

2008 WALC BREASTFEEDING CONFERENCE

MARCH 13 & 14, 2008

Radisson Paper Valley Hotel
333 W. College Ave
Appleton, WI 54911
(800) 333-3333

This program is intended for all professionals interested in improving breastfeeding practices. New this year, we will be offering CMEs to make this conference more accessible to our physician colleagues who share our commitment to support breastfeeding mothers. This CME activity is appropriate for all pediatricians, neonatologists, primary care physicians, family medicine residents, specialty care physicians, and any other interested physicians and healthcare professionals.



James McKenna, PhD

Director of the Mother-Baby Behavioral Sleep Laboratory at the University of Notre Dame; considered to be the leading authority on mother-infant co-sleeping and breastfeeding; author of numerous papers and books on the subject.

Catherine Watson Genna, BS, IBCLC

Lactation consultant in private practice in New York City; editor of the new textbook, *Supporting Sucking Skills in Breastfeeding Infants*.

Lisa Brock, BSN, IBCLC

Lactation consultant and staff RN in NICU at Children's Hospital of Wisconsin and Clinics in Milwaukee.



Wheaton Franciscan Healthcare
All Saints

This activity has been planned and implemented in accordance with the Essential Areas, Elements and Policies of the Wisconsin Medical Society through the joint sponsorship of Wheaton Franciscan Healthcare – All Saints and Wisconsin Association of Lactation Consultants. The Wheaton Franciscan Healthcare – All Saints is accredited by the Wisconsin Medical Society to provide continuing medical education for physicians.



Schedule of Events and Program Objectives

Thursday, March 13

- 11:00-11:45 **Registration and Box Lunch**
- 11:45-12:00 **Welcome**
- 12:00-1:30 **Breastfeeding and Co-Sleeping: History and Culture ~ James McKenna**
Re-define the biological bases of human infant sleep and show conflicts with the cultural model.
Distinguish between studies based on opinion vs. biological data on infant physiology and behavior.
Explain what biological studies reveal about infant needs in regard to nighttime care and contact.
- 1:30-2:00 **Break**
- 2:00-3:00 **Strategies to Facilitate Breastfeeding in the NICU, Part I ~ Lisa Brock**
Discuss the initiation of in-hospital breastfeeding with the premature population.
Review clinical indices utilized to estimate milk volume intake during breastfeeding.
Discuss strategies to facilitate milk intake during breastfeeding in NICU.
- 3:00-3:15 **Break**
- 3:15-4:15 **Strategies to Facilitate Breastfeeding in the NICU, Part II ~ Lisa Brock**
Review parameters for use of lactoengineering.
Discuss strategies designed to manage mothers' concerns about breastfeeding.
- 4:15-4:30 **Break**
- 4:30-5:30 **Ultrasound Study of Tongue-tie and Sucking Skills ~ Catherine Watson Genna**
Describe the procedure for obtaining ultrasound scans of infant tongue motion during breastfeeding.
Discuss ways that tongue-tie can impact sucking skills and changes that occur after frenotomy.
- 5:30-7:30 **Dinner—On Your Own**
- 7:30-9:30 **Drinks, dessert and music. Relax with your colleagues.**

Friday, March 14

- 7:00-8:00 **Registration and Buffet Breakfast (Buffet line available until 7:45)**
- 8:00-8:15 **Announcements**
- 8:15-9:15 **Minimally Invasive Treatment for Posterior Tongue-tie ~ Catherine Watson Genna**
Describe frenotomy procedures for posterior tongue-tie.
Identify contraindications for frenotomy.
- 9:15-9:45 **Break**
- 9:45-11:30 **Breastfeeding and Co-Sleeping: Research and Controversy ~ James McKenna**
Discuss the differences between good and weak scientific studies regarding bedsharing.
Describe the background on SIDS investigations.
Describe scientific studies of mother-infant bedsharing and how bedsharing benefits the dyad.
- 11:30-12:45 **Lunch Break (Buffet line available until 12:30)**
- 12:45-1:00 **Announcements**
- 1:00-2:45 **The Non-Latching Infant: The First 48 Hours and Beyond ~ Catherine Watson Genna**
Describe the human infant's expectations for breastfeeding.
Discuss conditions that may delay or prevent normal breastfeeding.
Identify possible interventions to assist infants who are unable to attach to the breast.
- 2:45-3:00 **Break**
- 3:00-4:00 **Infant Communication ~ Catherine Watson Genna**
Explore infant facial, motoric and autonomic communication.
Identify opportunities to model developmentally-supportive parenting techniques to clients.
- 4:00-4:15 **Closing—Turn in evaluations; receive certificate of attendance. CME certificates will be mailed.**

Fees

Entire conference: \$180 (**Early-bird discount** \$160 if postmarked by February 12)
Thursday or Friday only: \$110 (**Early-bird discount** \$100 if postmarked by February 12)
Groups of three or more sending their registrations *in the same envelope* may receive a discount of \$10 per person -or- the member discount (not both). The fee includes a bound program syllabus, box lunch on Thursday, Thursday evening social, refreshment breaks, buffet breakfast and lunch on Friday.

Registration / Cancellations

Forms must be accompanied by payment and **must** be postmarked by February 12, 2008 in order to receive the early registration discount. No exceptions! A confirmation of your registration will be sent by mail. Cancellations received by March 1, 2008 will receive a full tuition refund less a \$25 handling fee. No fees will be refunded after that date.

Continuing Education Credits

This program (in its entirety) has been approved for 10 CERPS by the IBLCE. CPEUs have been applied for through the American Dietetic Association.

Continuing Medical Education Credits

The Wheaton Franciscan Healthcare – All Saints designates this educational activity for a maximum of 10 AMA PRA Category 1 Credit(s)™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Lunch Choices

Your choice of box lunch will be provided upon arrival Thursday (turkey, ham, vegetarian). On Friday we will be having an Italian Buffet offering choices of several salads, vegetarian lasagna, fettuccine with marinara meat sauce, tortellini with alfredo sauce, bread sticks, garlic bread and dessert.

Babies

Quiet babies in arms are welcome in the conference room. We ask that mothers be attentive to restless infants and step out when necessary to maintain quiet. Closed circuit TV viewing will be provided in a nearby room for mothers with noisy babies or anyone who temporarily needs to leave the conference room. Nursing mothers wishing to express milk will be provided with space to do so in the closed circuit TV room.



Registration for WALC 2008 ~ BREASTFEEDING CONFERENCE

Name _____ Credentials (for name tag) _____

Place of Employment/Affiliation _____

Email Address _____ Home Address _____

City _____ State _____ Zip _____

Phone: Home (_____) _____ Work (_____) _____

(please fill out the following if joining or renewing your WALC membership)

ILCA member? yes/no Are you an IBCLC? yes/no Prefer minutes by: mail ___ e-mail ___ website ___

Volunteer interest? WALC Conference ___ WALC Officer ___ Other _____

Make checks payable to WALC and mail with the registration form to: Registration fee (see above) \$ _____

WALC Conference Group discount (see above, subtract \$10) -or- _____

Sandy Testin WALC discount (current & new members subtract \$10) \$ _____

218 Lake Street Total conference fee \$ _____

Waupaca, WI 54981

Join WALC or renew membership (valid until 2-29-09). Add \$20 to the conference fee \$ _____

Total amount enclosed \$ _____

A confirmation of your registration will be sent by mail.

Hotel Reservations

A block of rooms has been reserved at the special rate of \$93, single or double. To get this special rate, make your reservations at the Radisson Paper Valley Hotel **before February 12** by calling (800) 333-3333. The conference is listed under “Wisconsin Association of Lactation Consultants.” **Make your reservations as soon as possible—the hotel is likely to be full.** The Radisson has a 24 hr. recreation center with a swimming pool, whirlpool and fitness center. All rooms include a coffee maker, hair dryer, iron and ironing board. Check-in is at 3 p.m. and check-out is at noon. The direct number for the hotel is (920) 733-8000.

Restaurants

Dinner on Thursday may be purchased in the hotel restaurant or at one of the many restaurants located nearby. A map and description of restaurants within walking distance of the hotel will be provided.

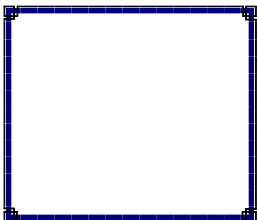
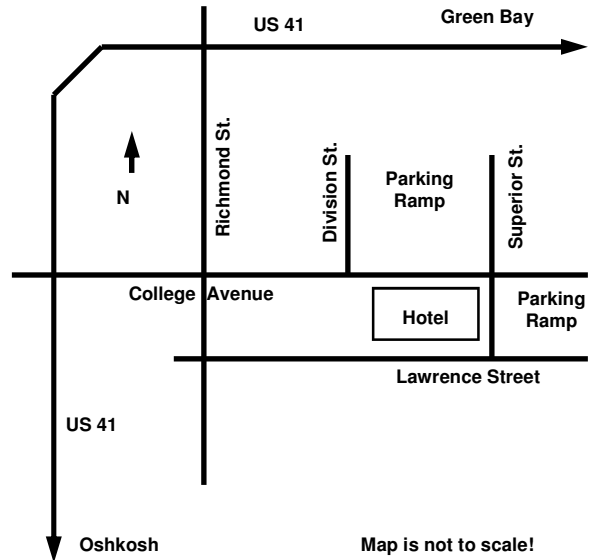
Further Information

Sandy Testin, 218 E. Lake Street, Waupaca, WI 54981
Phone: (715) 258-1076 Email: stestin@walc.net
Website: www.walc.net

Conference Planning Committee: Pat Gima (Committee Chair) & Donna Bisbee, RN, IBCLC & Carol Cox, RN, IBCLC & Janet Godshall, RN, IBCLC & Becky Krumwiede, RN, IBCLC & Kathie Russell, RN, IBCLC & Sandy Testin, RN, IBCLC & Meredith Weir, IBCLC

Directions

From Highway 41, take the College Avenue exit east into downtown Appleton to 333 West College Avenue. Parking is available in nearby ramps. The fee is currently \$1, payable upon entering.



WALC
c/o Sandy Testin
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