

2012 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.



WALC 1987 - 2012

Nancy Mohrbacher, IBCLC, FILCA

Nancy is author or coauthor of some of the most popular books in breastfeeding, including *Breastfeeding Answers Made Simple*, *Breastfeeding Made Simple: Seven Natural Laws for Nursing Mothers* (with Kathleen Kendall-Tackett), and *The Breastfeeding Answer Book* (with Julie Stock). She has been helping breastfeeding families since 1982. In 2008 Nancy was in the first group of 16 to be awarded the designation Fellow of the International Lactation Consultant Association (FILCA) for her lifetime achievements in breastfeeding. www.nancymohrbacher.com

Karen Kerkoff Gromada, RN, MSN, IBCLC, FILCA

Karen has worked in various perinatal settings, including L&D, OB early discharge homecare, and as a private practice and hospital-based lactation consultant. She leads a La Leche League group for mothers of multiples and is the author of *Mothering Multiples: Breastfeeding and Caring for Twins or More* and related articles for professional and parent publications. She served as President of the International Lactation Consultant Association from 1994-1996. www.karengromada.com

Jennifer Thomas, MD, MPH, IBCLC, FAAP, FABM

Jenny is a pediatrician and breastfeeding medicine specialist. She is currently the Chief of all 78 Chapter Breastfeeding Coordinators, a group who serves the Section on Breastfeeding for the American Academy of Pediatrics as ambassadors to their communities. She has been the Chapter Breastfeeding Coordinator for Wisconsin since 2005. She also serves on the Executive Board of the Wisconsin Chapter of the American Academy of Pediatrics and recently was elected the new chairperson of the Wisconsin Breastfeeding Coalition. www.drjen4kids.com

Nancy Williams, MA, MFT, IBCLC, CCE

Nancy has been providing breastfeeding help and support for 30 years and has been a national speaker for 20. She has been a perinatal educator and consultant since the late 1970's. Her second career is that of a Marriage and Family Therapist. Her passion is to explore the larger picture of the mother-baby dyad in the context of the breastfeeding relationship.



MARCH 8 & 9, 2012
WALC's 25th Anniversary

Schedule of Events and Program Objectives

Thursday, March 8

- 10:15-11:00 **Registration and Box Lunch Pick Up**
10:35 **Film by Josephine Nalugo, WALC's Partner in Uganda, will be shown**
- 11:00-11:15 **Welcome**
- 11:15-12:15 **Investing in the Future: Breastfeeding Support for Gen X and Y ~ Nancy Williams**
Discuss the differences in generations.
Describe interventions useful for Generations X and Y
List burnout symptoms.
- 12:15-12:30 **Break**
- 12:30-1:45 **Helping Mothers Who Exclusively Pump ~ Nancy Mohrbacher**
Explain the physical laws of milk production and how they apply to a woman exclusively pumping.
Describe optimal pumping strategies after birth and how they vary by stage.
Recommend individualized pumping plans for women based on differences in breast storage capacities.
- 1:45-2:15 **Break**
- 2:15-3:45 **Breastfeeding Twins and Higher-Order Multiples ~ Karen Gromada**
Examine perinatal conditions and events that often complicate the initiation of breastfeeding and lactation after a multiple birth.
Describe interventions for initiating early breastfeeding and lactation in circumstances specific to multiple-birth neonates.
Discuss implications on the development of the breastfeeding relationship with multiple same-age infants.
- 3:45-4:00 **Break**
- 4:00-5:00 **Why Not Just One Bottle? The Science Behind Exclusive Breastfeeding ~ Jenny Thomas**
Understand the crucial role of breastmilk in the development of the immune system in the neonatal period.
Appreciate the problems supplementation poses to newborn immune system development, even just one bottle.
Describe medical indications for supplementation.
- 5:00-7:30 **Dinner—on your own**
- 7:30-9:30 **WALC's 25th Anniversary Party (adults only) ~ Dessert · Drinks · Music**

Friday, March 9

- 7:00-8:00 **Registration and Buffet Breakfast (Buffet line available until 7:50)**
- 8:00-8:05 **Announcements**
- 8:05-9:20 **Breastfeeding Problem Solving: A Solution-Oriented Approach ~ Karen Gromada**
Identify solution-oriented problem-solving skills.
Investigate the potential role of solution-oriented counseling skills for the therapeutic relationship with BF clients.
Apply solution-oriented problem-solving skills to common breastfeeding/lactation issues or problems.
- 9:20-9:45 **Break**
- 9:45-10:45 **Psychological Hazards of Bottle Feeding ~ Nancy Williams**
Discuss the impact of breastfeeding on a child's social regulation.
Describe some deficits of the "new normal" of a bottle-feeding culture.
Discuss the importance of "mothering" hormones.
- 10:45-11:00 **Break**
- 11:00-12:15 **Transitioning to the Breast ~ Nancy Mohrbacher**
Summarize the physical and emotional effects of feeding method on mother and baby.
List basic strategies used to help any baby transition to the breast, as well as strategies for transitioning preterm babies to full BF.
State factors to consider when a baby refuses the breast.
Explain strategies for weaning from the shield.
- 12:15-1:20 **Lunch Break (Buffet line available until 1:05) Film by Josephine Nalugo will be repeated in the conference room.**
- 1:20-1:30 **Announcements**
- 1:30-2:45 **Nipple Pain and Trauma: Causes and Treatments ~ Nancy Mohrbacher**
Describe the most common causes of nipple trauma in the breastfeeding mother.
List the stages of nipple damage and determine evidence-based treatment options for each stage of nipple damage.
Define causes of nipple pain that are complications of nipple trauma or unrelated to nipple damage.
- 2:45-3:00 **Break**
- 3:00-4:00 **Educating Physicians in the Support and Promotion of Breastfeeding ~ Jenny Thomas**
Learn strategies to work with physicians as part of a team.
Describe successful programs and how they worked in educating physicians and other providers.
- 4:00 **Closing—Turn in evaluations; receive certificate of attendance.**

Conference Registration Fees

Entire conference: Early bird by February 7 - \$185 • Standard by March 2 - \$200 • Procrastinators after March 2 - \$215

Thursday or Friday only: By February 7 - \$110 • by March 2 - \$120 • after March 2 - \$130

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 anniversary party, refreshment breaks, buffet breakfast and lunch on Friday.

Registration / Cancellations

Forms must be accompanied by payment and **must** be postmarked by the dates listed above to pay the designated fees. A confirmation of your registration will be sent. Cancellations received by February 22, 2012 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 10.5 CERPs by the IBLCE. CPEs have been applied for through the American Dietetic Association.

Lunch Choices

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

Bookstore

WALC will once again be providing the bookstore. Check or cash is preferred, but credit cards will be accepted.

Babies / Children / Pumping

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, and mothers wishing to express milk. For the comfort of mothers nursing or expressing milk, the closed circuit TV room is for women only. Men caring for babies and children will use other areas of the hotel.

Comfort

Conference room temperature may vary, so bring a sweater or jacket.



Registration for WALC 2012 ~ 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.

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 2/28/13)

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 If yes, please list IBCLC # _____

Volunteer interest? WALC Conference WALC Officer Other: _____

Hotel Reservations

A block of rooms has been reserved at the special rate of \$97 per room, single or double. To get this special rate, make your reservations at the Radisson Paper Valley Hotel **before February 7** 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 list of restaurants within walking distance of the hotel will be available.

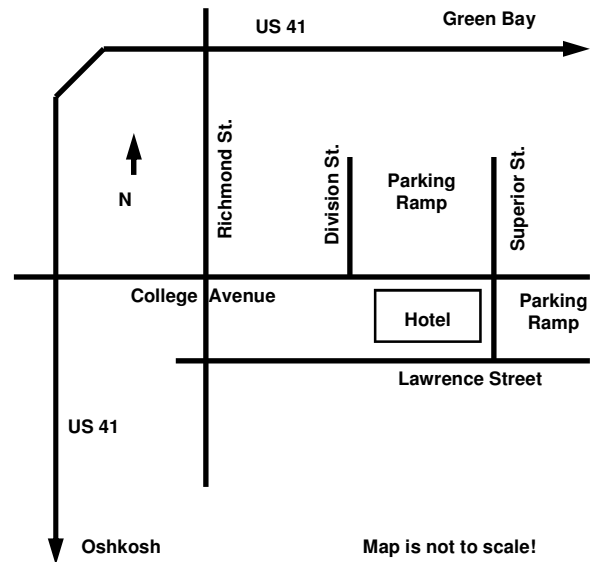
Further Information

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

Conference Planning Committee: Jennifer Statz, RN, IBCLC (Chair) * 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 \$2, payable upon entering.



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