

⚓ ***Navigating the Milky Way*** ⚓
**2010 West Coast
Symposium at Sea**

Special Offer on tuition when
you and one friend book
through
John Genovese at American
Express Travel Services
1-800-508-0274 ext. 46830

*Continuity of Care in
Breastfeeding:
Finding the Path to Best Practice*

Experience the land of natural wonder.

Visit 4 Ports. Unpack Once.

New Date!

**A roundtrip cruise from Seattle, Washington
August 20, 2010 to August 27, 2010**

Juneau, Alaska

Skagway, Alaska

Tracy Arm Fjord, Alaska

Victoria, British Columbia

Cruising the Inside Passage

*Outside Cabins including meals from \$700 per person, double occupancy
(plus port fees and taxes—subject to availability! Best prices if booked by March 20, 2010)*

HEALTHY CHILDREN PROJECT'S Center for Breastfeeding

327 Quaker Meeting House Road * East Sandwich, MA 02537

(508) 888-8044 / fax (508) 888-8050

www.healthychildren.cc info@healthychildren.cc





Continuity of Care in Breastfeeding: Finding the Path to Best Practice

No matter where we travel, mothers tell us the same thing—"I wanted to breastfeed, but everyone in the hospital/doctors office/clinic told me something different. I didn't know who to listen to, so I just gave up." Join international breastfeeding experts Karin Cadwell and Cindy Turner-Maffei, the authors of *Implementing Continuity of Care in Breastfeeding* as they explore the challenges of Continuity of Care. Continuity of Care in Breastfeeding emphasizes the importance of sustaining seamless care for the breastfeeding mother. Topics of discussion include quality and continuity of care; management issues; and policies and procedures that support breastfeeding in the hospital setting whether in the inpatient, maternity, NICU, or ambulatory care departments. This course gives participants strategies to improve patient-centered care and showcases research that supports change.

Conference Registration

Fax this form to Healthy Children (508)888-8050 or mail to 327 Quaker Meeting House Road East Sandwich, MA 02537 Call (508) 888-8044 to register by phone.

Name _____
Home Address _____
City _____
State _____ Zip _____
Business Phone () _____ - _____ Fax () _____ - _____
Home Phone () _____ - _____
E-Mail _____
RN number _____
IBCLC number _____
Exam year for IBCLC _____

If you booked as part of our group through John at American Express Travel Services you can participate in the "Bring a Friend" Special Offer. Have your friend fill out this part of the registration form.

Name _____
Home Address _____
City _____
State _____ Zip _____
Business Phone () _____ - _____ Fax () _____ - _____
Home Phone () _____ - _____
E-Mail _____

Tuition (tuition does not include travel expenses or cruise)
() Core Conference \$265 () Core Conference \$245 Early Bird*
() I am booking through John at American Express Travel Services and I am participating in the "Bring a friend" special** Limit 1 \$75.00 rate participant per 1 full core tuition participant)

RN number _____
IBCLC number _____
Exam year for IBCLC _____

A la carte optional individual learning opportunities
() Ethics Module, \$67.00
() Journal Club \$60.00

Tuition (tuition does not include travel expenses or cruise)
() Core tuition for the friend (follow rules in flyer) \$75.00
A la carte optional individual learning opportunities
() Ethics Module, \$67.00
() Journal Club, \$60.00

Total to be charged to the card listed below

Total to be charged to the card listed below

Mastercard/Visa/American Express/ Discover

Mastercard/Visa/American Express/ Discover

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Expires ____/____ V Code*** _____

Expires __/__ V Code *** _____

Signature (required) _____

Signature (required) _____

If your billing address is different than above, please write it here.

If your billing address is different than above, please write it here.

*An early bird registration discount is available if your check or credit card information is received by July 1, 2010.

** "Bring a Friend for \$75.00" only refers to core conference tuition, not travel or cruise. Valid only if both participants (participant paying full core tuition and participant paying \$75.00) book their cruise through John at American Express Travel Services in Cambridge, Massachusetts. Limit one \$75 rate per one participant paying full core tuition. Subject to cabin availability.

*** The V Code is the three digit code on the back of the card (MC, Visa, Discover) or the four digit code on the front of the card (American Express)



Royal Caribbean Cruise to Alaska

CABINS
 OUTSIDE CATEGORY F: \$700.00*†
 BALCONY CATEGORY D2: \$1180.00*†
OTHER CATEGORIES AVAILABLE - CALL JOHN FOR DETAILS!

*Plus \$433.33
 Port fees, taxes &
 prepaid gratuities

Cruise & Travel

Fulfill your dream to see Alaska!
 Everything in Alaska is bigger. Including the adventures. From the awe-inspiring blue ice of a massive glacial field to the expansive grandeur of its wildlife and nature, Alaska is the land of natural wonders. Enjoy Juneau, Skagway, Tracy Arm Fjord (with the Sawyer Glacier!), Victoria and the Inside Passage and only unpack once. An incredible trip you won't want to miss! A roundtrip cruise from Seattle.



Contact John Genovese at American Express Travel Services to make your arrangements!
Fax to John at 1-617-876-9722
Or call 1-800-508-0274 ext. 46830
Or email
John.S.Genovese@aexp.com

Benefits of booking with John at American Express Travel Services

1. You can bring a friend to Cultural Competency and Breastfeeding for \$75! (Conference tuition only, does not include travel or cruise. Valid only if both participants book as part of the Healthy Children Group through John at American Express Travel Services. Limit 1 Friend per 1 full-tuition participant.)
2. John will arrange for our group to have dinner together!
3. John can help you find a roommate.
4. John will arrange for a private cocktail party with our group and the faculty.
5. John will give you a \$100 per cabin shipboard credit. (shipboard credits are not combinable with any other offer)
6. Please advise John if you are a Crown and Anchor Member.

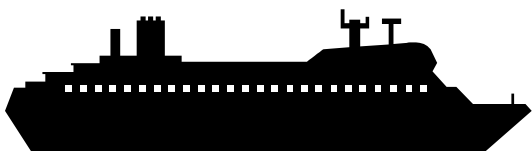
Please print or type all information.

Name _____
 Date of birth (Month/Day/Year) ___/___/___
 Address _____
 City _____ State _____ Zip _____
 Business Phone (____) ____-____ Home Phone (____) ____-____ Fax (____) ____-____
 Email _____
 Cabin Category Requested _____

Roommate information

Name _____ Date of birth (Month/Day/Year) ___/___/___
 Address _____
 City _____
 State _____ Zip _____
 Business Phone (____) ____-____
 Home Phone (____) ____-____
 Fax (____) ____-____
 Email _____

Prices do not include airfare to Seattle. Please talk to John about your travel since it is strongly suggested to combine the cruise and air with the cruise line. Air transfers and pre and post land packages can be arranged. Book early—Our space is released March 20, 2010! Space is limited! The prices may change as the boat fills up... If your travel plans are made after our cabins are released, John will do all that is possible to secure the best available rates and travel plans for you. Additional types of cabins are available upon request. There is a deposit due of \$250 per person upon booking. †Prices are per person, double occupancy. Prices are based on availability and subject to change. Notice the prepaid gratuities—one less thing to worry about!



The Center for Breastfeeding
HEALTHY CHILDREN

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FACULTY

KARIN CADWELL, PhD, FAAN, RN, IBCLC is a nationally and internationally recognized speaker, researcher and educator. She convened Baby-Friendly USA, implementing the UNICEF Baby-Friendly Hospital Initiative in the US, is a delegate of the US Breastfeeding Committee and was a visiting professor and program chair of the Health Communications Department of Emerson College. Dr. Cadwell is the author of numerous books. She is a lactation counselor at the Center for Breastfeeding, a community-based lactation facility. She is an author of numerous books and articles including *Continuity of Care in Breastfeeding: Best Practices in the Maternity Setting*.

CINDY TURNER-MAFFEI, MA, IBCLC is the National Coordinator of Baby-Friendly USA implementing the WHO/ UNICEF Baby Friendly Hospital Initiative. She has extensive experience as a nutritionist and breastfeeding educator in WIC and other Maternal Child Health programs. Cindy is a lactation counselor at the Center for Breastfeeding. She is a member of breastfeeding coalitions on the local, state and national level, including the US Breastfeeding Committee. She is an author of numerous books and articles including *Continuity of Care in Breastfeeding: Best Practices in the Maternity Setting*.

Contact Hours

The core course has been approved for 15 Contact Hours for **RNs**. **IBCLCs** will receive 15.0 L CERPs from IBLCE. The Journal Club has been approved for 6 Contact Hours for **RNs**. **IBCLCs** will receive 6.0 L CERPs from IBLCE. The Ethics Module has been approved for 6 Contact Hours for **RNs**. **IBCLCs** will receive 6.0 E CERPs from IBLCE. Provider approved by the California Board of Registered Nursing, Provider Number CEP4931. Florida Provider number FBN3373. **Please Note:** In order to receive a certificate of completion and continuing education credit, the participant must attend all sessions. Contact hours will not be prorated. Participants will be required to sign in at each session.

Healthy Children Project, Inc. is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

- **Tuition refunds** are given upon receipt of **written** notice up to **30 days prior to program**. Refunds are subject to a \$50 processing fee. Within 30 days prior to the training program, you may find a substitute or transfer your credit to a future course, if you notify us in writing. We are unable to refund any portion of the tuition within 30 days prior to the program, after the program begins, or for "no shows." Early bird discounts and bring a friend specials are not given retroactively.
- Credit card charges for registration will appear on your statement as Healthy Children.
- Space is limited and the conference may fill to capacity months before the class date. Participant seats are not reserved until full payment is received and participant receives written confirmation. Your confirmation is your receipt. For participants using the "Bring a Friend" plan, your confirmation is sent after payment is received at Healthy Children and American Express Travel Services.
- Healthy Children is not responsible for any problems related to cruise or travel. Any questions regarding travel cancellation policies should be directed to John at American Express Travel Services.
- In the event of any act of God (severe weather, etc...) and the instructors are unable to arrive at the location or if the teaching space is not available, Healthy Children will not be held liable. In such case, participant registration fees will be refunded by Healthy Children.
- **Babies and Children** will not be admitted to the teaching room except for quiet nursing babies under 6 months. Talk with John about Royal Caribbean's policy about pregnant women and young children.

Ports of Call &
Schedule*

(Don't forget your passport!)

August 20, 2010

Seattle, Washington

Session I from 8:00 to 9:00 pm

August 21, 2010

Cruising

Session II from 8:00 am to 10:00 am

Session III from 1:00 pm to 3:00 pm

August 22, 2010

Inside Passage and Juneau, Alaska

August 23, 2010

Skagway, Alaska

Session IV from 7:00 pm to 10:00 pm

August 24, 2010

Tracy Arm Fjord, Alaska

Session V from 1:00 pm to 5:00 pm

August 25, 2010

Cruising

Session VI 9:00-12:00 pm

August 26, 2010

Victoria, British Columbia

August 27, 2010

Seattle, Washington

Participants must sign in at the beginning of each of the sessions and attend all sessions fully in order to receive any credit.

There are additional learning opportunities available outside of the classroom. There is an additional charge for these options.

Journal Club

Earn 6 additional contact hours by reading and discussing newly published research studies with other participants.

Breastfeeding Ethics Module

Earn 6 additional contact hours by reading and working on questions of breastfeeding ethics.

** Subject to change without notification.*