

Sonoma County's
**10th Annual
Breastfeeding Conference**



**Changing Paradigms: Where Is the
New Research Taking Us?**

What does biology tell us about normal feeding patterns? What birth and postpartum practices have long-term implications? How can we make breastfeeding simpler? What is the algorithm and four stage system for assessing nipple trauma, and what should you do to help a mother through each stage?

Add tools to your toolbox, learn how to help babies transition from bottles and nipple shields directly to the breast, and learn some evidence-based research that could change the way you practice.

Topics

- Natural Laws of Breastfeeding
- Simplifying Breastfeeding: The First 36 Hrs.
- Nipple Pain and Trauma: Causes & TX's
- Understanding Breastfeeding Behaviors
- The New Recommendations for Vitamin D
- Transitioning from Bottle to Breast

A Professional Update for

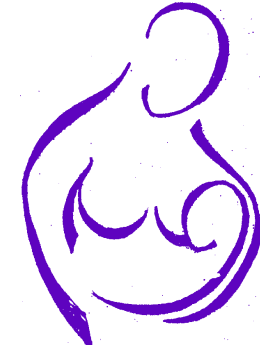
Physicians, Midwives, Nurses, Lactation Consultants and Specialists, Dieticians, Physician Assistants, Nurse Practitioners, WIC and medical office staff, Le Leche League leaders, Childbirth Educators, and others who work with breastfeeding mother-infant dyads.

For student scholarship
& or other information contact:
Chris Moses at cjkline@sonic.net

Sonoma County
Breastfeeding Coalition
P.O. Box 8355
Santa Rosa, CA 95407

Sonoma County
Breastfeeding Coalition

Presents...



**Changing Paradigms:
Where is the New Research
Taking Us?**

Thursday
November 17th, 2011

at



Santa Rosa, California

Provider-approved by the
California Board of Registered Nursing.
Provider No. CEP12787 for
6.5 Contact Hours.

6.5 CERPs
requested from International Board of
Lactation Consultant Examiners.

Keynote Speaker

Nancy Mohrbacher has been an IBCLC since 1991 with a large private practice near Chicago until 2003. Recently she authored a book for breastfeeding specialists ***Breastfeeding Answers Made Simple: A Guide for Helping Mothers*** (Hale Publishing 2010) and ***The Breastfeeding Answer Book Pocket Guide Edition*** (2005). She is also co-author of ***Breastfeeding Made Simple: Seven Natural Laws for Nursing Mothers***, and ***The Breastfeeding Answer Book***, which sold more than 130,000 copies worldwide. In 2008 the International Lactation Consultant Association (ILCA) officially recognized her contributions to the field of breastfeeding by awarding Nancy the designation **FILCA, Fellow of the International Lactation Consultant Association.**

FLAMINGO RESORT RESERVATIONS

To reserve your room at the discounted rate please call 707-545-8530 or email reservations@flamingoresort.com by **October 16, 2011** and indicate you are with the Sonoma County BF Coalition.
Rates: \$79 Deluxe King or Double, \$99 Executive King, or \$179 Queen Suite.

Cancellation Policy

If written notice is received prior to November 1st, 2011 the fee minus \$25 for handling will be refunded.

Flamingo Conference Resort & Spa

2777 Fourth Street
Santa Rosa, CA
707.545.8530

**Thursday
November 17th, 2011**

9 AM – 5 PM

8 AM Registration & Full Breakfast

Objectives

By the end of the presentation participants will be able to:

- Summarize baby led approaches to positioning and latch
- Describe components and mechanisms of Biological Nurturing
- Describe the effects of skin-to-skin contact on infant stability after birth and maternal body position on feeding behaviors
- Identify the effects of breast storage capacity & degree of breast fullness on breastfeeding patterns and milk production
- List 3 best practices during the first 36 hrs. of life
- Identify how milk production and infant stomach size affect early breastfeeding patterns and health outcomes
- List 4 stages of nipple damage and TX for each
- Describe 3 strategies to help a baby transition from bottle-feeding to breastfeeding
- List 2 effective strategies to transition preterm babies to full breastfeeding.
- Explain why nipple shields are used and strategies for weaning from the shield
- State the evidence based recommendations for Vitamin D supplementation

**Speaker objectives adapted for brochure.*

Registration Form

**Changing Paradigms: Where Is the
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Check One

- Early Bird Registration **\$125**
Postmarked by Sep 25th, 2011
**Current Members \$100.00*
- Regular Registration **\$145**
**Current Members \$120.00*

Breakfast, lunch, & credits included

Please make check payable to:
Sonoma County Breastfeeding Coalition

Mail to:

MCAH
625 Fifth St.
Santa Rosa, CA 95404

Your registration must be postmarked by November 7th, 2011. Registration at the door will be accepted as space allows.

Name _____

Credentials _____

Agency _____

Address _____

City _____ State _____ Zip _____

*Email _____

Phone _____

***Registration will be confirmed by e-mail.**

Credits Required (check all that apply)

- Contact Hours, Lic.# _____
- CERPs, CERP # _____