



# 21st Annual Breastfeeding Conference

May 20, 2010  
8:45 a.m. to 4:00 p.m.



Sheraton West Des Moines  
1800 50th Street  
West Des Moines, Iowa 50266

## Presenters

Cathy Carothers, BLA, IBCLC, RLC  
Diana West, IBCLC



### *Sponsored by:*

Women's Services  
Iowa Methodist Medical Center  
Iowa Lutheran Hospital  
Methodist West Hospital

Iowa WIC Program

## Program Purpose and Intended Audience

To enhance the knowledge and skill level of the nurses, dietitians, certified lactation consultants and other healthcare professionals who provide care, education and support to the breastfeeding mother and her family.

## Objectives

At the completion of this program, healthcare professionals should be able to:

1. Explain how the breasts make milk and apply this to practical counseling strategies.
2. Identify three methods to increase milk production and explain when they would be appropriately used.
3. Describe most common breast reduction and breast augmentation surgical techniques and their probable lactation outcomes.
4. List three lessons learned from the Business Case for Breastfeeding initiative on workplace lactation support.

## Continuing Education Credits

Approved for 0.6 CEUs by Iowa Board of Nursing Provider #31, Iowa Health — Des Moines.

CPEUs will be provided for registered and licensed dietitians.

Application has been made for continuing education credits for certified lactation consultants (CERPs).

## Cost

The all day conference cost on May 20 is \$100 which includes conference materials, refreshment breaks, lunch and CEU fees.

A processing fee of \$25 will be retained for all cancellations. There will be no refunds after May 13th. Refunds will be processed after the program.

No conference funding is accepted from the makers of breast milk substitutes.

## Location/Accommodations/Comfort

The conference will be held at the Sheraton West Des Moines. The hotel is located off the University Avenue exit at the intersections of I-80/35 and I-235. For detailed directions please refer to their website at [www.sheratonwestdesmoines.com](http://www.sheratonwestdesmoines.com).

A block of rooms has been reserved at the Sheraton West Des Moines. The rate for a room with a king or two double beds is \$86 plus tax. Please call (800) 325-3535 before April 21, 2010 and give the conference name and date to receive the special rate.

Please bring a sweater or jacket for your comfort due to variations in room temperature.

## Conference Phone Number for Messages

In consideration of others, please return all cell phone calls during breaks. If you need to be reached during the conference, the phone number for the Sheraton West Des Moines is (515) 223-1800. Messages will be posted in the conference waiting area.

## Infants Attending Conference

Mothers may bring quiet babies less than six months of age into sessions. Due to the professional nature of this conference, most mothers find it easiest to bring a support person along to provide baby care outside the meeting room. Please respect the learning needs of other participants and care for your baby outside the meeting room if needed.

## Breast Pump Room

There will be access to a room for breast pumping.

If you are in need of a breast pumping room, please email Dina Wendelin at [wendeldl@ihs.org](mailto:wendeldl@ihs.org).

## Pre-conference Events

May 19th

(Wednesday Morning)

Iowa Lactation Task Force Meeting

May 19th

(Wednesday Afternoon—CEUs/CERPs offered)

Empowering Mothers to

Exclusively Breastfeed

Cathy Carothers, BLA, IBCLC, RLC

May 19th

(Wednesday Evening—CEUs/CERPs offered)

Helping Millennial Moms Breastfeed

Diana West, IBCLC

See back page of brochure for program details.

*For information on the morning and afternoon sessions, please contact Holly Szcodronski at [hszcodro@idph.state.ia.us](mailto:hszcodro@idph.state.ia.us) or*

## Program Schedule

**7:45 a.m. Registration/Exhibits**

**8:45 a.m. Welcome/Announcements**

**9:00 a.m. Mother Knows Best: Helping Mothers Build Confidence in their Milk Supply**

Ms. Carothers will look at how the breast makes milk with practical strategies for applying this information into effective clinical practices and counseling support.

**10:15 a.m. Break/Exhibits**

**10:45 a.m. Methods of Increasing Milk Production**

Ms. West will discuss methods to increase milk production. She will also look at why targeting the treatment to the cause of low milk production results in a better breastfeeding outcome.

**Noon Lunch/Exhibits**

**1:00p.m. Maternal Surgical Causes of Low Milk Production**

Ms. West will look at physical and psychological reasons women choose to have breast reduction and augmentation surgery. She will identify common breast reduction and breast augmentation surgical techniques and their probable lactation outcomes.

**2:15 p.m. Break/Exhibits**

**2:45 p.m. Time is Right: Supporting Working Mothers with Breastfeeding**

Ms. Carothers will discuss lessons learned and highlight success from the Business Case for Breastfeeding national initiative. The time is definitely right to promote the Business Case and Ms. Carothers will look at how this initiative ties to the new Healthy People goals, new Joint Commission requirements and the new Surgeon General's Call to Action.

**4:00 p.m. Door Prizes/Evaluation/Adjourn**

***For Wednesday evening program, May 19th, registration is limited to the first 100 people.  
For Thursday all day program, May 20th, registration is limited to the first 300.***

We strongly encourage early registration accompanied with payment. A complete and legible address is needed.

# Registration Form

This brochure may be downloaded at [www.iowahealth.org/info](http://www.iowahealth.org/info)

(How you want your name to appear on name tag — please print)

Name \_\_\_\_\_

Title \_\_\_\_\_ License Number \_\_\_\_\_

Home Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Employing Agency \_\_\_\_\_

Employing Agency Address \_\_\_\_\_

E-mail address \_\_\_\_\_ Business Phone ( ) \_\_\_\_\_

(If you want to receive a confirmation notice, your email address is required)

I want to register and understand the objectives as stated

Attend both programs (Cost is \$125)

Attend only May 19th evening program (Cost is \$25)

Attend only May 20th day long program (Cost is \$100)

Please make check payable to **Iowa Health Des Moines**

Total amount of check \_\_\_\_\_

Credit Card

Print name on credit card \_\_\_\_\_

Mastercard  Visa Card  Discover

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

Total amount enclosed and/or applied to credit card \$ \_\_\_\_\_

I would like a vegetarian meal for May 20, 2010.

(meal may contain dairy)

## Registration Options (Deadline May 13, 2010)

1. Complete the online registration by going to [www.iowahealth.org/info](http://www.iowahealth.org/info). You must have a valid credit card.

**OR**

2. Complete the registration form and return to:

Maternity Support Services

Iowa Lutheran Hospital

700 E. University

Des Moines, Iowa 50316

Attention: Registration 5-20-10

Call (515) 263-4057 or email Dina Wendelin at [Wendeldl@ihs.org](mailto:Wendeldl@ihs.org) after May 5th to check on space availability. **Registrations are not official until check is received or credit card is charged.**

A processing fee of \$25 will be retained for all cancellations.

**There will be no refunds after May 13, 2010.**

# Helping Millennial Moms Breastfeed

**May 19, 2010**

*Speaker:*

***Diana West, IBCLC***

Registration: 5:45 p.m. — 6:15 p.m.

Program: 6:30 p.m. — 8:30 p.m.

**Sheraton West Des Moines**

(Same location as May 20, 2010 conference)

## **Purpose and Intended Audience**

To provide healthcare professionals working with breastfeeding families an understanding of Millennial mothers and how to effectively communicate information when counseling.

## **Objectives**

1. Identify two characteristics in the way each Generation X and Millennial mothers relate to authority figures, such as healthcare providers.
2. Describe two problem-solving methods to develop a breastfeeding solution with a Millennial Generation Mother.
3. Identify three successful communication methods when counseling a Millennial Generation Mother.

## **Continuing Education Credit**

Approved for 0.2 CEUs by Iowa Board of Nursing Provider #31, Iowa Health — Des Moines. Application has been made for continuing education credit for certified lactation consultants (CERPs). CPEUs will be provided for registered and licensed dietitians.

**Cost: \$25**

**Iowa Department of Public Health**  
Bureau of Nutrition and Health Promotion  
321 East 12th Street  
Lucas Building  
Des Moines, IA 50319-0075

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