

*The Thirteenth Annual*

## Breastfeeding: The Gold Standard

Supporting the Breastfeeding Dyad through the First Weeks



***Featuring:***

- *Linda Smith, BSE, FACCE, IBCLC, FILCA*
- *Theresa Dise, MD*
- *Rebecca Saenz MD, IBCLC, FABM*

***Wednesday Evening-Friday, April 7-9, 2010***

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

***Sponsored by:***

*La Leche League of Alabama, Mississippi and Louisiana*

***In Cooperation with***

*Louisiana Lactation Consultant Association*

## Breastfeeding: The Gold Standard 2010

*The thirteenth annual "Breastfeeding: The Gold Standard" conference is an opportunity to learn 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 2½ days of excellent presentations by Linda Smith, BSE, FACCE, IBCLC, FILCA, a warm and engaging educator and leader in lactation management, and author of Impact of Birth Practices on Breastfeeding: Protecting the Mother and Baby Continuum, Second Edition, as well as many other books, Theresa L. Dise, MD, Associate Professor of Pediatrics, Director, Foundations in Medicine Program, Tulane University Health Sciences Center, and Rebecca Saenz, MD, IBCLC, FABM, director of the Mississippi Breastfeeding Clinic.*

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# Breastfeeding: The Gold Standard 2010

## 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. Pumps will be provided in the pump room at the conference for mothers requiring pumping facilities. **Mothers will need to bring their own pump kits.**

### Conference Bookstore

A conference bookstore will offer a limited selection of professional resources and items from the La Leche League International catalogue, 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

A CD with the syllabus will be provided at no charge to all participants. A limited number of printed copies will also be available for \$25 to those who pre-order. This year we will also offer the syllabus on a 1-gb flash drive. These items will be available as a pre-order item only for \$25. **All orders for flash drives and printed syllabi must be received no later than February 28, 2010.**

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

# Breastfeeding: The Gold Standard 2010

## Continuing Education

Applications have been submitted for RN Contact Hours, and CERPs.

"The National Commission for Health Education Credentialing, Inc. (NCHEC) for Certified Health Education Specialists (CHES) has approved this conference for 19.5 Category I Continuing Education Contact Hours (CECH)."

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

Additional continuing education hours may have been applied for. Please consult our website for more information. The syllabus will contain the information needed for individuals to apply for any continuing education not offered by the conference.

## Meals

The hotel provides a hot breakfast buffet to all 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 (at Gaiennie Street) 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 guests. A block of rooms at a special price of \$89.00 standard or \$139 suite, plus tax (single or double for up to four people) has been reserved for conference attendees. A special parking rate for Gold Standard Conference Attendees is also being made at \$18/night or \$10/day use-only, plus tax. The block is available until **March 8, 2010**. Reservations can be made by calling the Hampton at (866) 311-1200 or (504) 529-1200.

Please identify yourself as a participant of the La Leche League Conference, Breastfeeding: The Gold Standard. Check-in time is 3 p.m.

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

## **Breastfeeding: The Gold Standard 2010**

### **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 or Day-use parking for \$10/day (plus tax and gratuity).  
Pull into the valet parking spaces on Gaiennie Street.

### **Refund Policy**

Written cancellations received by March 8, 2010, 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.

### **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.***

## Breastfeeding: The Gold Standard 2010



### Supporting the Breastfeeding Dyad through the First Weeks

*Wednesday, April 7, 2010*

#### *Evening Optional Sessions*

**6:00 -7:30 PM**    **Registration**

**6:30--900 PM**    **O1: Peer Study Group.** 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.

**Camille Foretich, LLLL, IBCLC, RLC, CHES, Chris Glick, MD, IBCLC, and Karen Zeretzke, LLLL, MEd, IBCLC, RLC**

**6:30-8:30 PM**    **O2: Putting the Pieces Together.** An overview of the grieving process and how to support those who are experiencing it.

**Linda McGrath, LLLL, CHES, IBCLC, RLC, PhD and Vincent McGrath. EdD.**

## Breastfeeding: The Gold Standard 2010



*Thursday, April 8, 2010*

**6:00-10:00 AM** Breakfast in the hotel lobby

**6:30-7:30 AM** Choose One

**E1a: *Early Bird: Ethics*** This session provides a look at the International Board of Lactation Consultant Examiners Code of Ethics for International Board Certified Lactation Consultants. **Marcella Snow, RN, BSN, IBCLC**

**E1b: *Early Bird: Getting the Most Out of a Conference*** How to choose appropriate conference sessions, and tips for putting your learning to work.

**Kendall Cox, BA, IBCLC, RLC**

**7:15-8:00 AM** Registration

**8:00-9:30 AM** **G1: The Impact of Birthing Practices on Breastfeeding & the Ability to Feed Normally.** **Linda Smith, BSE, FACCE, IBCLC, FILCA**

**9:30-10:00 AM** Break (Coffee and Water)

# Breastfeeding: The Gold Standard 2010

## 10:00-11:15AM Breakouts

**101: Breastfeeding Games.** Uses adult-level games to promote breastfeeding education and demonstrate that learning can be fun! Strategies will be analyzed.

**REPEATED 203** Linda Smith, BSE, FACCE, IBCLC, FILCA

**102: Breastfeeding Initiatives in Louisiana: Louisiana Breastfeeding Coalition and the GIFT** (Guided Infant Feeding Techniques) An overview of what is happening in Louisiana. Marci Brewer Asling, BSC., MPH & Susie Amick, RN, IBCLC, RLC, LCCE

**103: The Family-Centered Care Approach to Breastfeeding Support.** Family-Centered Care (FCC) is the new watchword for health care professional practice—and has been a part of breastfeeding support forever. Learn how to apply the principles of FCC to improve the partnership between the mother, her baby, other health care professionals, and the lactation consultant as you strengthen the breastfeeding relationship. **REPEATED 204** Melissa Clark Vickers, MEd, IBCLC

**104: Academy of Breastfeeding Medicine: An Overview:** A look at how the ABM came to be, using it as a resource & looking at a protocol or two. Rebecca Saenz, MD, IBCLC, FABM

**11:45 AM - 1:00 PM: Luncheon & G2: The Power of Empowering the Mother.** What is empowerment, and what impact does it have on placing mother in the decision making loop?  
Karen Zeretzke, LLLL, MEd, IBCLC, RLC.

**1:30-2:45 PM G3: Supporting Breastfeeding in the NICU and Special Care Nurseries.** Providing emotional and practical breastfeeding management for the most fragile babies and their mothers. Chris Glick, MD, IBCLC

## Breastfeeding: The Gold Standard 2010

*Thursday, April 8, 2010 ~ continued*

**2:45-3:15 PM**     **Dessert and Coffee break**

**3:15-4:45 PM**     **G4: The Co-Sleeping Controversy: Reducing SIDS deaths and Increasing Breastfeeding are Compatible Goals.**     Safe bedsharing is a time-honored and evidence-based practice that supports, protects and promotes breastfeeding. Research on SIDS, infant mortality, public policy and skin-to-skin contact are presented, with examples from several countries, states, and communities.  
**Linda Smith, BSE, FACCE, IBCLC, FILCA**

**4:45 PM**     **Free Time/Dinner:** Options include~ Dinner on your own and exploring New Orleans, Dinner Buffet in the hotel \$45.00, OR Dinner/Jazz cruise \$65.00.  
(Nearby restaurant menus are available from the hotel registration desk.)



# Breastfeeding: The Gold Standard 2010

*Friday, April 9, 2010*

6:00-10:00 AM Breakfast:

6:30-7:45 AM E2: *Early Bird. From Evidence to Implementation: Little Changes that Can Make a Difference.* Cathy Carothers, BLA, IBCLC, RLC, FILCA and Kendall Cox, BA, IBCLC, RLC

7:15-8:00 AM Registration

8:00-9:15 AM G5: **Breastfeeding Challenges from Birth to the First Doctor Visit.** Using anticipatory guidance & sound management techniques and community support to aid mothers to continue breastfeeding during a time when many quit. Terry Dise, MD

9:15-9:45 AM Break (Coffee/Water)

9:45-11:00 AM Breakouts

201 **Lactation Amenorrhea Method (LAM).** An overview of the American Public Health Association's Lactation Amenorrhea Method (LAM) Interagency Working Group's case for repositioning LAM with other family planning methods. Linda McGrath, LLLL, CHES, IBCLC, RLC, PhD and Vincent McGrath. EdD

202 **Reinventing the Louisiana Woman, Infants and Children (WIC) Breastfeeding Program.** An overview of what is happening in LA by the WIC State Breastfeeding Coordinator & PC Program Manager. Aledia Williams, MS, LDN, RD, CLE, CLC.

203 **Breastfeeding Games.** Using adult-level games to promote breastfeeding education: Learning can be fun! Strategies will be analyzed. **REPEATED 101**  
Linda Smith, BSE, FACCE, IBCLC, FILCA

204 **The Family-Centered Care Approach to Breastfeeding Support.** Family-Centered Care (FCC) is the new watchword for health care professional practice—and has been a part of breastfeeding support forever. **REPEATED 103**  
Melissa Clark Vickers, MEd, IBCLC

# Breastfeeding: The Gold Standard 2010

*Friday, April 9, 2010 ~ continued*

- 11:15 AM - 1:00 PM**    **Award Luncheon & G6: Vitamin D and the Breastfeeding Dyad** Exploring the newest research about Vitamin D and how it impacts breastfeeding.  
Rebecca Saenz, MD, IBCLC, FABM
- 1:15-2:30 PM**        **G7: Yellow Baby Blues: When Healthcare Providers Can Interfere with Breastfeeding.** How jaundice can impact the breastfeeding dyad.  
Mindy Glenn, RN, CLC, CPST and Pam Helmstetter, RN, LCCE, CLC
- 2:30-3:00 PM**        **Dessert and Coffee break**
- 3:00-4:15 PM**        **G8: The Breastfeeding Mother-Baby Dyad: More than the Sum of the Parts.** A discussion of a developmental continuum for the breastfeeding mother-baby dyad and implications for care. Linda Smith, BSE, FACCE, IBCLC, FILCA
- 4:15- 5:30 PM**        **G9: What We Can Learn About Breastfeeding in the Big Easy.** Tying some of the things for which New Orleans is famous to sound breastfeeding counseling techniques. Cathy Carothers, BLA, IBCLC, RLC, FILCA and Kendall Cox, BA, IBCLC, RLC
- 5:30 PM**                **Evaluations/wrap up/door prizes**



# Breastfeeding: The Gold Standard 2010

## For More Information

To learn more about the conference, please contact:

Karen Zeretzke [lactation@juno.com](mailto:lactation@juno.com) or Laura Goodwin-Wright [LLGWright@aol.com](mailto:LLGWright@aol.com).

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

<http://goldstandard.l1almsla.org/>

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### Seminar Planning Committee

Susie Amick, RN, IBCLC, RLC, LCCE

Margie Etienne, RNC, FACCE, IBCLC, RLC

Camille Foretich, LLLL, IBCLC, RLC, CHES

Nicole L. Fox, BSN, RNC, IBCLC, RLC, LLLL

Mindy Glenn, RN, CLC, CPST

Kathy Juve, RN, BSN, IBCLC, RLC, LLLL

Evelyn Landry, RN, BSN, IBCLC, RLC, LLLL

Linda McGrath, LLLL, CHES, IBCLC, RLC, PhD

Dawn Motter-Todd, LLLL

Maranda Nybo, LLLL

Debbie Regan, RNC, IBCLC, RLC

Becky Saenz MD, IBCLC, RLC, FAMB

Marcella Snow, BSN, RN, IBCLC, RLC, LLLL

Mary Ellen Sweeney, LLLL

Nancy White, BSc, LLLL

Aledia Williams, MS, LDN, RD, CLE, CLC

Bethany Willis, LLLL

Laura Wright, BA, LLLL, IBCLC, RLC, CLE

Karen Zeretzke, LLLL, MEd, IBCLC, RLC