

Directions to the Holiday Inn located at 5400 Holiday Drive, Frederick, MD 21703 next to the Francis Scott Key Mall. Phone number: 301-694-7500.

From the North: Take 95 South to Baltimore. Take exit for 695 then look for the exit for 695 West towards Towson (which will be on your left) then 70 West towards Frederick. Follow 70 West to Exit 53A (270S towards Washington, DC) Then take exit 31A, Rt. 85 North towards Frederick. Turn right at the Francis Scott Key Mall (Spectrum Drive). Then go right and follow the green and white Holiday Inn signs.

(Alternate) from the North: PA Turnpike West to Exit 17 for Gettysburg Pike or Route 15 South. Take 15 South to I-270 South (towards Washington, DC). Exit 31 A off I-270. Stay in the right lane. At the first light, turn right onto Spectrum Drive (Francis Scott Key Mall). Go right and follow the green and white Holiday Inn signs around the mall. Holiday Inn is on the right.

From the South: I-270 North towards Frederick. Take Exit 31A. Stay in the right lane and turn right at the first light onto Spectrum Drive (Francis Scott Key Mall). Go right and follow the green and white Holiday Inn signs around the mall. Holiday Inn is on the right.

From the East: Take 95 South to Baltimore. Take exit for 695 then look for the exit for 695 West towards Towson (which will be on your left) then 70 West towards Frederick. Follow 70 West to Exit 53A (270S towards Washington, DC) Then take exit 31A, Rt. 85 North towards Frederick. Turn right at the Francis Scott Key Mall (Spectrum Drive). Then go right and follow the green and white Holiday Inn signs.

From the West: I-70 East to Exit 53 (I-270 South towards Washington, DC). Exit at 31A off of I-270 South. Stay in the right lane off the exit. At the first light, turn right onto Spectrum Drive (Francis Scott Key Mall). Go right again, and follow the green and white Holiday Inn signs around the mall. Holiday Inn is on the right.



HELPING MOTHERS BREASTFEED:

**EXCLUSIVE BREASTFEEDING:
TIPS FROM THE TRENCHES**

Speakers:

GINNA WALL, MN, RN, IBCLC

Location:

**Holiday Inn Conference Center at the
Francis Scott Key Mall
5400 Holiday Drive
Frederick, Maryland 21703**

Date and Time:

**Wednesday, March 24, 2010
8:00 a.m.-5:00 p.m.**

Sponsored by:



About our Speakers:

Ginna Wall founded the Lactation Program at the University of Washington Medical Center in 1986, where she works today as the Coordinator of Lactation Services. Ginna has educated hundreds of health professionals worldwide about every aspect of breastfeeding.

Ginna wrote the first Breastfeeding Nursing Diagnoses accepted by the North American Nursing Diagnosis Association. She is a member of the exam committee of the International Board of Lactation Consultant Examiners.

Ginna Wall is a member of the University of Washington Clinical Faculty for the School of Nursing, and Adjunct Faculty at Bastyr University.

Continuing Education Information:

We have applied for 6.75 L CERPS from IBLCE and 6.75 contact hours from MNA.

Course Description:

The goal of this conference is to provide updated information on a variety of clinical breastfeeding issues to enhance evidence-based practice. This conference will be relevant to professionals who work with breastfeeding mothers and/or babies.

Course Objectives:

At the completion of the program, participants will be able to:

- Define exclusive breastfeeding.
- Review current research on outcomes of exclusive breastfeeding compared to breastfeeding partially or not at all.
- Review the results from the research on exclusive breastfeeding, looking at maternal factors that influence achievement of exclusive breastfeeding.
- Examine risk factors for delayed onset of lactation that affects mothers' ability to breastfeed exclusively.
- Identify infant factors that lead to early termination of exclusive breastfeeding.
- Discuss how lactation consultants could adjust prenatal and postnatal care/education to better meet the needs and concerns of breastfeeding mothers.
- Identify practices that support and those that interfere with breastfeeding.
- Work with co-workers to highlight barriers to breastfeeding and seek ways to overcome those barriers.

Need more information? Please call 240-566-3880 and leave a detailed message for Karen Dacey or Ruth DeRosa.

SEMINAR SCHEDULE

March 24, 2010

8:00 AM	REGISTRATION
8:30-9:30	Exclusive Breastfeeding
9:30-10:30	Maternal Reasons for not Exclusively Breastfeeding
10:30-10:45	BREAK
10:45-12:30	Infant Reasons for not Exclusively Breastfeeding
12:30-1:30	LUNCH
1:30-3:00	Going Baby Friendly: Talking with Mothers
3:00-3:15	BREAK
3:15-4:00	Health Care Advice that leads to not Exclusively Breastfeeding
4:00-4:45	Going Baby Friendly: Talking with Co-workers
4:45-5:00	Wrap-up

The conference will be held at the Holiday Inn Conference Center located at the Francis Scott Key Mall in Frederick, Maryland. Please call 301-694-7500 for hotel reservations. Be sure to mention the Frederick Memorial Hospital conference to get the special room rate.

You may also go online for more information at www.frd-holidome.holiday-inn.com.

Refunds are given upon receipt of written notice up to 7 days prior to the program. Refunds are subject to a \$50 processing fee. You may find a substitute within 7 days prior to the program. FMH reserves the right to cancel the program. In that case, all registrations will be refunded.



BabyBEST

REGISTRATION FORM

HELPING MOTHERS BREASTFEED:

**EXCLUSIVE BREASTFEEDING:
TIPS FROM THE TRENCHES**

**Holiday Inn @ FSK Mall in Frederick, MD
Wednesday, March 24, 2010
8:00 a.m.—5:00 p.m.**

Registration Options:

Mail registration form with payment to address below
or call 240-566-3880. *Please type or print legibly.*

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

We will send confirmation via email. If there is no
email address provided, we will mail confirmation.

Payment Information:
(checks payable to FMH)

Tuition:

**\$135.00 before March 1 / \$150.00 after March 1
(FMH Employees and Nursing Students : \$75.00)
\$125 for 2 or more registrations mailed or
called in together before March 1st.**

Total Amount Due: \$ _____ () check enclosed

VISA / MC / Discover: _____

Expiration: _____ / _____

Signature: _____

Mail form with payment to:

**Frederick Memorial Hospital
Attn: Karen Dacey / BirthPlace
400 West Seventh Street
Frederick, MD 21701**



FREDERICK MEMORIAL HEALTHCARE SYSTEM