a \$25 processing fee.

There will be no refunds granted after this date. Attendees are encouraged to send a substitute if they cannot attend. Please call Laura @ (601) 566-0201 and notify her if sending a substitute.

Transportation

The Hampton Inn & Suites is easily accessible by car.

From Airport/ I-10 Eastbound - Go to downtown business district. Take Hwy. 90-Business and exit at Tchoupitoulas St., also known as South Peters. Turn left onto South Peters then right onto Gaiennie St.

From I-10 Westbound - Go to downtown, take Hwy. 90-Business and exit at Tchoupitoulas St., also known as South Peters. Turn left onto South Peters then right onto Gaiennie St.

Pull into the valet parking spaces on Gaiennie Street.

In compliance with the WHO Code of Marketing of Breastmilk Substitutes, this program does not receive funding from artificial baby milk companies.

ABOUT OUR SPEAKERS:

Dr. Farooq Abdulla: Dr. Farooq Abdulla is board certified in Neonatology and is also an International Board Certified Lactation Consultant (IBCLC). He has a Masters' Degree in Health Administration. He worked at University Medical Center (UMC) Las Vegas, Nevada in the Level III NICU for 18 years. He initially started as an Assistant Clinical Professor and was promoted to Associate Clinical Professor, and later served as Associate Medical Director. He currently provides care at UMC on an as needed basis. Dr. Abdulla was also involved with St. Rose Dominican Hospital, Siena Campus, which started with a Level II NICU and then advanced to a Level III NICU. He served as the Medical Director for the Level II nursery and then as an attending physician for the Level III NICU. While at St. Rose Hospital, he was instrumental in helping to create the first "Family Centered NICU" in the state of Nevada. St. Rose, Siena Campus has applied for the "Baby Friendly Hospital" initiative and will soon be designated as the first "Baby Friendly Hospital" in the state of Nevada. He also currently has an appointment as a Clinical Associate Professor with Touro University. His area of interest is improving the quality of care for the patients in the NICU to allow for the best possible outcome. He has taught residents and medical students and is currently the only male Neonatologist with the designation of IBCLC. He is currently providing care at various NICUs in the Las Vegas area and at West Jefferson Medical Center in Marrero, Louisiana.

Karen Broyles: Karen Broyles began her study and practice of Asian Bodywork Therapy in 1993. In 1994, she began studying the principles of Ortho-Bionomy®. She is a Certified Practitioner of Ortho-Bionomy® through the Society of Ortho-Bionomy International, and a Diplomate of Asian Bodywork Therapy, certified by the National Certification Commission for Acupuncture and Oriental Medicine. She is on the editorial staff of *Pulse*, the journal of the American Organization for Bodywork Therapies of Asia®, and has a private practice in Saint Louis, Missouri.

Dawn DeArmond: Dawn DeArmond, RN, MSN, NNP-BC, IBCLC is a neonatal nurse practitioner whose career has been spent caring for babies, their mothers, and extended family. She completed her undergraduate degree in Nursing at Mississippi University for Women. Her masters' degree in Maternal- Infant Nursing was completed at the University of Alabama at Birmingham. She has been employed in a variety of roles: staff nurse, nurse practitioner, head nurse, and lactation consultant. She became certified as an IBCLC in 1997. Dawn co-chaired a committee which led Blount Memorial Hospital into becoming the 23rd hospital with the Baby Friendly Hospital Initiative™ designation. She currently works with Newborn Associates, a private neonatology group in Jackson, MS. She is a member of The MS Breastfeeding Coalition, ILCA, and NANNP. She is also a member of the medical advisory board for the Mother's Milk Bank of Mississippi. Her special interest in lactation is in the area of nutrition for the extremely low birth weight/very low birth weight (ELBW/VLBW) infant. She has two grown sons and lives with her husband Randall, two labs, and two cats in Madison, MS.

Dr. Terry Dise: Dr Dise is an Associate Professor of Pediatrics, a member of the Department of Pediatrics Section of General Academic Pediatrics. She is Director of the Foundations in Medicine Program. Dr Dise has 24 years of experience in Pediatrics and specializes in Breastfeeding Medicine/Lactation. She graduated UTHSC Medical School at San Antonio, San Antonio, TX, and completed her residency at Tulane University School of Medicine, New Orleans, LA. Dr Dise has recently been recognized as a Compassionate Doctor and received the Patients' Choice Award..

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Pamela Helmstetter: Pamela Helmstetter, RN, FACCE, LCCE, GLC, graduated from Charity Hospital School of Nursing in New Orleans in 1990. She has been active in the Maternal-Child field since then, first as a staff RN in Nursery/NICU at West Jefferson Medical Center, and since 1997 as the Perinatal Educator and Outreach Liaison for the Family Birth Place at West Jefferson Medical Center. She coordinates and teaches 14 classes, ranging from siblings to preteens to grandparents, in addition to the traditional pregnancy offerings. Aside from her duties at the hospital campus, Pam also teaches New Orleans' only teen prenatal program, Teens are Prepared Parents Too (TAPPT); which offers a class at a local high school and a class at a west bank WIC clinic. In 2002 she qualified for Lamaze certification, and in 2004 obtained the Lactation Counselor certification. In 2012 she was inducted by Lamaze International as a Fellow of the Academy of Certified Childbirth Educators. Pam and her tugboat captain husband, Roy, are the proud parents of two sons, both 10+ lb breastfed infants. Older son Robert is serving our country as a staff sergeant in the U.S. Marine Corps. Younger son Rhett is a 2nd semester senior at Nicholls State University on the "Bayou". The joy of Pam's heart is grandson Reilly, an 11 year old "X Box Live master", who was breastfed for 22 months.

Toni Hill & Jimmy Hill, Jr.: Jimmy and Toni Hill currently reside in Tupelo, MS. They have been married for what will be 18 years this coming June. They have four homeschooled children Precious 16, Tre' 11, Preston 8, and Patience 6 who were nurtured at the breast until they outgrew the need. They have dedicated their lives to educate and support families in their community to empowerment. Toni serves her community as a La Leche League Leader, doula, childbirth educator (Who's Your Doula Birth Services), student midwife, lactation specialist (MS-WIC), and project coordinator of the Northeast Mississippi Birthing Project. Jimmy, a long time Boy Scout leader, works in the fabric industry and carries a huge load of their children's daily education. Jimmy is the director of the Daddy Boot Camp program at the Northeast Mississippi Birthing Project, where he helps support and prepares fathers for their new role.

Lisa McAlister: Lisa McAlister is a homemaker, homeschooler, and mom of 5. Lisa recently retired as a La Leche League Leader where she served for 10 years with La Leche League of Baton Rouge. She also served as a Communication Skills Instructor for La Leche League for 3 years. Lisa enjoys writing, gardening, sewing and most of all, spending time with her family. She left a career in research and statistics in the university system to stay home with her kids. She fell in love with mothering through breastfeeding, and developed a desire to help moms and babies be successful with nursing. She is also passionate about fostering a more nurturing way of raising children. This led to her interest in nonviolent communication and how we can empower each other by better communication.

Linda Couvillion McGrath: Linda Couvillion McGrath, PhD, IBCLC, MCHES, LLL Leader - Linda is a La Leche League Leader and has been affiliated with La Leche League International since 1976. She became an International Board Certified Lactation Consultant (IBCLC) in 1999, a Certified Natural Family Planner Provider (NFP) in 2001, and a Certified Health Education Specialist (CHES) in 2005. Linda completed her PhD in Education, with a minor in Health Education and Health Promotion, at the School of Human Sciences at Mississippi State University in August 2006. For her dissertation, she conducted research on Mississippi obstetricians to learn about their maternity care practices related to breastfeeding education and support based on The Ten Steps. Linda presented her research findings at the American Public Health Association annual meetings in 2007 and 2009. She teaches active parenting and prenatal classes, natural family planning classes, and is a guest lecturer for local

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high school and universities. She is the proud mother of five breastfed children. Linda has seven breastfed grandchildren. She became a single mom of five children after the death of her husband Ed in 1992 and married Vince in August 2004. Linda and Vince live in Starkville, Mississippi.

Vincent McGrath: Vincent R. McGrath, EdD, MSU Professor Emeritus - Vince retired after being on the faculty of Mississippi State University College of Education for 21 years. He is now Professor Emeritus in the Leadership and Foundations Department. Vince served as Counselor for the international honorary educational organization Kappa Delta Pi at MSU for over 20 years. He and Linda are now actively involved in community programs such as Oktibbeha County Excel by 5 and the MSU Breastfeeding Support Program. He married Linda Couvillion in 2004, and they live in Starkville, MS. Vince is enjoying grand parenting their 7 grandchildren, who LLLovingly call him "Doc." Vince serves as the photographer for the healthcare profession conferences that he and Linda attend.

Nancy Mohrbacher: Nancy Mohrbacher, IBCLC, FILCA, is author of the books for breastfeeding specialists: *Breastfeeding Answers Made Simple (BAMS)* and the *BAMS Pocket Guide Edition*. She is co-author (with Julie Stock) of all three editions of *The Breastfeeding Answer Book*, a research-based counseling guide for lactation professionals, which has sold more than 130,000 copies worldwide. She is also co-author (with Kathleen Kendall-Tackett) of the popular book for parents, *Breastfeeding Made Simple: Seven Natural Laws for Nursing Mothers*. Nancy has written for many publications and speaks at breastfeeding conferences around the world. Nancy fell in love with breastfeeding when she breastfed her own three sons, Carl, Peter, and Ben, who are now grown. She began helping breastfeeding families in 1982 as a volunteer. She became board-certified as a lactation consultant in 1991 and from 1993 to 2003 she founded and maintained a large private lactation practice in the Chicago area, where she worked with thousands of breastfeeding families. She leads a monthly [Breastfeeding USA](#) Community Chapter for families, Baby & Me, in Mundelein, IL. In 2008 the International Lactation Consultant Association (ILCA) officially recognized Nancy's contributions to the field of breastfeeding by awarding her the designation FILCA, Fellow of the International Lactation Consultant Association. Nancy was one of the first group of 16 to be recognized for their lifetime achievements in breastfeeding.

Maranda Nybo: Maranda Nybo has 10 years of natural childbirth and breastfeeding experience. She is a Childbirth Educator, Certified Doula, International Board Certified Lactation Consultant (IBCLC), La Leche League Leader and a Certified Car Seat Safety Technician. She has worked for Mississippi State Department of Health (MSDH)/WIC as a Lactation Consultant in District 9 (six coastal counties) and works as a Childbirth Educator at Hancock County Hospital, She is in the process of opening a Gulf Coast Birth Center on the MS Coast.

Bianca Wooden: Bianca's career began in the of field of Human Resources. She utilized her Communications degree and PHR (Professional in Human Resources) certification at two Fortune 500 companies in training and HR project management. Upon becoming a mother, she left the corporate world. Bianca is a La Leche League Leader and has been affiliated with La Leche League since 2004. In 2009, she co-founded Mississippi Friends of Midwives where she continues to work increasing awareness of midwifery care and supporting legislation to improve access to midwifery. She opened Better Beginnings in 2011 and began her work as a childbirth assistant and childbirth educator. In addition to supporting mothers, she has presented on the topic of supporting breastfeeding at the

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Society for Human Resource Managers meeting and regional midwifery retreats. She lives with her husband, Graham, and two daughters, Lucile and Caprie, in Ocean Springs.

Barbara Wilson-Clay: Barbara Wilson-Clay, author of *The Breastfeeding Atlas*, has served as a La Leche League Leader, an IBCLC with a busy private practice in Austin, Texas, a volunteer lobbyist in the Texas Legislature, and helped found the Mothers Milk Bank at Austin. She served as the ILCA representative to the International Board of Lactation Consultant Examiners, where she sat on the Ethics and Exam committees. Her case studies and commentaries have appeared in numerous lactation and medical journals. She especially enjoys mentoring lactation consultants and promoting non-profit community milk banks. In 2012, after numerous collaborations with the lactation community in Poland, Barbara was named as a member of the Scientific Board of the Polish Center for Lactation Science.

Bethany Willis: Bethany Willis attended her first La Leche League meeting during her first pregnancy in 2001. She left that meeting vowing to never nurse a "walking, talking kid with TEETH" like the local Leader had done. A few short months later, she contacted another local Leader for help with latch problems. Bethany became a Leader in June 2006 and has been active in LLL Jefferson (LA), LLL Irving (TX), LLL Shreveport/Bossier City (LA), and started the Group LLL Golden Triangle, South Arkansas. Seeking continuing education in lactation, Bethany started attending *Breastfeeding: The Gold Standard* conference in 2008 and became the conference treasurer in 2009. Planning and attending the annual conference is now an integral part of Bethany's spring each year. In an effort to help the community on a professional level, Bethany became an International Board Certified Lactation Consultant in 2011 and began pursuing employment in her field summer 2012. Bethany is thrilled to be helping the moms of the Florida panhandle by working as a hospital LC at Gulf Coast Medical Center in Panama City. Bethany has now nursed her children well into toddlerhood for a combined total of over 10 years proving that when you know better, you do better!



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Wednesday, April 3, 2013

- 9:30 AM – 10:00 AM** **Early Bird & Breastfeeding Awareness Run/ Walk Registration**
- 10:00 AM – 11:30 AM** **General Session 1:** Natural Laws of Breastfeeding, Nancy Mohrbacher. Incorporating key paradigm shifts and innovative teaching strategies. Includes the significance of right-brain interactions in the early postpartum period, the importance of touch to health and survival, how realistic expectations can help increase breastfeeding duration, the effect of breast storage capacity on feeding patterns, and weaning. **IBLCE Exam Blueprint discipline(s) covered in the session:** B. Maternal and Infant Normal Physiology and Endocrinology; C. Maternal and Infant Normal Nutrition and Biochemistry; L. Techniques
- 10:00 AM–12:00 PM** **Breastfeeding Awareness Run/ Walk**
- 11:30 AM – 12:45 PM** **Lunch On Own**
- 12:00 PM – 12:45 PM** **Registration**
- 12:30 PM – 1:30 PM** **Breastfeeding Awareness Run/ Walk Luncheon and Awards**
Participants in the Run/Walk will enjoy a picnic style lunch in the park and awards will be presented.
- 12:30 PM – 1:30 PM** **Conference Session Monitor Lunch & Training** Those attendees who have volunteered to be session monitors will meet for a light lunch and to receive their paperwork and instructions.
- 12:45 PM – 2:30 PM** **General Session 2: MRSA Mastitis**, Barbara Wilson-Clay
Approximately 14,294 pregnant or postpartum women experience an invasive methicillin-resistant *Staphylococcus aureus* (MRSA) infection in the US annually. The majority of these infections are mastitis. (Beigi 2009) This presentation reviews issues related to lactation mastitis, with a focus on MRSA, and includes a case study of a primiparous woman who developed multilocular breast abscesses as the result of MRSA-related mastitis.
- 2:45 PM – 4:15 PM** **General Session 3: Using the International Code to Create Change**, Nancy Mohrbacher.
The Codes' implications to our daily practice, and the process in place to evaluate U.S. companies' compliance with the International Code, as well as some developments that may help protect breastfeeding in the U.S. **IBLCE Exam Blueprint discipline(s) covered in the session:** J. Ethical and Legal Issues.

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4:30 pm – 6:30 PM

Optional Evening Sessions:

O1: Empty Arms, Broken Heart, Linda and Vincent McGrath.

In grief support, health care professionals need to be aware of the resources available to assist them in preparing discussions that will encourage parents to work through grief. This session will help equip you for those challenging experiences.

O2: Peer Study Group, Dawn DeArmond, Maranda Nybo, and Bethany Willis.

Taking the IBLCE exam in the next couple of years? A trio of IBCLCs shares test-taking tips, what IBCLCs need to know about drugs, and exam review questions.

4:15 PM – 7:00 PM

Free Time: Hotel Check-In

7:00 PM – 9:00 PM

Dinner Around: Sign up to eat dinner with other conference attendees at various local eateries... each attendee purchases their own dinner. (sign-up sheets will be available at the registration table)

American Sector

August

Back to the Garden

Cochon Butcher

Drago's

Emeril's

Emeril's Delmonico

Gordon Biersch

Mother's Restaurant

Mulates

Sun Ray Grill

Ugly Dog Saloon & BBQ



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Thursday, April 4, 2013

- 6:00 AM-10:00 AM** **Breakfast** in the hotel lobby
- 7:00 AM-9:00 AM** **Registration**
- 7:00 AM-8:00 AM** ***Early Bird 1: Diapers of the Breastfed Baby***, Barbara Wilson-Clay. Stooling and voiding patterns of the exclusively breastfeeding infant provide information about the stability of early feeding. Healthcare providers and lactation educators require an understanding of normal patterns of elimination and variations from the norm which require closer monitoring of the breastfeeding dyad.
- 8:15 AM-9:45 AM** **General Session 4: Simplifying Breastfeeding: The First 36 Hours**, Nancy Mohrbacher.
Geared towards those who work with mothers and babies after birth, this talk focuses on how to make early breastfeeding easier, which postpartum practices have long-term implications, what biology tells us about normal feeding patterns, and the effects of skin-to-skin contact and separation on infant stability. **IBLCE Exam Blueprint discipline(s) covered in the session:** B. Maternal and Infant Normal Physiology and Endocrinology; C. Maternal and Infant Normal Nutrition and Biochemistry; G. Psychology, Sociology, and Anthropology; L. Techniques
- 9:45 AM-10:00 AM** **Break**
- 10:00 AM – 11:00 AM** **Thursday Morning Breakout Sessions:**
- 101: Overcoming Bias: Helping Every Baby**, Bethany Willis. How to identify personal bias, recognize the reason for it, and reduce its effect on our work.
- 102: Rights, Responsibilities & Rewards in the Workplace and Beyond**, Bianca Wooden.
The proven benefits to employers and understand the laws in place for breastfeeding employees. This session will provide you with the information and tools to encourage mothers to assert their breastfeeding rights and encourage even greater support than is required by law.
- 103: Societal Barriers to Breastfeeding**, Maranda Nybo.
The impact societal barriers have on breastfeeding families and some tips for helping to break through these barriers.

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104: Twosomes and Threesomes and Tandems: Oh My! Pamela Helmstetter. (repeats as session 304)
The unique challenges of breastfeeding more than 1 baby (twins, triplets, or toddler/newborn)

11:15 AM-12:45 PM:

Luncheon ~ Stretch Break

Spinach Salad with toasted pine nuts, Louisiana strawberries and shaved red onions, tossed in a raspberry vinaigrette and served with a goat cheese crouton

Meat option: Smoked Gouda Cheese and Tasso Stuffed Chicken Breast with a Fresh Tomato Confit, Rice Pilaf and Sautéed Spinach

Seafood option: Lightly seared Tilapia topped with lemon Beurre blanc, served with herb polenta and julienne vegetables

Vegetarian option: Old Fashioned Eggplant Parmesan, served with tomato basil sauce and fresh linguini

1:00 PM – 2:30 PM:

General Session 5: Case Studies, Barbara Wilson-Clay.

Normal term infants demonstrate robust sucking behavior and quickly recover birth weight if given unrestricted access to the breast. A subset of infants exhibit either unusually strong suck or suck that is too weak to permit normal milk intake. Milk production may be negatively affected by variant infant sucking patterns. Strong suck increases maternal discomfort, potentially affecting milk release and exposing mothers to nipple damage and mastitis. Weak suck may under-stimulate the breasts and result in down-regulation of production owing to poor milk removal. Three case studies describe infants with variant sucking patterns and the case management strategies employed to protect an optimal breastfeeding outcome.

2:45 PM-3:45 PM:

Thursday Afternoon Breakout Sessions:

201: Hands Heal: Bodywork Techniques to Support the Breastfeeding Relationship, Karen Broyles. (repeats as session 301)
Participants will be able to: Understand and apply the basics of Ortho-Bionomy® to common physical discomforts associated with breastfeeding. Learn common acupressure points for calming and relaxing the breastfeeding dyad, and to address some common obstacles to breastfeeding.

202: Abnormal Anatomy: Congenital & Acquired, Dr. Terry Dise.
This session will prepare attendees for recognizing and understanding the various anatomical abnormalities and their implications to the breastfeeding dyad/breastfeeding relationship.

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203: Breastfeeding and the Use of Human Milk, Dr. Farooq Abdulla.

Recently published research and systematic reviews have reinforced the conclusion that breast feeding and human milk are the reference normative standard for infant feeding and nutrition. This session will examine the barriers that remain to making this common practice.

204: Why is the Baby Sleepy?, Barbara Wilson-Clay.

One of the most common challenges of early breastfeeding is rousing a sleepy infant. Both parents and health care professionals must be sensitive to the reasons why an infant has difficulty rousing for feeding. Understanding the cause helps clarify what management strategies will be most helpful.

3:45 PM–4:15 PM

Dessert Break: Fresh Seasonal Fruit Tarts and Cheesecake Lollipops

4:15 PM – 5:45 PM

General Session 6: Helping Mothers Who Exclusively Pump, Nancy Mohrbacher.

We are in the midst of a pumping epidemic. This talk summarizes the latest research on how to establish healthy milk production for mothers with babies in the NICU and for those who choose to pump and bottle feed. Also includes how to use breast storage capacity to individualize a pumping plan and specific strategies for how to best support mothers in this situation. **IBLCE Exam Blueprint discipline(s) covered in the session:** B. Maternal and Infant Normal Physiology and Endocrinology; K. Breastfeeding Equipment and Technology; L. Techniques; G. Psychology, Sociology, and Anthropology.

5:45 PM-7:00 PM

Free Time

7:00PM -9:00 PM

Dinner

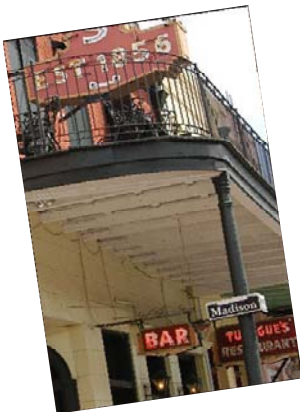
Dinner on your own and exploring New Orleans, (Nearby restaurant menus are available from the hotel registration desk.)

OR

Dinner with the Speakers @ Tujaques

(<http://www.tujaquesrestaurant.com/>) **\$55.00/ person**

Full Menu: Shrimp Remoulade , Soup du Jour, Brisket of Beef with Horseradish Sauce (house special), choice of three entrees (fresh fish, other seafood, and a veal or other non-seafood) , dessert , coffee, non-alcoholic drinks



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Friday, April 5, 2013

- 6:00 AM-10:00 AM** **Breakfast** in the hotel lobby
- 6:30 AM-8:00 AM** **Registration**
- 7:00 AM-8:00 AM** ***Early Bird 2. The Appearance of Human Milk***, Barbara Wilson-Clay.
Many lactation counselors and healthcare providers lack experience in identifying normal and expected events in early lactation. The ability to distinguish normal appearances and volumes of human milk ensures accurate assessment and management of breastfeeding during the critical time period when milk supply is calibrated.
- 8:15 AM-9:45 AM** **General Session 7: Understanding Breastfeeding Behaviors**, Nancy Mohrbacher.
This video-packed session describes “tools” for your “lactation toolbox” from an international cast of characters. Provides a chronological summary of recommended approaches to latch, with a discussion on what we got right and which assumptions were later proven wrong. Includes an overview of the hardwiring both mothers and babies bring to breastfeeding, a checklist for evaluating basic breastfeeding dynamics, and anatomical issues that can interfere. **IBLCE Exam Blueprint discipline(s) covered in the session:** L. Techniques; A. Maternal and Infant Anatomy.
- 9:45 AM-10:00 AM** **Break**
- 10:00 AM-11:00 AM** **Friday Morning Breakout Sessions:**
- 301: Hands Heal: Bodywork Techniques to Support the Breastfeeding Relationship**, Karen Broyles. (repeat of session 201)
Participants will be able to: Understand and apply the basics of Ortho-Bionomy® to common physical discomforts associated with breastfeeding. Learn common acupuncture points for calming and relaxing the breastfeeding dyad, and to address some common obstacles to breastfeeding.
- 302: Increasing Breastfeeding Rates in Communities of Color**, Toni Hill & Jimmy Hill, Jr.
Participants will be able to: Understand the difference in breastfeeding rates and barriers among African American mother/baby dyads and their Caucasian counterparts. List ways members of the community can help increase and support breastfeeding in African American mother/baby dyads. Describe one thing that can be done to increase breastfeeding rates in their individual community.

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303: Communication is the Key, Lisa McAlister.

Exploring how Active Listening and Affirmation improve communication skills. Helpful for varied situations: family, friends, coworkers, clients.

304: Twosomes and Threesomes and Tandems: Oh My! Pamela Helmstetter. (repeat of session 104)

The unique challenges of breastfeeding more than 1 baby (twins, triplets, or toddler/newborn).

11:15 AM-1:15 PM

Award Luncheon ~ Stretch Break

Boston Bib Lettuce and Red Endive Salad with Gorgonzola Cheese, Orange Segments and Candied Pecans in a Spicy Orange Vinaigrette

Meat option: French Cut Pork Chop with Mashed Sweet Potatoes in a Candied Pecan Demi Glaze with Snow Peas

Seafood option: Pecan Crusted Trout with Creole Meuniere Sauce, Panache of Vegetables and Fresh Oven Roasted Potatoes

Vegetarian option: Fettuccini Pasta with Sun Dried Tomatoes, Capers and Kalamata Olives
White Chocolate Pecan Pie

1:15 PM - 2:45 PM

General Session 8: Nipple Pain & Trauma, Nancy Mohrbacher.

Provides an in-depth review of the causes of nipple pain and trauma, a review of comfort measures, and includes a four-stage system for assessing nipple trauma and the evidence on treatments that can speed healing and prevent infection. **IBLCE Exam Blueprint**

discipline(s) covered in the session: L. Techniques; A. Maternal and Infant Anatomy; E. Maternal and Infant Pathology.

2:45 PM-3:30 PM

Closing Session: Evaluations/ wrap up/ door prizes

Please Drive Home Safely!

We will look forward to seeing you again next year.

For More Information

To learn more about the conference, please contact:

Laura Goodwin-Wright Laura@breastfeedingthegoldstandard.org 601-566-0201

Additional information and a copy of the registration brochure are also available online at:

www.breastfeedingthegoldstandard.org

Seminar Planning Committee:

Christy Bromley, RN

Christina Chunn, LLL Leader, CHES

Mindy Glenn, RN, CLC, CPST

Laura Goodwin-Wright, BA, LLL Leader, IBCLC, RLC

Kathy Juve, RN, MSN, IBCLC, RLC, LLL Leader

Linda McGrath, PhD, LLL Leader, MCHES, IBCLC, RLC

Vincent R. McGrath, EdD, Professor Emeritus

Maranda Nybo, LLL Leader, CPST, IBCLC, RLC

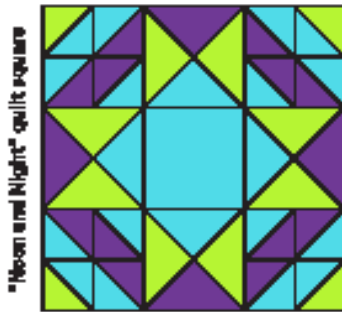
Becky Saenz MD, IBCLC, RLC, FAMB, LLL Leader

Bethany Willis, LLL Leader, IBCLC, RLC

LEADERSHIP U

Coming this summer to a location near you

LLL Alliance presents the 2013 Leader Development Seminars:



July 12-14 – Heritage Conference Center
FL Mill, SC (near Charlotte NC)

July 19-21 – Hillsdale College, Hillsdale, MI

July 26-28 – Villanova University,
Philadelphia, PA

August 2-4 – Country Inn and Suites,
Omaha, NE

LLL Leaders are unique: supporting mothers and babies and one another, noon and night. Come and join us for a weekend of learning and sharing.

To learn more, follow Alliance LDS Group on Facebook:
<http://www.facebook.com/groups/212401732117507/>

877 4 LA LECHE

877 452 5324



- Speak to a La Leche Leader 24 hours a day.
- Get breastfeeding support and encouragement.
- Receive answers to breastfeeding questions.
- Find a local Leader in your area.

Breastfeeding: The Gold Standard

April 3-5, 2013

First Name: _____
 Last Name: _____
 Home Address: _____
 City: _____ State: _____ Zip: _____
 Home Phone: _____ E-Mail: _____
 Employer/ Organization Name: _____
 Title: _____
 _____ *Check here if you have a disability and may require accommodation to fully participate.*

Indicate need: _____
 Please provide credential/ license information here:
 Credential 1 _____ License # _____
 Credential 2 _____ License # _____
 Credential 3 _____ License # _____

Registration Costs

*The following reduced rate is available for these eligible attendees:
 La Leche League Leaders and Leader Applicants, Students (with valid student ID),
 WIC Breastfeeding Program Part-Time Staff - (PCs, LSs, IBCLCs)
 and/ or general public (non-healthcare providers) not requiring continuing education credit.*

(CHOOSE ONE)

Healthcare Provider Rate:	Reduced Rate:
\$325	Full Seminar: \$275
\$150	Wednesday Only \$100
\$200	Thursday Only \$150
\$175	Friday Only \$125

Registration Total: _____

Lagniappe

Breakfast Tickets: (For those **not** staying in the conference hotel)
 # of tickets _____ \$15 per ticket Breakfast Total: _____

Extra Lunches: (In addition to the lunch tickets provided with your registration)
 Please indicate type of extra lunch needed and day needed:

Thursday		Friday	
Fish		Fish	
Meat		Meat	
Vegetarian		Vegetarian	

Tickets _____ \$30 per ticket Lunch Total: _____

Breastfeeding Awareness Run/ Walk Registration:
 # of tickets _____ \$25 per ticket Run/Walk Total: _____

Speaker Dinner Tickets:
 # of tickets _____ \$55 per ticket Dinner Total: _____

Preordered Books: Enter total from Page 3 Here: _____ Book Total: _____

Add Breakfast, Lunch, Run/Walk, Dinner, and Book Totals: _____ **Lagniappe Total:** _____

Total Due: _____

Add Registration Total and Lagniappe Total: _____ **Total Due:** _____

Make Checks Payable to: **Breastfeeding: The Gold Standard**
 If paying by credit card: Type of Card: _____ Card #: _____

Exp Date: _____ Name on Card: _____

Signature: _____

Name: _____

Session Choices	
Please check the box corresponding to ALL sessions you plan to attend.	
Please be sure to indicate Fish, Vegetarian or Meat for each meal you plan to attend.	
If you have a special dietary need, please contact Laura @ 601-566-0201	
Wednesday, April 3, 2013	
Breastfeeding Awareness Fun Run/Walk	
<input type="checkbox"/>	G1: Natural Laws , Nancy Mohrbacher 10:00 AM-11:30AM
<input type="checkbox"/>	G2: MRSA Mastitis , Barbara Wilson-Clay 12:45 PM - 2:30 PM
<input type="checkbox"/>	G3 Using the International Code for Change , Nancy Mohrbacher 2:45 PM - 4:15 PM
Optional Sessions: 4:30 PM - 6:30 PM	
<input type="checkbox"/>	O1: Empty Arms, Broken Heart, Linda and Vin McGrath
<input type="checkbox"/>	O2: Peer Study, Dawn DeArmond, Maranda Nybo, Bethany Willis
Thursday, April 4, 2013	
<input type="checkbox"/>	E1: Diapers of the Breastfed Baby, Barbara Wilson-Clay 7:00 AM - 8:00 AM
<input type="checkbox"/>	G4: First 36 Hours , Nancy Mohrbacher 8:15 AM - 9:45 AM
Morning Breakout Sessions: 10:00 AM - 11:00 AM	
<input type="checkbox"/>	101: Overcoming Bias, Bethany Willis
<input type="checkbox"/>	102: Rights, Responsibilities & Rewards in the Workplace and Beyond, Bianca Wooden
<input type="checkbox"/>	103: Societal Barriers to Breastfeeding, Maranda Nybo
<input type="checkbox"/>	104: Twosomes and Threesomes and Tandems: Oh My!, Pamela Helmstetter
Luncheon: 11:15 AM - 12:45 PM	
<input type="checkbox"/>	Fish
<input type="checkbox"/>	Meat
<input type="checkbox"/>	Vegetarian
<input type="checkbox"/>	G5: Case Studies , Barbara Wilson-Clay 1:00 PM - 2:30 PM
Afternoon Breakout Sessions: 2:45 PM - 3:45 PM	
<input type="checkbox"/>	201: Hands Heal: Bodywork Techniques to Support the Breastfeeding Relationship, Karen Broyles
<input type="checkbox"/>	202: Abnormal Anatomy: Congenital & Acquired, Dr. Terry Dize
<input type="checkbox"/>	203: Breastfeeding and the Use of Human Milk, Dr. Farooq Abdulla
<input type="checkbox"/>	204: Why is the Baby Sleepy? Barbara Wilson-Clay
<input type="checkbox"/>	G6: Mothers Who Exclusively Pump , Nancy Mohrbacher 4:15 PM - 5:45 PM
Optional Speaker Dinner 7:00 PM - 9:00 PM	
<input type="checkbox"/>	Please be sure to include this ticket on page one
Friday, April 5, 2013	
<input type="checkbox"/>	E2: Appearance of Human Milk, Barbara Wilson-Clay 7:00 AM - 8:00 AM
<input type="checkbox"/>	G7: Behaviors of the Breastfed Baby , Nancy Mohrbacher 8:15 AM - 9:45 AM
Morning Breakout Sessions: 10:00 AM - 11:00 AM	
<input type="checkbox"/>	301: Hands Heal: Bodywork Techniques to Support the Breastfeeding Relationship, Karen Broyles
<input type="checkbox"/>	302: Increasing Breastfeeding Rates in Communities of Color, Toni Hill & Jimmy Hill, Jr.
<input type="checkbox"/>	303: Communication is the Key, Lisa McAlister
<input type="checkbox"/>	304: Twosomes and Threesomes and Tandems: Oh My!, Pamela Helmstetter
Luncheon: 11:15 AM - 1:15 PM	
<input type="checkbox"/>	Fish
<input type="checkbox"/>	Meat
<input type="checkbox"/>	Vegetarian
<input type="checkbox"/>	G8: Nipple Pain & Trauma , Nancy Mohrbacher 1:15 PM - 2:45 PM
<input type="checkbox"/>	Closing Session: Evaluations/Wrap-up/Door Prizes 2:45 PM - 3:30 PM

Continuing Education Units:

Please check the continuing education units you require and enter your license number (required):

Check Here:	Type:	Certification/License # :
<input type="checkbox"/>	CERP	
<input type="checkbox"/>	CHES	
<input type="checkbox"/>	OT	
<input type="checkbox"/>	RD	
<input type="checkbox"/>	RN	

Name: _____

Preorder Book Form

	Qty:	Total:
Printed Syllabus (in 3-ring binder)= \$50.00		
Syllabus on Flash Drive = \$15.00		
Syllabus on CD = \$5.00		
Balancing Breast and Bottle; Peterson & Harmer= \$21.95		
Best Medicine: Human Milk in the NICU; Wight, Morton, & Kim= \$32.95		
Biological Nurturing :Laid Back Breastfeeding for Mothers DVD \$39.95		
Breastfeeding & Diseases; Buescher, & Hatcher = \$24.95		
Breastfeeding and Human Lactation, 4th Edition; Riordan & Wambach= \$124.95		
Breastfeeding and Natural Child Spacing, The Ecology of Natural Mothering; Kippley= \$14.95		
Breastfeeding Answers Made Simple, Mohrbacher,= \$79.95		
Breastfeeding Answers Made Simple: A Pocket Guide for Helping Mothers, Mohrbacher = \$37.95		
Breastfeeding Atlas 4th Ed., Wilson-Clay= \$59		
Breastfeeding in Combat Boots, Roche-Paull= \$29.95		
Breastfeeding Made Simple: Seven Natural Laws for Nursing Mothers 2nd Ed.; Mohrbacher, Kendall-Tackett= \$18.95		
Breastfeeding Management for the Clinician: Using the Evidence, Walker= \$85.95		
Breastfeeding Mother's Guide to Making More Milk, West= \$17.95		
Breastfeeding: A Guide for the Medical Professional, Lawrence= \$96.95		
Breastfeeding: An Illustrated Guide To Diagnosis and Treatment; Both, Frischknecht= \$59.95		
Breastfeeding: Mom and I Can Do That DVD, Cox= \$49.95		
Breastfeeding Solutions: Quick Tips for the Most Common Nursing Challenges \$15.95		
Clinical Therapy in Breastfeeding Patients; Hale, Berens= \$29.95		
Clinician's Triage Tool= \$2.00		
Clinics In Human Lactation:		
Altering Hospital Maternity Culture: Current Evidence for the Ten Steps to Successful Breastfeeding, Cox= \$18.95		
Breastfeeding after Breast and Nipple Procedures; West, Hirsch= \$18.95		
Breastfeeding the Late Preterm Infant, Walker= \$18.95		
History and Assessment: It's All in the Details, Altman= \$18.95		
How Breastfeeding Protects Maternal Health Throughout the Lifespan, Groer & Kendall-Tackett= \$18.95		
Mentoring Our Future. Altman= \$18.95		
The Nipple and Areola in Breastfeeding and Lactation, Walker= \$18.95		
NonPharmacologic Treatments for Depression, Kendall-Tackett= \$18.95		
Vartabedian= \$13.95		
Comprehensive Lactation Consultant Exam Review, Third Edition, Smith= \$78.95		
Continuity of Care in Breastfeeding: Best Practices in the Maternity Setting; Cadwell, Turner-Maffei= \$69.95		
Core Curriculum for the Lactation Consultant Practice, Walker= \$91.95		
Counseling the Nursing Mother, Fifth Edition A Lactation Consultant's Guide; Lauwers, Swisher= \$116.95		
Doulas' Guide to Birthing Your Way; Mallak, Bailey= \$21.95		
Hale & Hartmann's Textbook of Human Lactation; Hale, Hartmann= \$89.95		
Human Milk in the NICU: Policy into Practice, Arnold= \$81.95		
Impact of Birthing Practices on Breastfeeding, Second Edition, Smith= \$66.95		
Interaction and Relationships in Breastfeeding Families, Epstein-Gilboa= \$34.95		
Introduction to Biological Nurturing, An; Colson= \$19.95		
Keep the Fires Burning: Conquering Stress and Burnout as a Mother-baby Professional, Jones= \$19.95		
Legal & Ethical Issues for the IBCLC, Brooks= \$62.95		
New Insights into Vitamin D During Pregnancy, Lactation, & Early Infancy; Wagner, Taylor, Hollis= \$24.95		
Passionate Journey: My Unexpected Life= \$19.95		
Postpartum Depression At A Glance, Kendall-Tackett= \$9.95		
Selecting and Using Breastfeeding Tools, Watson Genna= \$32.95		
Six Mothers Six Stories of Disability, Wilson= \$18.95		
Sleeping with Your Baby, A Parent's Guide to Cosleeping, McKenna= \$14.95		
Spanish for Breastfeeding Support; Glick, Lieberman= \$39.95		
Start Here: Breastfeeding and Infant Care with Humor and Common Sense, McCue= \$17.95		
Supporting Sucking Skills in Breastfeeding Infants 2nd ed., Watson-Genna= \$73.95		
Tongue Tie: Morphogenesis, Impact, Assessment and Treatment, Hazlebaker= \$52.95		
Womanly Art of Breastfeeding, The= \$20.00		

Book Total: _____

Breastfeeding: The Gold Standard
Award of Excellence

Would you like to nominate someone
from your community who has made
a significant contribution in protecting
and promoting breastfeeding?

Submit nominations to:
Laura@BreastfeedingTheGoldStandard.org
No later than March 15, 2013

Mail registration form
and payment to:

Breastfeeding: The Gold Standard
Laura Goodwin-Wright
104 Camellia Circle
Hattiesburg, MS 39401-7535

Make checks payable to:

Breastfeeding: The Gold Standard

For more information, call/e-mail:
Laura 601-566-0201 Laura@breastfeedingthegoldstandard.org

Online registration is available:
<http://www.breastfeedingthegoldstandard.org/>

Registration and Refund Policy:

Please note session choices will not
be entered until full registration
payment is received.
Refunds (less \$25 processing fee)
will be processed AFTER conference
if written request received no later
than March 4, 2013.