

California Breastfeeding Summit



*Supporting Breastfeeding in the
Hospital and Community:
Practical Solutions that Work!*

Radisson Hotel Sacramento
January 27-28, 2011

Joining professionals throughout California who are working in their communities to improve infant, family, and community health.

Overcoming obstacles to implementing evidence-based maternity policies and practices that support breastfeeding and fostering productive partnership between hospitals and community agencies.

Sponsors



California Breastfeeding Coalition
Working Together For A Healthier California





Welcome Summit Attendees!

Welcome to the first-ever California Breastfeeding Summit, ***“Supporting Breastfeeding in the Hospital and Community: Practical Solutions that Work!”*** This summit brings together professionals throughout California who are working in their communities to improve infant, family, and community health. There has been an overwhelming response to the summit that clearly demonstrates commitment to implementing evidence-based maternity policies and practices that support breastfeeding and to fostering productive partnerships between hospitals and community agencies.

An incredibly dedicated summit planning committee has put together a dynamic summit program! We have invited speakers and planned workshops that will inspire you to create change in your organization and to help your facility create an optimal environment for appropriate infant feeding and mother-baby bonding for ALL babies, not just breastfed ones.

The overall goals of the summit are to:

- establish exclusive breastfeeding as the norm and the default for infant feeding in all California hospitals;
- establish the importance of breastfeeding policy;
- provide tools and resources to implement evidence-based maternity care policies and practices that increase exclusive breastfeeding; and
- strengthen community partnerships to provide breastfeeding support throughout the continuum of care

After attending the summit, you will be able to:

- list two reasons for the addition of “Exclusive Breast Milk Feeding” to The Joint Commission’s new Perinatal Care Core Measure Set.
- list two sources of statewide breastfeeding data.
- list at least three Baby-Friendly Hospital Initiative steps.
- describe two strategies that can be used to address the real reasons for maternal request for infant formula.
- identify two current maternity quality of care issues which can be addressed by your agency.

To get the most out of your learning experience, be sure to view the exhibit tables and the local agency sharing tables. They have products, services, and experiences to help you in your route to change for the best outcomes!

On behalf of the California Breastfeeding Coalition Board of Directors and our members, I thank you for coming, and urge you to share the ideas, inspiration, and resources you find here at the summit with your colleagues back home.

Sincerely,

Bonnie Henson

Bonnie Henson, RN, BS, IBCLC
California Breastfeeding Coalition, Chairperson



California Breastfeeding Coalition
Working Together For A Healthier California

Sponsors

The California Breastfeeding Coalition would like to express its appreciation for the generous sponsorship provided by the following organizations:

Presenting Sponsor



Silver Sponsor



We give special thank to the following sponsoring organizations and companies for their generous support:



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Oasis Publications

Thank you for your support!



Special Thanks & Acknowledgements

The California Breastfeeding Coalition would like to thank and acknowledge the following individuals for their efforts in making the California Breastfeeding Summit a SUCCESS!

California Breastfeeding Summit Planning Committee

Sheree Kruckenberg, California Hospital Association	Emily Lindsey, Before and After Baby
Alex Sosa, South LA Health Projects WIC	Wendy Wright, Lactation Navigation
Carina Saraiva, CDPH, Maternal, Child and Adolescent Health	Gretchen Andrews, Inland Empire Breastfeeding Coalition
Suzanne Haydu, CDPH, Maternal, Child and Adolescent Health	Daisy Silverio, CDPH, WIC Program
Leona Shields, CDPH, Maternal, Child and Adolescent Health	Erika Trainer, CDPH, WIC Program
Jeanette Panchula, CDPH, Maternal, Child and Adolescent Health	Susan Martinelli, Marin County WIC Program
Karen Farley, California WIC Association	Dr. Edward Martin, Kaiser Permanente
Jane Heinig, UC Davis Human Lactation Center	Anne Garrett, San Mateo WIC Program
Bonnie Henson, Miller Children's Hospital, Long Beach	Dr. Erin Backenstow Marcin, American College of OBGYN
Karen Peters, Breastfeeding Taskforce of Greater LA	

California Breastfeeding Summit Volunteers

Geanne Lyons, CDPH, WIC Program	Shelley Mueller, CDPH, WIC Program	Paula Etcheberry, CDPH, WIC Program
Asha Camacho, CDPH, WIC Program	Jenny Donalson, CDPH, WIC Program	Barbara Longo, CDPH, WIC Program
Daisy Silverio, CDPH, WIC Program	Jane Heinig, UC Davis Human Lactation Center	Sonja McFall, CDPH, WIC Program
Teresa Garcia, CDPH, WIC Program	Carolyn Donohoe Mather, CDPH, WIC Program	Valerie Haack, CDPH, WIC Program
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Jackie Kampp, CDPH, WIC Program	Nancy Link, CDPH, WIC Program	Cherryl Bell, CDPH, WIC Program
Patti Paddock, CDPH, WIC Program	Anne Garrett, San Mateo WIC Program	Joanne Vasquez, CDPH, WIC Program
Laura Sanders, CDPH, WIC Program	Leslie Kaye, CDPH, WIC Program	Karen Farley, CWA
Judy Sheldon, CDPH, WIC Program	Suzanne Haydu, CDPH, Maternal, Child and Adolescent Health	Carol Melcher
Jasmine Pettis, CWA	Donna Hoffman, CWA	

California Breastfeeding Coalition Staff and 2011 Board

Bonnie Henson, Chairperson	Gretchen Andrews, Meeting Chair
Wendy Wright, Treasurer, Fundraising Chair	Dr. Patricia Auchard, Policy Advocacy Chair
Emily Lindsey, At Large	Margaret Turano, At Large
Wendy Scafa, At Large	Karen Farley, CWA Representative, Fiscal Sponsor
Robbie Gonzalez-Dow, Executive Director	Mary Woelfel, Website Coordinator

California Baby-Friendly Designated Hospitals

*The California Breastfeeding Coalition,
California Hospital Association and California Department of Public Health
recognize the following hospitals for achieving the prestigious
Baby-Friendly Hospital Designation, a global symbol of world-class maternity care.*

COUNTY	HOSPITAL	YEAR BABY-FRIENDLY
Sonoma	Women's Health & Birth Center	1997, August
San Bernardino	Weed Army Community Hospital	1998, December
San Bernardino	Inland Midwife Services- The Birth Center	1999, April
Alameda	Kaiser Hospital: Hayward	2001, January
Ventura	Ventura County Medical Center	2003, July
Monterey	Community Hospital	2004, January
San Diego	Scripps Memorial Hospital: Encinitas	2004, January
Riverside	Kaiser Foundation Hospital- Riverside	2005, March
San Bernardino	Naval Hospital- Robert E. Bush	2005, May
Los Angeles	Glendale Memorial Hospital & Health Center	2005, July
Riverside	Corona Regional Medical Center	2005, December
San Diego	UCSD Medical Center	2006, April
San Bernardino	Barstow Community Hospital	2007, June
San Francisco	San Francisco General Hospital	2007, June
Riverside	Desert Regional Medical Center	2007, July
Los Angeles	Providence Holy Cross Medical Center	2007, August
San Bernardino	Community Hospital of San Bernardino	2007, August
San Bernardino	San Antonio Community Hospital	2008, July
Yolo	Sutter Davis Hospital	2008, August
San Bernardino	St. Mary Regional Medical Center	2008, October
San Bernardino	Arrowhead Regional Medical Center	2009, January
San Bernardino	Loma Linda University Medical Center	2009, January
Sacramento	The Birth Center- Fair Oaks	2009, March
Orange	St. Joseph Hospital	2009, May
Orange	Hoag Memorial Hospital	2009, July
Sacramento	Kaiser Foundation Hospital South Sacramento	2009, July
San Bernardino	Kaiser Foundation Hospital- Fontana	2010, April
Los Angeles	Kaiser Hospital- Downey	2010, May
Nevada	Tahoe Forest Hospital	2010, August
San Bernardino	St. Bernardine Medical Center	2010, August
Yolo	Woodland Health Care	2010, August
Los Angeles	Kaiser Hospital- Los Angeles, Sunset	2010, December
San Diego	Kaiser Hospital- San Diego	2010, December
Ventura	Santa Paula Hospital	2010, December



California Department of Public Health WIC Program



WIC Supports Breastfeeding: The Gift that Lasts a Lifetime

*Proud to be a Sponsor of the
2011 California Breastfeeding Summit*

General Information

Registration & Information Desk Hours

The Registration & Information Desk is located in the registration area before the pre-function area. The staff is available to answer questions and provide assistance to conference attendees.

Date	Time
Thursday, January 27	7:00 AM—4:00 PM
Friday, January 28	7:00 AM—1:00 PM

Open Seating Policy

Seating for all sessions is on a first-come, first-serve basis. If your first choice is at its capacity, we would appreciate your cooperation in attending the session of your second choice.

Evaluations

Evaluations will be distributed for every workshop and one for the overall summit. The evaluations are very useful in planning for future summits. Each summit attendee is encouraged to complete the overall summit evaluation and the evaluation for each workshop you attend. The workshop evaluations will be collected as you exit the door. Evaluations can also be dropped off at the registration desk.

Messages

A message board will be located by the registration desk. Messages for those staying in the hotel can be left in the main lobby.

Lactation Room

A room is available for pumping or breastfeeding. Please ask the registration desk for information and help with accessing the room.

Hotel & Contact Information

The location of the CA Breastfeeding Summit is held at **Radisson Hotel Sacramento**. This resort-like hotel is located just minutes from the California State Capitol, Sacramento International Airport and a short drive from many attractions.

500 Leisure Lane
Sacramento, CA 95815
Tel: 916-922-2020 or 800-333-3333

4:00 PM Check-in

12:00 PM Check-out

Hotel Dining

Fine dining in the Palm Court
Entertainment & Cocktails at Crocodiles
Lighter fare at Petite Palm Deli & Espresso Bar

Parking

On-site parking at the Radisson is complimentary.

Hotel Shuttle

The Radisson has a Shuttle Service that is available within a five square miles radius, based on availability.

Emergencies & First Aid

In the event of an emergency, or if someone needs immediate first aid attention, contact the hotel operator using one of the house phones. House phones are located in all the meeting rooms, lobby areas, guest rooms and the registration area.



Continuing Education Units

Bay Area Lactation Associates, summit co-sponsor, approved by the California Board of Registered Nursing, Provider #11333, is offering continuing education contact hours for Registered Nurses. Please take a moment to read the guidelines below to expedite processing your hours. Information and sign-in sheets for CEP's are available at the registration area. A maximum of 13.5 CEP's will be provided.

Certificates of Attendance

Certificates of attendance will be distributed at the end of each day at the at the registration desk. No partial day certificates will be provided.

Registered Nurses

1. RN's need to sign the daily sign in sheet at the registration desk for **each** of your days of attendance. Include your license number.
2. Turn in your evaluation at the end of the day to the labeled box at the registration desk.
3. RN's wait for your certificate to be completed. Take your certificate and retain your certificate of attendance for a period of four years after the course ends.

California WIC Association, summit co-sponsor, is offering continuing education units for Registered Dietitians, and International Board Certified Lactation Consultants (IBCLC/RLC).

Please take a moment to read the guidelines below to expedite processing your units. Information and sign-in sheets for CPEU's and CERP's are available at the registration area. A maximum of 14 CPEU's, 11.25 R-CERP's have been applied for. This includes 2.0 CPEU's each for the Exhibit Viewing and Local Agencies Sharing.

Certificates of Attendance

Certificates of attendance and a grid worksheet listing all education units for each workshop are available at the registration desk.

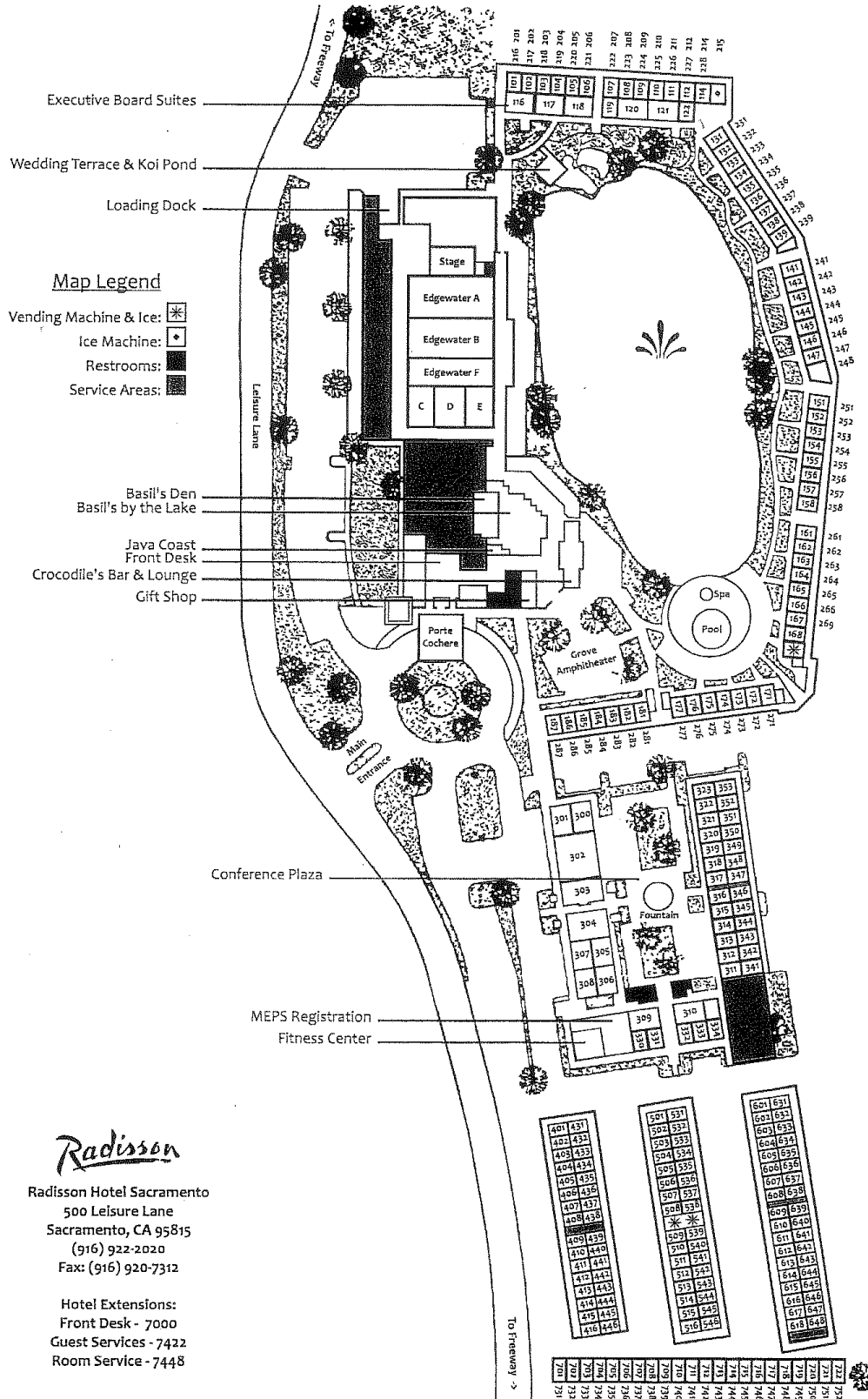
Registered Dietitians

1. RD's no need to sign in. Report your activities to the ADA at your 5 year reporting period.
2. Turn in your evaluation at the end of the day to the labeled box at the registration desk.
3. RD's take an attendance certificate from the registration desk. Keep for your records for 2 years past the expiration of your 5 year period.

Lactation Consultants/Lactation Educators/CLC's

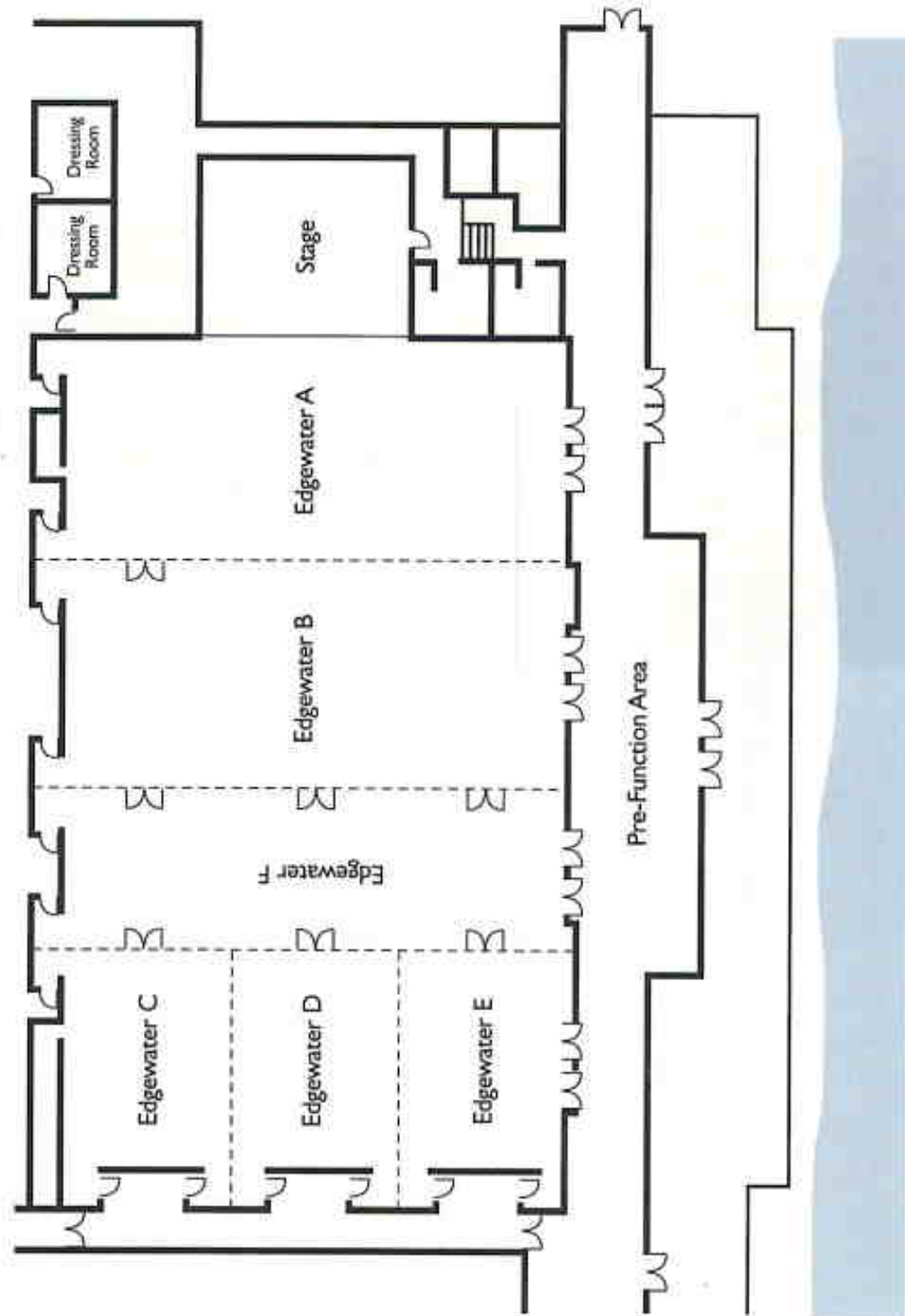
1. Sign the daily sign in sheet at the registration desk for **each** of your days of attendance.
2. Turn in your evaluation at the end of the day to the labeled box at the registration desk.
3. IBCLC's: Take a certificate of attendance from the registration desk. Keep for your records for your 5 year recertification.
4. CLE's and CLC's: Take a certificate of attendance as documentation of workshop attendance as preparation for your IBCLC exam.

Hotel Map





Hotel Map



Summit Program at a Glance

Thursday, January 27, 2011

- 7:00-4:00p Registration
- 8:00-9:00a Continental Breakfast
- Opening Plenary Session**
- 9:00-9:30a **Welcome & Introductions**
Robbie Gonzalez-Dow
Supporting Breastfeeding in the Hospital and Community
Dr. Mark Horton
Michele van Eyken
- 9:30-10:30a **Update on the Perinatal Care Core Measure Set**
Celeste G. Milton
- 10:30-10:45a Stretch Break: Sharing Tables Viewing
- 10:45-11:45a **The State of California's Breastfeeding Rates: In the Hospital and Beyond**
Jane Heinig
- 11:45-12:15p Lunch
- Lunch Plenary Session**
- 12:15-1:15p **Baby-Friendly Hospital Initiative: Myths and Facts**
Trish MacEnroe
- 1:15-1:45p **Special Recognition of California Baby-Friendly Hospitals**
California Breastfeeding Coalition & California Hospital Association
- 1:45-2:00p Break
- 2:00-3:15p **Concurrent Workshop Track Sessions**
- 3:15-3:30p Break
- 3:30-4:45p **Concurrent Workshop Track Sessions**

Thursday, January 27, 2011 continued

- 5:00-7:00p Exhibit Show Kickoff & Reception
- 5:00-7:00p Local Hospitals, Breastfeeding Coalitions and WIC Agencies Sharing

Friday, January 28, 2011

- 7:00-1:00p Registration
- 7:00-8:00p Continental Breakfast
- 7:30-10:15a Exhibit Show Viewing
- 7:30-10:15a Local Hospitals, Breastfeeding Coalitions and WIC Agencies Sharing
- 8:00-9:30a **Concurrent Workshop Track Sessions**
- 9:30-10:15a **Break—Dedicated time for Exhibit Show Viewing and Local Hospitals, Breastfeeding Coalitions and WIC Agencies Sharing**
- 10:15-11:45a **Concurrent Workshop Track Sessions**
- 11:45-12:30p Lunch
- Lunch Plenary Session**
- 12:30-2:00p **Supporting Exclusive Breastfeeding During the Hospital Stay: Addressing Reasons for Mothers' Request for Formula**
Jane Heinig
- 2:00-3:15p **The Route to Change: Striving for Best Outcomes**
Debra Bingham
- 3:15-3:30p Closing/Evaluation



Plenary Speakers

MARK B HORTON, MD, MSPH, State Public Health Officer, Director, California Department of Public Health

Dr. Mark Horton was appointed by Governor Arnold Schwarzenegger as State Public Health Officer and Director of the California Department of Public Health, effective July 2007. As Director, Dr. Horton provides leadership for programs responsible for public health, disaster preparedness, and disease prevention for all Californians.

With more than 30 years of experience, Dr. Horton has a strong background in public health programs and clinical practice. From November 2005 through June 2007, Dr. Horton served as State Public Health Officer and Chief Deputy Director of the California Department of Health Services. During that time he advised the Governor, the Secretary of Health and Human Services, and the Director of the Department of Health Services on public health issues.

Dr. Horton previously served as the Deputy Agency Director and Health Officer for the County of Orange Health Care Agency from 1999 to 2005. Prior to that, he was Vice President for Community Programs, Director of the Center for Child Protection, and Director of the Center for Healthier Communities for Children at San Diego Children's Hospital and Health Center from 1997 to 1999. For the preceding six years, Horton served as Director of Public Health for the State of Nebraska.

Dr. Horton currently serves on the executive committee of the Association of State and Territorial Health Officials and is a diplomat of the American Board of Pediatrics.

Dr. Horton received his Medical Doctorate from St. Louis University and his Master of Science degree in Public Health from the University of North Carolina.

MICHELE VAN EYKEN, RD, MPH, Chief, WIC Division, California Department of Public Health

Michele van Eyken, MPH, RD, Director of the California WIC Program, oversees the nutrition, breastfeeding and health promotion services provided to California's 1.47 million WIC families, and is responsible for the contracts and monitoring of the state's 84 local WIC programs and 5,200 retail food outlets. Her 30-year career in public health began in the Coachella Valley providing consultation services to farmworker health clinics throughout southern California, twelve years serving as a local WIC program director and thirteen years at the State WIC Program.

Ms. van Eyken obtained a Bachelor's degree in Sociology from Occidental College in Los Angeles. She then served in the Peace Corps, assisting researchers from the University of California (UC) at Los Angeles School of Public Health to conduct a nutrition assessment survey of Cameroon in West-Central Africa. Returning to the U.S., she completed dietetics coursework at Oregon State University and received her Masters in from the UC Berkeley School of Public Health.

Plenary Speakers

CELESTE G. MILTON, MPH, BSN, RN, Associate Project Director, The Joint Commission

Celeste Milton has been an associate project director in the Center for Performance Measurement in the Division of Healthcare Quality Evaluation at The Joint Commission since 2005. She is the project lead for two national projects that developed core performance measures for hospital-based inpatient psychiatric services (HBIPS) and perinatal care (PC), and an international project to develop performance measures for maternal/child care. Ms. Milton is currently responsible for directing all phases of the PC project including overseeing the ongoing maintenance and revision of technical specifications in the Specifications Manual for Joint Commission National Quality Core Measures. She is currently involved in the development of measure specifications for maternal/child care measures for the international project and will help facilitate onsite reliability testing in 2011. In addition, Ms. Milton was responsible for directing all phases of the HBIPS project including overseeing the development of technical specifications, pilot testing activities including data quality and onsite reliability testing, and developing a final set of ORYX core performance measures for selection by both psychiatric hospitals and hospitals with psychiatric units. Ms. Milton maintains bi-annual updates to the Specifications Manual for Joint Commission National Quality Core Measures.

Ms. Milton joined The Joint Commission in June 2002 and has worked in the Office of Quality Monitoring and in the Sentinel Event Unit prior to assuming her position in the Division of Healthcare Quality Evaluation. Prior to joining The Joint Commission, she held positions as a performance improvement review specialist, clinical coordinator, financial planner, medical sales consultant and staff nurse. She has extensive clinical expertise in critical care, post anesthesia recovery, emergency and trauma nursing, and home health.

Ms. Milton's formal education includes a Masters of Public Health degree from Northern Illinois University in DeKalb, Illinois, a Bachelor of Science in Nursing degree from the University of Texas Health Science Center, School of Nursing in San Antonio, Texas, and an Associate Degree in Nursing degree from Joliet Junior College in Joliet, Illinois. She is also a member of the Alpha Eta Society, Northern Illinois University Chapter.

M. JANE HEINIG, PhD, IBCLC, Executive Director and Academic Administrator, UC Davis Human Lactation Center

Dr. Jane Heinig an International Board Certified Lactation Consultant on the faculty in the Department of Nutrition at UC Davis where she conducts research in the areas of public health nutrition, clinical lactation, nutrition education, program evaluation, policy development, and infant nutrition, growth and development. She received her PhD in Nutrition Science from UC Davis in 1992 with minors in Statistics and Physiological Chemistry. She became an IBCLC in 1993 and was part of the study team that collected data for the World Health Organization Growth Reference which recently was recommended by AAP and CDC for use in the United States. Dr. Heinig also serves as the Editor-in-Chief of the *Journal of Human Lactation*, is the Executive Director of the UC Davis Human Lactation Center, and Graduate Advisor for the Masters Degree Program in Maternal and Child Nutrition at UC Davis. She has published widely in the scientific literature and is a member of the International Lactation Consultant Association, the American Public Health Association, and the International Society for Research in Human Milk and Lactation. She is also a co-author of the UC Davis-based blog "Secrets of Baby Behavior."



Plenary Speakers

TRISH MacENROE, BS, CDN, CLC, Executive Director, Baby-Friendly USA

Trish MacEnroe, BS, CDN, CLC Executive Director of Baby-Friendly USA, Inc., current treasurer (former chair) of the NYS Breastfeeding Coalition, and former chair of the WIC Association of NYS. At Baby-Friendly USA, Trish has reorganized the Baby-Friendly® designation process and created tools to assist facilities pursuing designation. Previously Trish worked for the WIC program, most recently as Director of the NYS WIC Training Center, and oversaw the development and Implantation of training of a comprehensive system to certify and issue benefits and proved program management information. In the State's childhood obesity prevention initiative, Trish oversaw the development and implementation of their Breastfeeding Peer Counselor website and curriculum. As the first Executive Director of the Nutrition Consortium of NYS, Trish established a statewide program of nutrition outreach and prepared and implemented the annual legislative agenda, resulting in increased funding for the Supplemental Nutrition Assistance Program (SNAP) and the Nutrition Outreach and Education Program, a legislative mandate requiring certain schools to implement the School Breakfast Program, and an expansion of the Summer Food Program. Trish received her Bachelor of Science degree in Food Science and Nutrition from the University of Rhode Island.

DEBRA BINGHAM, DrPH, RN, Vice President of Research Education and Publications, Association of Women's Health, Obstetric and Neonatal Nurses

Dr. Debra Bingham has over 30 years' experience in Maternal Child Health Nursing, a master's degree in perinatal nursing from Columbia University, and a doctorate in Public Health from the University of North Carolina-Chapel Hill. Most of Debra's career has been spent working in hospitals at the front lines of healthcare.

Dr. Bingham is an expert in quality improvement and implementation science and author of multiple journal articles and toolkits. Many of these publications have received national and international recognition. She is an experienced and respected leader within organizations. For example, she was the Director of Maternal Child Health Nursing for both St. Luke's and Roosevelt hospitals in New York City, the first Executive Director of the California Maternal Quality Care Collaborative (www.cmqcc.org), Chair of Lamaze International's Institute for Safe and Healthy Births. Currently she is the Vice President of Research, Education, and Publications for the Association of Women's Health, Obstetric & Neonatal Nurses (www.AWHONN.org).

Dr Bingham has successfully implemented QI projects in several hospitals in the United States to keep mothers and babies together.

Disclosures

M. JANE HEINIG, PhD, IBCLC

Executive Director and Academic Administrator
UC Davis Human Lactation Center
Consultant: California WIC Association

TRISH MacENROE, BS, CDN, CLC

Executive Director
Baby-Friendly USA
Employee: Baby-Friendly USA

DEBRA BINGHAM, DrPH, RN

Vice President of Research Education and Publications
Association of Women's Health, Obstetric and Neonatal Nurses
Consultant: Lewisville Medical Center, TX
Employee: AWHONN

CAROL MELCHER, MPH, BS, RN

Consultant: Independent Consultant, Carol Melcher Consulting

PAULINE SAKAMOTO, MS, PHN, LS, RN

Employee: Mother's Milk Bank of San Jose, Executive Director

KAREN PETERS, MBA, RD, LCCE, IBCLC

Employee: Breastfeeding Task Force of Greater Los Angeles
Former Consultant: Birth and Beyond California Project
Member: Summit Planning Committee

LUWANDA PAGGETT, RN, MSN-Ed

Employee: Valley Presbyterian Hospital
Applicant: First 5 LA Grant



Thursday, January 27, 2011—Program

California Breastfeeding Coalition Presents

**California Breastfeeding Summit:
Supporting Breastfeeding in the Hospital and Community: Practical Solutions that Work!**

Thursday, January 27, 2011		
7:00 – 4:00	Registration	<i>Registration Desk</i>
8:00 – 9:00	Continental Breakfast <i>Sponsored by General Mills</i>	<i>Edgewater F</i>
9:00 – 9:30 Opening Plenary Session	Welcome, Introductions and Sponsor Recognition <i>Robbie Gonzalez-Dow, Executive Director, California Breastfeeding Coalition</i> Welcome – Supporting Breastfeeding in the Hospital and Community <i>Dr. Mark Horton, Director, California Department of Public Health</i> <i>Michele van Eyken, Chief, WIC Division, California Department of Public Health</i>	<i>Edgewater A</i>
9:30 – 10:30 Plenary Session	Update on the Perinatal Care Core Measures Set <i>Celeste G. Milton, MPH, BSN, RN, The Joint Commission</i>	<i>Edgewater A</i>
10:30 – 10:45	Stretch Break	<i>Edgewater A</i>
10:30 – 7:00	Local Hospitals, Breastfeeding Coalitions and WIC Agencies Sharing Tables	<i>Pre-Function Area</i>
10:45 – 11:45 Plenary Session	The State of California’s Breastfeeding Rates: In the Hospital and Beyond <i>Jane Heinig, PhD, IBCLC, UC Davis Human Lactation Center</i>	<i>Edgewater A</i>
11:45 – 12:15	Lunch	<i>Edgewater A</i>
12:15– 1:15	Baby-Friendly Hospital Initiative: Myths and Facts <i>Trish MacEnroe, Baby-Friendly USA</i>	
1:15 – 1:45	Special Recognition of California Baby-Friendly Hospitals <i>Presented by the California Breastfeeding Coalition, the California Hospital Association and the California Department of Public Health</i>	
1:45 – 2:00	Break	

Thursday, January 27, 2011—Program

California Breastfeeding Coalition Presents

**California Breastfeeding Summit:
Supporting Breastfeeding in the Hospital and Community: Practical Solutions that Work!**

Thursday, January 27, 2011

2:00 – 4:45	CONCURRENT WORKSHOP TRACK SESSIONS		
2:00 – 3:15	Quality Improvement	Baby-Friendly Implementation	Community Partnership
Session Title:	<i>Interpreting Breastfeeding Data to Improve Maternity Practices in Infant and Nutrition Care</i>	<i>Understanding the Baby-Friendly 4-D Pathway</i>	<i>Utilizing WIC to Enhance Hospital Breastfeeding Policies and Practices</i>
Speaker:	Carina Saraiva Mike Curtis	Trish MacEnroe	Daisy Silverio Susan Martinelli Sandi Storch Dana Wagner
Room:	<i>Edgewater E</i>	Edgewater D	Edgewater C
Moderator:	Jane Heinig	Jeanette Panchula	Susan Martinelli
3:15 – 3:30	Break		
3:30 – 4:45	Quality Improvement	Baby-Friendly Implementation	Community Partnership
Session Title:	<i>Generating Hospital Maternity Data for Improved Policy Implementation</i>	<i>Swimming Upstream: How do I Get the Baby-Friendly Process Started?</i>	<i>Bringing Donor Milk to California Hospitals</i>
Speaker:	Debra Bingham	Carol Melcher	Pauline Sakamoto Dr. Nancy Wight Mary DeNicola
Room:	<i>Edgewater E</i>	<i>Edgewater D</i>	<i>Edgewater C</i>
Moderator:	Carina Saraiva	Leslie Kaye	Anne Garrett
5:00 – 7:00	Exhibit Show Kickoff & Reception		<i>Edgewater F</i>
5:00 – 7:00	Local Hospitals, Breastfeeding Coalitions and WIC Agencies Sharing Tables		<i>Pre-Function Area</i>
7:00 – 9:00	National Native Council on Breastfeeding Meeting		<i>Executive Board Suite 117</i>



Thursday, January 27, 2011—Plenary Sessions

9:30 AM—10:30 AM

Edgewater A

Update on the Perinatal Care Core Measures Set

Presenter: Celeste G. Milton, MPH, BSN, RN, The Joint Commission

This presentation will provide an update on the Joint Commission's core measure program and the perinatal care (PC) core measures. The Joint Commission introduced perinatal care (PC) measures in 2010 for use by hospitals across the country replacing the pregnancy and related conditions measures. Reporting began with April 1, 2010 discharges. Hospitals choosing to participate will report on the following measures: *elective delivery, cesarean section, use of antenatal steroids, healthcare-associated bloodstream infections in newborns and exclusive breast milk feeding*. The PC measure set is one of ten core measure sets available to accredited hospitals for participation in the Joint Commission's ORYX performance measurement initiative. Hospitals are required to report on a minimum of four self-selected core sets or a combination of core measures and non-core measures respective to the hospital's patient population. This presentation thoroughly covers the 2010 PC measure specifications and the 2011 updates to the specifications. Additional resources will also be presented on ways to implement the perinatal care measures with emphasis on breast feeding promotion.

10:45 AM—11:45 AM

Edgewater A

The State of California's Breastfeeding Rates: In the Hospital and Beyond

Presenter: Jane Heinig, PhD, IBCLC, UC Davis Human Lactation Center

The 2009 California In-hospital breastfeeding data have been posted online by the California Department of Public Health. This presentation will take a closer look at the rates by group and by region and examine some of the extremes in terms of supplementation rates and exclusive breastfeeding. A special focus will be included on how policy changes both in hospitals and the California WIC program have influenced breastfeeding practice.

Thursday, January 27, 2011—Plenary Sessions

12:15 AM—1:15 AM

Edgewater A

Baby-Friendly Hospital Initiative: Myths and Facts

Presenter: Trish MacEnroe, BS, CDN, CLC, Baby-Friendly USA

Learn more about the Baby-Friendly Hospital Initiative and the reasons for pursuing Baby-Friendly designation. This presentation will tackle the tough issues and address common misunderstandings about the initiative.



Thursday, January 27, 2:00 PM—3:15 PM—Workshop Sessions

2:00 PM—3:15 PM

Edgewater E

TRACK: QUALITY IMPROVEMENT

Interpreting Breastfeeding Data to Improve Maternity Practices in Infant and Nutrition Care

Presenter: Carina Saraiva, MPH, California Department of Public Health
Maternal, Child and Adolescent Health
Michael Curtis, PhD, California Department of Public Health
Maternal, Child and Adolescent Health

This session will guide participants in how to interpret national, state and local infant feeding data to improve maternity care practices to better support breastfeeding mothers. Discussion will focus on infant feeding patterns, including breastfeeding initiation, duration, and exclusivity, and the current status of maternity care practices in California. California data will also be used to show the association between maternity practices and in-hospital breastfeeding initiation and long-term breastfeeding success. In addition, results from the Maternity Practices in Infant Nutrition and Care (mPINC) Survey will be reviewed in an effort to assist maternity hospitals in choosing priority areas to focus quality improvement efforts.

2:00 PM—3:15 PM

Edgewater D

TRACK: BABY-FRIENDLY IMPLEMENTATION

Understanding the Baby-Friendly 4-D Pathway

Presenter: Trish MacEnroe, BS, CDN, CLC, Baby-Friendly USA

Learn about the new 4-D Pathway to Baby-Friendly Designation and the tools provided in each phase that will help to avoid common pitfalls that result in facilities not being designated during the first on-site assessment. The workshop will review what happens during the assessment and how facilities can prepare for the visit.

Thursday, January 27, 2:00 PM—3:15 PM—Workshop Sessions

2:00 PM—3:15 PM

Edgewater C

TRACK: COMMUNITY PARTNERSHIP

Utilizing WIC to Enhance Hospital Breastfeeding Policies and Practices

Presenter: Daisy Silverio, MS RD, CLE, California Department of Public Health, WIC Program
Susan Martinelli, IBCLC, County of Marin WIC Program
Sandra Storch, MPH, RD, CLE, Alameda County DPH WIC Program
Dana Wagner, RD, MS, IBCLC, Community Bridges WIC Program

This session will highlight the successful hospital experiences of selected WIC Breastfeeding Peer Counseling Programs utilizing their Peer Counselors and IBCLC services. This working collaboration between WIC and community hospitals enhanced the in-hospital breastfeeding support as well as the in-house exclusive breastfeeding rates.

Thursday, January 27, 3:30 PM—4:45 PM—Workshop Sessions

3:30 PM—4:45 PM

Edgewater E

TRACK: QUALITY IMPROVEMENT

Generating Hospital Maternity Data for Improved Policy Implementation

Presenter: Debra Bingham, DrPH, RN, Association of Women's Health, Obstetric and Neonatal Nurses

Setting incremental, specific goals that are measurable will manage and control desired changes in organizations. Methods for data collection will be presented within the hospital framework and current vs. desired process flow maps will be shown to outline the change process. Valuable tools to collect internal data to change a process or system.



Thursday, January 27, 3:30 PM—4:45 PM—Workshop Sessions

3:30 PM—4:45 PM

Edgewater D

TRACK: BABY-FRIENDLY IMPLEMENTATION

Swimming Upstream: How do I Get the Baby-Friendly Process Started?

Presenter: Carol Melcher, MPH, BS, RN, Carol Melcher Consulting

California is experiencing a surge of interest in Baby-Friendly it is time to catch a wave and enjoy the ride. Getting started has never been easier. Carol will share 5 secrets she has learned after helping 12 hospitals receive Baby-Friendly awards. This session is designed for those just starting out and those who have hit barriers along the way.

3:30 PM—4:45 PM

Edgewater C

TRACK: COMMUNITY PARTNERSHIP

Bringing Donor Milk to California Hospitals

Presenter: Pauline Sakamoto, MS, PHN, LS, RN, Mothers' Milk Bank, San Jose
Nancy E. Wight MD, IBCLC, FABM, FAAP, San Diego Neonatology, Inc.
Mary DeNicola, DNP, FNP-C, CLC, Breastfeeding Medicine Institute

This presentation will outline reasons for, and realities of, using donor human milk in California hospitals. A hospital LC, a neonatologist and a breastmilk bank director will discuss uses of donor human milk in hospital settings, and how to access donor human milk for your patients. Various regulatory, financial, social, ethical and cultural aspects of donor human milk in neonatal intensive care units and elsewhere in the hospital will be addressed.

Notes



Notes

Friday, January 28, 2011—Program

California Breastfeeding Coalition Presents

**California Breastfeeding Summit:
Supporting Breastfeeding in the Hospital and Community: Practical Solutions that Work!**

Friday, January 28, 2011

7:00 – 1:00	Registration <i>Registration Desk</i>		
7:00 – 8:00	Continental Breakfast in the Exhibit Show <i>Edgewater F</i>		
7:30 – 10:15	Exhibit Show Viewing <i>Edgewater F</i>		
7:30 – 10:15	Local Hospitals, Breastfeeding Coalitions and WIC Agencies Sharing <i>Pre-Function Area</i>		
8:00 – 11:45	CONCURRENT WORKSHOP TRACK SESSIONS		
8:00 – 9:30	Quality Improvement	Baby-Friendly Implementation	Community Partnerships
Session Title:	<i>Putting Together the Nuts and Bolts of Multidisciplinary Quality Improvement</i>	<i>Tackling the Challenges of Becoming Baby-Friendly: Staff, Physician and Parent Education</i>	<i>Building Hospital Consortiums to Improve Breastfeeding Policies</i>
Speaker:	Sadie Sacks Lorraine Miles	Karen Peters Theresa Gass	Christine Gibson Carol Melcher Mary Woelfel
Room:	<i>Edgewater E</i>	<i>Edgewater D</i>	<i>Room C</i>
Moderator:	Leona Shields	Jackie Kampp	Anne Garrett
9:30 – 10:15	Break – Dedicated time for Exhibit Show Viewing & Local Hospitals, Breastfeeding Coalitions and WIC Agencies Sharing Tables		
10:15 – 11:45	Quality Improvement	Baby-Friendly Implementation	Community Partnerships
Session Title:	<i>Hands On: Facilitating a Maternity Quality Improvement Action Plan for Your Facility</i>	<i>Getting Solid Outcomes from a SOFT Approach: 12 Hospitals Work Together to Achieve Baby-Friendly</i>	<i>In Hospital and Hospital Affiliated Lactation Centers: Funding Models for Essentials</i>
Speaker:	Karen Peters LuWanda Paggett	Carol Melcher Karen Jenkins Rosilyn Nolan	Sheila Janakos Chris Costello Carole Swain
Room:	<i>Edgewater D</i>	<i>Edgewater E</i>	<i>Edgewater C</i>
Moderator:	Suzanne Haydu	Carol Melcher	Karen Farley



Friday, January 28, 2011—Program

California Breastfeeding Coalition Presents

California Breastfeeding Summit:
Supporting Breastfeeding in the Hospital and Community: Practical Solutions that Work!

Friday, January 28, 2011

11:45 – 12:30	Lunch	Edgewater A
12:30 – 2:00 Plenary	Supporting Exclusive Breastfeeding During the Hospital Stay: Addressing Reasons for Mothers’ Request for Formula <i>Jane Heinig, PhD, IBCLC, UC Davis Human Lactation Center</i>	Edgewater A
2:00 - 3:15 Plenary	The Route to Change: Striving for Best Outcomes <i>Debra Bingham , Vice President of Research Education and Publications Association of Women’s Health, Obstetric and Neonatal Nurses</i>	Edgewater A
3:15 – 3:30 Closing	Closing and Evaluation <i>Robbie Gonzalez-Dow, Executive Director, California Breastfeeding Coalition</i>	Edgewater A

Friday, January 28, 8:00 AM—9:30 PM—Workshop Sessions

8:00 AM—9:30 AM

Edgewater E

TRACK: QUALITY IMPROVEMENT

Putting Together the Nuts and Bolts of Multidisciplinary Quality Improvement

Presenter: Sadie Sacks, RN, MSN, MOMS Orange County
Lorraine Miles, RN, IBCLC, MOMS Orange County

This presentation is designed to give the participants tools to take back to their facilities that will help move trained staff from having been trained to implementing strategies to achieve breastfeeding best practices and sustaining those achievements.

8:00 AM—9:30 AM

Edgewater D

TRACK: BABY-FRIENDLY IMPLEMENTATION

Tackling the Challenges of Becoming Baby-Friendly: Staff, Physician and Parent Education

Presenter: Karen Peters, MBA, RD, LCCE, IBCLC, Breastfeeding Task Force of Greater LA
Theresa Gass, RN, IBCLC, RLC, Providence Holy Cross Medical Center

What? Twenty hours of education, just on breastfeeding?

Staff education is often seen as a barrier to becoming Baby-Friendly. We will discuss successful strategies to overcome the challenges of cost, buy-in, timing and sustainability of staff, physician and parent education.



Friday, January 28, 8:00 AM—9:30 AM—Workshop Sessions

8:00 AM—9:30 AM

Edgewater C

TRACK: COMMUNITY PARTNERSHIPS

Building Hospital Consortiums to Improve Breastfeeding Policies

Presenter: Christine Gibson, RN, PHN, CLE, County of LA Department of Public Health
Carol Melcher, MPH, BS, RN, Carol Melcher Consulting
Mary Woelfel, MPH, IBCLC, San Joaquin County Public Health Services

This session is designed for those individuals just forming their local consortium or those who may have a consortium but need new ideas to keep participation and enthusiasm high. Three consortium coordinators will share their experiences and provide ideas and lessons they have learned.

Friday, January 28, 10:15 AM—11:45 AM—Workshop Sessions

10:15 AM—11:45 AM

Edgewater D

TRACK: QUALITY IMPROVEMENT

Hands On: Facilitating a Maternity Quality Improvement Action Plan for Your Facility

Presenter: Karen Peters, MBA, RD, LCCE, IBCLC, Breastfeeding Task Force of Greater LA
LuWanda Paggett, RN, MSN-Ed, Valley Presbyterian Hospital

Engaging key decision makers is critical to initiating and sustaining quality improvement activities in maternity care. Breastfeeding rate improvement can be kept on the front burner by connecting with upper management in initial kick off events and ongoing conversation, multidisciplinary team meetings and reporting, local, state and national benchmarks, Joint Commission Core Measures and hospital level data collection and analysis.

Friday, January 28, 10:15 AM—11:45 AM—Workshop Sessions

10:15 AM—11:45 AM

Edgewater E

TRACK: BABY-FRIENDLY

Getting Solid Outcomes from a SOFT Approach: 12 Hospitals Work Together to Achieve Baby-Friendly

Presenter: Carol Melcher, MPH, BS, RN, Carol Melcher Consulting
Karen Jenkins, RN, Kaiser Permanente, Fontana Medical Center
Rosilyn Nolan, RN, MSN, CCRN, Community Hospital of San Bernardino

The 12 Baby-Friendly hospitals in San Bernardino County have worked together using a strategy we call the “SOFT Approach”. The “SOFT Approach” contains 5 key elements that consistently lead to success. Attendees to this session will have the opportunity to meet three hospital leaders who will outline the “Approach” and share strategies to overcome common challenges. Using the “SOFT Approach” workbook and the “10 Steps, 10 Years, 10 Hospitals” DVD, individuals can return to their hospitals and continue the work of implementing the SOFT Approach to becoming Baby-Friendly.

10:15 AM—11:45 AM

Edgewater C

TRACK: COMMUNITY PARTNERSHIPS

In Hospital and Hospital Affiliated Lactation Centers: Funding Models for Essentials

Presenter: Sheila Janakos, MPH, IBCLC, RLC, Healthy Horizons
Christine Costello, RN, Lactation Consultant, Marin General Hospital
Carole Swain, RN, IBCLC, Natividad Medical Center

A look at funding models for lactation centers both in the hospital and affiliated with a hospital. The history of starting a center and the essentials need to be successful will be reviewed.



Friday, January 28, 12:30 PM—2:00 PM—Plenary Sessions

12:30 PM—2:00 PM

Edgewater A

Supporting Breastfeeding During the Hospital Stay: Addressing Reasons for Mothers' Request for Formula

Presenter: Jane Heinig, PhD, IBCLC, UC Davis Human Lactation Center

Maternal request for formula is commonly reported as a reason for higher in-hospital supplementation rates, particularly among certain populations of women. In this interactive presentation, participants will learn about recent qualitative research conducted by the UC Davis Human Lactation Center staff into the surprising reasons why women request for formula during the hospital stay and discuss appropriate policies and practices to ensure that all women are empowered to make informed infant feeding decisions.

2:00 PM—3:15 PM

Edgewater A

The Route to Change: Striving for Best Outcomes

Presenter: Debra Bingham, DrPH, RN, Association of Women's Health, Obstetric and Neonatal Nurses

Creating organizational change requires active intention including: knowledge acquisition, persuasion through best practices, decision making based on current information, directed implementation and measurement of results. Quite simply stated: you need to know where you want to end up in order to get there! Tools for change management provided in this session will help organizations drive the change desired to impact breastfeeding rates.

Notes



Notes

Sponsors

PRESENTING SPONSORS

California WIC Program, Department of Public Health

Contact: Michele van Eyken, Chief

3901 Lennane Drive

Sacramento, CA 95834

Email: Michele.van.eyken@cdph.ca.gov

Website: <http://www.cdph.ca.gov/programs/wicworks/Pages/default.aspx>

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Contact: Robbie Gonzalez-Dow

510 Beaumont Ave

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Email: robbie@californiabreastfeeding.org

Website: <http://californiabreastfeeding.org/>

SILVER SPONSOR

California Obesity Prevention Program, Department of Public Health

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Exhibitors

Ameda

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Bailey Medical Engineering

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California WIC Association

Contact: Karen Farley
1409 Drew Avenue, Suite 175
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CTIS Pregnancy Health Information Line

Contact: Robert Felix
9500 Gilman Dr. MC 0828
La Jolla, CA 91913
Phone: 619-294-3708
Email: rfelix@ucsd.edu
Website: <http://ctispregnancy.org/>

Grow Our Lactation Consultant

Contact: Kayellen Lascheck
4065 County Circle Drive
Riverside, CA 92503
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Website: <http://lovingsupport.org/>

Health Net of California, Inc

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Website: <https://www.healthnet.com/portal/home.do>

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Stark Productions

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UC Davis Human Lactation Center

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One Shields Ave.
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Email: mjheinig@ucdavis.edu
Website: <http://lactation.ucdavis.edu>



Local Agencies Sharing Tables

Throughout California, hospitals and communities are working to improve infant, family and community health by implementing policies and practices that support breastfeeding. This is a great opportunity to learn about what hospitals, local breastfeeding coalitions and WIC Agencies are doing to increase local breastfeeding rates. **Local Agencies Sharing Tables are available in the Pre-Function Area. Come and visit our local agencies sharing tables.**

The sharing tables will be available for viewing on:

Thursday Viewing	10:30 AM - 7:00 PM
Thursday Dedicated Sharing Table Viewing	5:00 PM – 7:00 PM
Friday Viewing	7:30 AM – 10:15 AM
Friday Dedicated Sharing Table Viewing	7:30 AM – 8:00 AM and 9:30 AM – 10:15 AM

Alameda County Medical Center

Whether to Supplement, a multidisciplinary tool for decision-making

The Supplement Decision Tool is an adaptable, easy to use algorithm for the purpose of helping nurses and providers determine the need for supplementation of the breast feeding infant. It has been implemented successfully by nurses in the clinical setting, in nursing education, and as a cross-disciplinary communication tool.

Contact Person: Michele Bunker-Alberts, FNP-BC, IBCLC

Phone Number: 510-437-6440

Fax Number: 510-437-5023

E-Mail: malberts@acmedctr.org

Alameda County WIC Program

Alameda County Hospital WIC Pump Exchange Program

While many hospitals with birthing facilities offer electric breast pump loans for a fee to their clients, the cost is prohibitive to most WIC participants, and presents a barrier to lactogenesis and maintenance of milk supply during a critical and highly vulnerable period for low-income mothers post hospital discharge. Alameda County has seven independent WIC agencies. In 2007, Alameda County Breastfeeding Coalition received special funds to purchase Hospital Grade Electric Breast Pumps (20 Symphony Pumps and 50 Lactina Pumps). These pumps are issued to WIC participants who deliver at two local hospitals (Alta Bates/Summit Medical Center and Alameda County Medical Center). The free loan is short-term (except for Symphony pumps which are often issued for several months for severely fragile infants). The recipient family is expected to exchange the pump at their personal WIC office for a longer term pump loan, when necessary, within one week, allowing the hospital-assigned pump to turn around quickly.

Contact Person: Sandi Storch

Phone Number: 510-595-6456

Fax Number: 510-595-6440

E-Mail: Sandi.Storch@acgov.org

Local Agencies Sharing Tables

Breastfeeding Coalition of Great Sacramento

Breastfeeding Coalition of Greater Sacramento

Table will sell Medications for Mothers Milk reference books; have information regarding upcoming coalition events and other breastfeeding information and materials for the Sacramento area.

Contact Person: Aubrey Lambert

Phone Number: 916-326-5835 ext6120

Fax Number: 916-444-5494

E-Mail: aubreyl@cresource.org

Breastfeeding Coalition of San Joaquin County

Breastfeeding Coalition of San Joaquin County

Will showcase the annual activities of the Coalition:

- Conference for health care professionals
- Positive Images of Breastfeeding Photo Contest
- Birth, Baby and Bonding Fair for expectant and new parents
- Mother-Baby Friendly Workplace Awards
- Celebration for New IBCLCs

Contact Person: Mary Woelfel

Phone Number: 209-468-3267

Fax Number: 209-468-2072

E-Mail: mwoelfel@sjcphs.org

California Center for Public Health Advocacy

CA Beverage Campaign

Materials about the CA Beverage Campaign will be provided including a fact sheet about the campaign; fact sheet on Soda Loaded Beverages and Young Children and a letter describing how breastfeeding advocates can become involved in the campaign.

Contact Person: Stefan Harvey

Phone Number: 530 297-6000

Fax Number: 530 297-6200

E-Mail: sh@publichealthadvocacy.org

Napa WIC

Napa Valley Breastfeeding Coalition Conference Review

Napa Valley Breastfeeding would like to share information about their recent one day Breastfeeding Conference

Contact Person: Vimlan VanDien or Mary Baracco

Phone Number: 707-253-4272

Fax Number: 707-253-4880

E-Mail: mary.baracco@countyofnapa.org



Local Agencies Sharing Tables

Marin County Breastfeeding Coalition-WIC program

Think Outside the Box! Using Creative Minds for Innovative Solutions to Address Common Problems

Marin County has one of the highest breastfeeding rates in California; however we are still facing many problems.

Problem #1: Breastfeeding in Public remains an inconvenient to the family socially and culturally, despite support from the legislation

Solution #1: Marin County Fair agreed to provide a space, Baby Sanctuary, for nursing infants and the families to rest and be given breastfeeding support.

- Marin Breastfeeding Coalition created cutouts of mother nursing their children, placing the cutouts strategically in various public locations in an effort to normalize breastfeeding in public

Problem #2: Infants born to Gestational Diabetic mothers have been supplemented with artificial baby milk immediately after birth when born with low blood sugars, resulting in breastfeeding complications and/or early breastfeeding termination

Solution #2: Teach hand expression of colostrums, have mothers collect their colostrums prenatally and provide the colostrums to the newborn immediately after delivery.

Problem #3: Lactation Consultants are not available on weekends/holidays and are not in geographically locations where WIC does not operate on a daily basis.

Solution #3: Home visiting program was established to provide in house breastfeeding support

Contact Person: Yuan-Ying Lin

Phone Number: 415-473-4041

Fax Number: 415-507-4056

E-Mail: ylin@co.marin.ca.us

Miller Children's Hospital Long Beach Lactation Support Services

Collaborating with Physician Offices to Support Breastfeeding

The Lactation Support Program at Miller Children's Hospital Long Beach, CA began with a vision where all women who desire to breastfeed their infants are breastfeeding exclusively at hospital discharge. This is a vision shared by many health professionals caring for women and their infants, but one that is hard to keep sight of as women are inappropriately counseled and educated about the benefits and challenges of breastfeeding. It is important for pregnant women to come to the hospital for delivery with a good foundation of knowledge gained during the prenatal period and to have continued evidenced based support after discharge. Patients often told us that they stopped breastfeeding because they were confused with the information given by the physicians and staff. We saw a need to educate and train community-wide health professionals to increase the number of women making an informed decision to exclusively breastfeed as well as continue after discharge. To address the inconsistent information the department obtained a grant to create a program for our Obstetric, Pediatric and Family Practice physician offices. The program is a combination of physician and office staff education, evaluation of office practices regarding breastfeeding and evidence based patient education booklets.

Contact Person: Jody Cruz/Bonnie Henson

Phone Number: 562-933-2779/562-933-2772

Fax Number: 562-933-2754

E-Mail: jcruz1@memorialcare.org/bhenson@memorialcare.org

Sharing Tables

Santa Clara County Public Health Department

Making a Difference, One Mom at Time.

Highlight the WIC Breastfeeding Peer Counselor Program at Santa Clara County Public Health Department WIC Program and the community collaboration Catholic Charities of Santa Clara County, FIRST 5 Santa Clara County, and Chronic Disease Prevention Division of SCC Public Health Department.

Contact Person: Kathy Sweeney

Phone Number: 408 792 5052

Fax Number: 408 947 8745

E-Mail: kathy.sweeney@phd.sccgov.org



Notes

Notes

Thank you for attending the California Breastfeeding Summit

*Supporting Breastfeeding
in the Hospital and Community:
Practical Solutions that Work!*

Your Host



California Breastfeeding Coalition
Working Together For A Healthier California

Your Connection to Breastfeeding Advocacy
www.californiabreastfeeding.org