

Conference Objectives

- Identify how to incorporate social media into your breastfeeding advocacy, promotion and support
- Identify how important a provider's guidance is to new nursing mothers
- Identify strategies on how to counsel mothers on drugs like methadone and marijuana
- Understand WHO growth standards, growth expectations for the healthy term infant and when those growth patterns require intervention
- Understand how to use scientific research in responding to those who devalue breastfeeding.

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 November 16 and must be reserved by October 16 to receive this special rate. Mention "2016 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



2016

Northwestern Wisconsin Breastfeeding Conference

"Keys to Improving
Your Knowledge for
Supporting and Assisting
Moms & Babies"

**Thursday, November 17, 2016
8:00 am - 5:00 pm**

**Limited Seats Available
Register Today!**

Breastfeeding Conference 2016

SPEAKER: Dr. Jennifer Thomas—MD,FAAP, IBCLC, FABM, MD

AGENDA

- 8:00 a.m. Registration begins** *Breakfast and Exhibits*
- 8:30 a.m. Welcome...**
“Keys to Improving Your Knowledge for Supporting and Assisting Moms & Babies” *NWBN Committee Introductions*
- 8:45 a.m. “Using Social Media to Connect Your Practice to Your Families”**
Learn how to incorporate social media into your breastfeeding advocacy, promotion and support.
- 10:15 a.m. Break** *Exhibits and Displays*
- 10:35 a.m. “Working Together: Communicating with Physicians about Breastfeeding”**
Identify how important a provider’s guidance is to new nursing mothers.
- 12:00 p.m. Lunch** *Exhibits and Displays*
- 1:00 p.m. “Methadone, Marijuana and Other Substance Use in the Breastfeeding Mother”**
Explore how drugs effect the mothers we work with and how to counsel them.
- 2:30 p.m. Break** *Exhibits and Displays*
- 2:50 p.m. “Growing Pains: Interpreting Growth Charts and Deciding When and How to Intervene”**
Look at the WHO growth standards, growth expectations for the healthy term infant and when those growth patterns require intervention .
- 4:00 p.m. “The Case Against Breastfeeding: Evaluating the Evidence”**
Understand how to evaluate opposing opinions according to science and research while remembering: lactation is a physiologic process.
- 4:30 p.m.- 5:00 p.m. Wrap Up** *Evaluations and Door Prizes*

Conference Details
on back!

Registration

ONLINE registration is open!
Credit card payments accepted.
nwbn2016conference.eventbrite.com

Your **\$95 registration fee** includes conference materials & handouts, breakfast, lunch, and break time refreshments. *Soda available for purchase all day.*

To register by mail please send completed form and check for the \$95 registration fee to:

Northwestern WI Breastfeeding Network
Denyse Schroeder, Treasurer
1603 Edgewood Dr
Altoona, WI 54720

Name _____

Credentials _____

Organization _____

Address _____

Phone _____

E-mail _____

Special Meal Accommodations:

Gluten-free Dairy-free Vegetarian

*Registration deadline is November 1.
Cancellations will be assessed a \$10 administration fee. No re-funds for cancellations received after November 1.*