

## Conference Objectives

- Implement a simplified breastfeeding initiation strategy designed to reduce the incidence of the 3 most common problems during the first weeks after birth.
- Describe milk production norms during the first week and how to assess the need for supplements.
- List one human milk immune factor that retains activity after pasteurization.
- Explain how the risks of peer-to-peer milk sharing compare to the risks of using formula.
- Identify two ways that health care providers can support families that express interest in donation after loss.
- Summarize the research on how a breastfeeding professional's attitude can affect a mother's satisfaction or dissatisfaction with the care she receives.

*The application process for L-CERP's & CPE's is in progress. These will be on your Certificate of Attendance.*

## Conference Details

### LOCATION:

The Florian Gardens  
2340 Lorch Avenue  
Eau Claire, WI 54701  
715.832.8836  
info@thefloriangardens.com  
www.thefloriangardens.com

### OVERNIGHT ACCOMODATIONS:

Rooms at Metropolis Resort are blocked at the rate of \$82 for October 24 & 25 and must be reserved by October 11 to receive this special rate. Mention "2018 Breastfeeding Conference" when making your reservation.  
715-852-6000  
www.metropolisresort.com/

### PLEASE NOTE:

**Quiet babies in arms** welcome in conference room, a mother's room will be available with audio.

Exhibitors include breastfeeding specific products/information and something fun for everyone.

Registered but have someone else attending in your place? Please send updated information to us at:  
nwbn.breastfeedingnetwork@gmail.com

Questions? Contact us at:  
nwbn.breastfeedingnetwork@gmail.com



# 2018

## Northwestern Wisconsin Breastfeeding Conference

Best Start  
to Baby's Life:  
Breast Milk

Thursday, October 25, 2018  
7:45 am - 4:45 pm

*Limited Seats Available  
Register Today!*

# Breastfeeding Conference 2018

**SPEAKERS:** Nancy Mohrbacher, IBCLC, FILCA  
Summer Kelly, RN, BSN, IBCLC, LCCE

## AGENDA

- 7:45 a.m. Registration begins** *Breakfast and Exhibits*
- 8:15 a.m. Welcome** *NWBN Committee Introductions*
- 8:30 a.m. “The Best Start: Strategies to Reduce Early Feeding Problems”**  
A review of how and why latch/attachment recommendations have changed over the past three decades, how to use the reflexes babies are born with for an easier breastfeeding start and more. --Nancy Mohrbacher
- 10:00 a.m. Break** *Exhibits and Displays*
- 10:15 a.m. “Concerns about Low Milk Production”**  
This session offers a high-level discussion of milk production at different stages of breastfeeding and in different situations. --Nancy Mohrbacher
- 11:45 a.m. Lunch** *Exhibits and Displays*
- 12:30 p.m. “Intro: WGL Milk Bank. Current Topics in Milk Banking: Safety, Quality and Innovation.”**  
Neonatal intensive units routinely use donor milk to support preterm nutrition. How does pasteurization affect the molecular components in human milk and how do milk banks assure safety and quality? --Summer Kelly
- 1:45 p.m. “Milk Sharing: Applying Bioethics”**  
Includes an overview of the seven universal principles of bioethics and how they apply to milk banking and milk sharing. --Nancy Mohrbacher
- 2:45 p.m. Break** *Exhibits and Displays*
- 3:00 p.m. “Poppy's Dream: Bereavement Donation”**  
--Summer Kelly
- 3:30 p.m. “A Mother's Eye View of Breastfeeding Help”**  
This talk examines recent research on how breastfeeding help is perceived by families and clarifies the short- and long-term consequences of different approaches. --Nancy Mohrbacher
- 4:30 p.m. Wrap Up** *Evaluations and Door Prizes*

Conference  
Details  
on back!

## Registration

Easy ONLINE registration is open!  
Credit card payments and  
checks are accepted.

[nwbn2018conference.eventbrite.com](http://nwbn2018conference.eventbrite.com)

Your \$109 registration fee includes digital conference materials & handouts, **breakfast, lunch, and break time refreshments** with special meal needs automatically included, and a certificate of attendance.

*Soda available for purchase all day.*

To complete registration by check, please send completed form and a check **made out to NWBN** for \$109 per person registered to:

Patricia Chmelik, NWBN Event Planner  
N14164 Bachelors Ave, Thorp, WI 54771

Name \_\_\_\_\_

Credentials \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

*Registration deadline is October 5th.  
Cancellations will be assessed a \$10 administration fee.  
No refunds for cancellations received after October 5th.*