

2013 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.



Linda Smith, MPH, IBCLC, FACCE, FILCA

Linda is a lactation consultant, childbirth educator, and internationally-known consultant on breastfeeding and birthing issues. She is ILCA's liaison to the World Health Organization's Baby Friendly Hospital Initiative. Linda was a founder of IBLCE, founder and past board member of ILCA, and is a delegate to the United States Breastfeeding Committee. She is the author of several books, including *Impact of Birthing Practices on Breastfeeding*. Website: www.bflrc.com

Catherine Watson Genna, BS, IBCLC

Catherine has been an IBCLC in private practice in New York City since 1992. She has a special interest in the anatomical, genetic and neurological influences on infant sucking skills, and writes and speaks on these topics. She serves as associate editor of *Clinical Lactation* and is the author of *Supporting Sucking Skills in Breastfeeding Infants* and *Selecting and Using Breastfeeding Tools*. Website: www.cwgenna.com

Norma Ortiz Escobar, IBCLC

Originally from Mexico City, Norma has been working with breastfeeding women since 1994, first as a La Leche League Leader and then as an IBCLC in private practice. She currently works in WIC as a Regional Breastfeeding Coordinator, providing training to Peer Counselors and health care providers, as well as working directly with mothers.



MARCH 7 & 8, 2013

Schedule of Events and Program Objectives

Thursday, March 7

- 10:00-10:50 **Registration, Exhibits Open**
- 10:50-11:00 **Welcome**
- 11:00-12:00 **Looking at the International Code: Is It Relevant in an Information Age? ~ Norma Escobar** (E CERP)
Identify at least two reasons why the International Code was developed.
Discuss how digital media has made WHO Code enforcement more challenging.
- 12:00-12:30 **Break, Box Lunch Pick Up**
- 12:30-2:00 **The Impact of Birthing Practices on Breastfeeding ~ Linda Smith**
Explain the origin of laboring alone, fasting, and prohibiting maternal movement in labor and birth.
Discuss the risks of induction of labor to mother and baby.
Evaluate the risks of chemical pain relief methods, including epidurals, on breastfeeding.
Discuss strategies to help breastfeeding dyads recover from birth interventions.
- 2:00-2:30 **Break**
- 2:30-4:00 **Tongue Tie ~ Catherine Watson Genna**
List three normal tongue movements.
Describe how tongue tie impacts each of the normal tongue movements.
Describe how infants compensate for reduced tongue mobility during sucking.
- 4:00-4:15 **Break**
- 4:15-5:15 **Breastfeeding with Lyme Disease ~ Linda Smith**
Describe Lyme disease and other tick-borne co-infections.
Explain controversies about diagnosis and treatment of Lyme disease.
Describe the implications to pregnant women and breastfeeding mothers.
- 5:15-7:30 **Dinner on your own**
- 7:30-9:30 **Social Gathering (Adults Only) ~ Dessert · Drinks · Music · Speaker Tables for Questions**

Friday, March 8

- 7:00-8:10 **Registration and Buffet Breakfast (Buffet line available until 8:00)**
- 8:10-8:15 **Announcements**
- 8:15-9:45 **Safe Sleep for the Breastfeeding Dyad ~ Linda Smith**
List research controversies that confuse the “safe sleep” dialogue.
Discuss unique sleep behavior of the breastfeeding mother-baby dyad.
Discuss safety issues related to co-sleeping and bedsharing for breastfeeding.
- 9:45-10:15 **Break**
- 10:15-11:45 **Choosing and Using Breastfeeding Tools: A Clinical Reasoning Approach ~ Catherine Watson Genna**
Detail cogent clinical factors in the choice of breastfeeding tools.
List two factors to consider in properly fitting a nipple shield.
Describe advantages and disadvantages of three tools for supplementing at the breast.
Describe the steps of paced bottle feeding.
- 11:45-12:55 **Lunch Break (Buffet line available until 12:40)**
- 12:55-1:00 **Announcements**
- 1:00-2:00 **Medications and Mothers' Milk in Plain English ~ Norma Escobar**
Explore the mechanics of how medications taken by mothers get into human milk.
Understand two factors that may impact a mother's decision to take a medication.
Discuss how to counsel mothers who have questions about medications and mother's milk.
- 2:00-2:15 **Break**
- 2:15-3:15 **Good Latch, Bad Latch: Nuances of Attachment ~ Catherine Watson Genna**
List four subtle signs of a shallow latch.
List two ways to facilitate infant and maternal innate feeding capabilities.
Detail strategies for optimizing latch when breastfeeding tools are needed.
- 3:15 **Closing — Turn in evaluations; receive certificate of attendance.**

Conference Registration Fees

Entire conference: Early bird by February 7 - \$185 • Standard by Feb. 21 - \$200 • Procrastinators after Feb. 21 - \$225

Thursday or Friday only: By February 7 - \$110 • by Feb. 21 - \$120 • after Feb. 21 - \$130

Registration may be done by mail or by credit card online at www.regonline.com/2013walcbreastfeedingconference . There will be a service fee added to online registrations to cover the cost. A \$10 per person discount is available for WALC members; **or** for groups of three or more sending their registrations in the same envelope or registering online at the same time (not both). After Feb. 21 no group discount will be given. The fee includes a bound program syllabus, Thursday box lunch, Thursday evening social, buffet breakfast and lunch on Friday. Registration will be limited to 350, so **register early!**

Registration / Cancellations

Mailed 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 21, 2013 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 (9 L CERPs and 1 E CERP). 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.

Conference Room

Conference room temperature may vary, so bring a sweater or jacket. Unfortunately, there are no outlets available for computers, so bring them fully charged.



Registration for WALC 2013 ~ BREASTFEEDING CONFERENCE

Name: _____ Credentials (for name tag): _____

Place of Employment/Affiliation: _____

Email: _____ Home Address: _____

City: _____ State: _____ Zip: _____

Phone: Home: _____ Work: _____

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.

If one day only please indicate: Thursday Friday

Registration fee (see above) \$ _____

Group discount (see above, subtract \$10 through 2/21) **-or-**
WALC discount (current & new members subtract \$10 through 2/21) \$ _____

Total conference fee \$ _____

Join WALC or renew membership (valid until 2/28/14)

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, 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 online at www.radisson.com/walc or by calling (800) 333-3333 **before February 7** and specifying the WALC Conference. 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. A late check-out is not likely this year. 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.

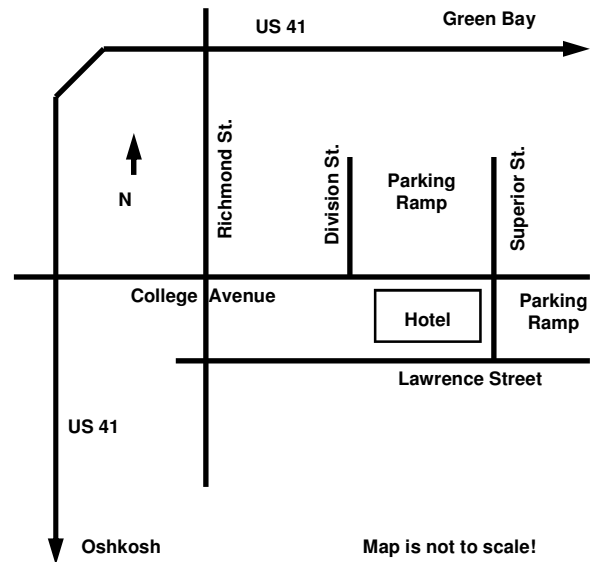
Further Information

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 * Beth Metsa, CD, CLS * Marty Polzin, LPN, 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 each time you enter.



WALC
c/o Sandy Testin
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Waupaca, WI 54981

