

2011 WALC BREASTFEEDING CONFERENCE

Radisson Paper Valley Hotel
333 W. College Ave
Appleton, WI 54911
1-800-333-3333



This program is intended for physicians, nurses, lactation consultants and other professionals interested in improving breastfeeding practices.

Suzanne Colson, PhD, MSc, BA, RM, RGN

A retired midwife with over 35 years experience supporting breastfeeding mothers, Suzanne is an honorary senior lecturer at Canterbury Christ Church University, a Royal College of Nursing Akinsanya Scholar and a member of the La Leche League panel of professional advisors in the UK and France. She worked as a lactation consultant with Michel Odent in the 1980's and as a lactation midwife in a London hospital in the 1990's. Suzanne is the author of numerous articles, a book and two DVDs. www.biologicalnurturing.com

(Jarold) Tom Johnston, MSN, CNM, IBCLC

Tom is a midwife, lactation consultant, career soldier, and the father of eight breastfed children. He has spent his career advocating for the rights of fathers in the perinatal arena and has spoken at conferences including AWHONN and ILCA. In his written work he has advocated for better science in the field of bedsharing and has authored a chapter on the role of the father in breastfeeding for *Breastfeeding in Combat Boots: A survival guide to breastfeeding in the military*.

Michelle Carr, RN, IBCLC

Michelle has been a nurse in the Neonatal Intensive Care Unit at St. Joseph's Health Care in London, Ontario for the past 23 years. She is certified in Neonatal Oral Motor Assessment as well as lactation. She has been involved in a study regarding Domperidone, and is currently involved in a research project related to community support for preterm infants after discharge. She provides lactation education for staff and physicians.



MARCH 10 & 11, 2011

Schedule of Events and Program Objectives

Thursday, March 10

- 10:45-11:30 **Registration and Box Lunch Pick Up—enjoy your lunch during the first session**
- 11:30-11:45 **Welcome**
- 11:45-1:30 **Biological Nurturing: The Laid-back Breastfeeding Revolution ~ Suzanne Colson**
Identify the components of biological nurturing (BN), with video clips illustrating how and why BN works.
Differentiate between innate and learned behaviors.
Introduce reflex theory to support breastfeeding initiation.
Introduce the continuity of behaviors linking birth with breastfeeding.
- 1:30-2:00 **Break**
- 2:00-3:15 **The Role of the Father in Breastfeeding ~ Tom Johnston**
Explore the history of paternal involvement in childbirth and the father's value to the breastfeeding relationship.
Advocate for recognition of fathers as equal partners in the breastfeeding and parenting relationships.
Identify effective teaching strategies to prepare fathers for their role as breastfeeding coaches.
- 3:15-3:35 **Break**
- 3:35-4:50 **Maximizing Milk Supply for Babies Born Early ~ Michelle Carr**
List practices important in establishing and maintaining an abundant milk supply for preterm infants.
Identify factors in the mother's history that may impact milk supply.
List strategies to support lactation in mothers of preterm and NICU babies.
- 4:50-5:00 **Updates—Political, AAP, ABM ~ Dr. Jenny Thomas**
- 5:00-7:15 **Dinner—on your own**
- 7:15-9:00 **Dessert Reception (adults only)**

Friday, March 11

- 7:15-8:10 **Registration and Buffet Breakfast (Buffet line available until 8:00)**
- 8:10-8:15 **Announcements**
- 8:15-10:00 **Mother-Baby Behavioural States and Professional Breastfeeding Assessment ~ Suzanne Colson**
Define and give an overview of neonatal behavioural states.
Clarify how babies latch and breastfeed in sleep states; illustrate baby reflex feeding cues.
Define maternal hormonal complexion and discuss supporting research.
Summarize common practices that may inadvertently suppress high maternal oxytocin pulsatility.
Introduce two clinical pathways to clarify how to use BN during the first postnatal days and as a proactive strategy to reduce the impact of abrasive birth interventions.
- 10:00-10:30 **Break**
- 10:30-12:00 **Breastfeeding Follow-up of NICU Graduates and Healthy Preterm Infants ~ Michelle Carr**
Describe how to assess the quality of infant feeding.
Identify how to establish a realistic breastfeeding plan for discharge.
List strategies to increase maternal knowledge and confidence to problem-solve lactation issues.
Discuss preliminary data from London, Ontario's Post Discharge Infant Nutrition Clinic.
- 12:00-1:00 **Lunch Break (Buffet line available until 12:45)**
- 1:00-2:15 **Still Swimming Upstream ~ Tom Johnston**
Identify evidence of a formula-feeding culture and the detrimental effects on breastfeeding success.
Evaluate common practices in American hospitals; explore their origin and validity.
Identify the medical bias toward formula as a safety net.
Discuss future policies that will promote breastfeeding as the cultural norm.
- 2:15-2:30 **Break**
- 2:30-3:45 **Putting it All Together—Scenarios of Difficult Situations ~ Suzanne Colson**
Illustrate the use of BN to initiate breastfeeding with difficult situations such as sore nipples, the exhausted mother and/or baby, latch refusal, large-breasted mothers, and dealing sensitively with family and friends.
- 3:45 **Closing—Turn in evaluations; receive certificate of attendance.**

Fees

Entire conference: \$200 (**Early-bird discount:** \$185 if postmarked by February 9)

Thursday or Friday only: \$120 (**Early-bird discount:** \$110 if postmarked by February 9)

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 9, 2011 in order to receive the early registration discount. A confirmation of your registration will be sent by mail. Cancellations received by February 24, 2011 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.

Lunch Choices

Your choice of box lunch will be provided upon arrival Thursday. On Friday we will be having a soup and salad buffet. Vegetarian choices will be available at all meals.

Bookstore

Since the local bookstore closed, WALC will be providing the bookstore selections. We hope to be able to take credit cards, but at this time we're not sure, so plan to bring your checkbook.

Babies / Children

Maintaining a quiet learning environment for all attendees is paramount. **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 toddlers, noisy babies, or anyone who temporarily needs to leave the conference room.

Comfort

Conference room temperature may vary, so bring a sweater or jacket. Nursing mothers wishing to express milk will be provided with space to do so in the closed circuit TV room.



Registration for WALC 2011 ~ BREASTFEEDING CONFERENCE

Name: _____ Credentials (for name tag): _____

Place of Employment/Affiliation: _____

Email Address: _____ Home Address: _____

City: _____ State: _____ Zip: _____

Phone: Home: _____ Work: _____

If one day only please indicate: Thursday Friday

Send check payable to WALC with registration form to:
WALC Conference
Sandy Testin
218 Lake Street
Waupaca, WI 54981
Confirmation of registration will be sent by mail.

Registration fee (see above) \$ _____

Group discount (see above, subtract \$10) **-or-**

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

Total conference fee \$ _____

Join WALC or renew membership (valid until 2/28/12)

Add \$20 to the conference fee \$ _____

Total amount enclosed \$ _____

Please fill out the following if joining or renewing your WALC membership:

ILCA member? no/yes IBCLC? no/yes → IBCLC # _____ Prefer minutes by: mail e-mail website

Volunteer interest? WALC Conference WALC Officer Other: _____

Hotel Reservations

A block of rooms has been reserved at the special rate of \$96 per room, single or double. To get this special rate, make your reservations at the Radisson Paper Valley Hotel **before February 9** by calling (800) 333-3333. The conference is listed under “Wisconsin Association of Lactation Consultants.” 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 list of restaurants within walking distance of the hotel will be provided.

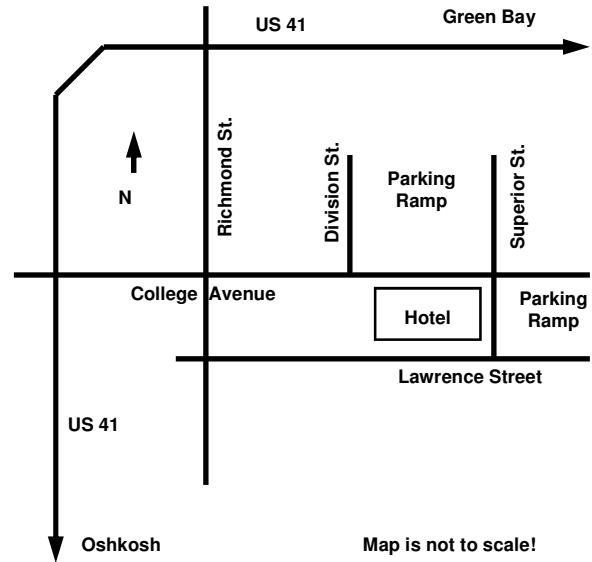
Further Information

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 and Jennifer Statz, RN, IBCLC (Co-chairs) * Janet Godshall, RN, IBCLC * Becky Krumwiede, IBCLC * Kathie Russell, RN, IBCLC * Tracy Schieffer, 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.



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c/o Sandy Testin
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