

Thursday, January 26, 2012—Program

California Breastfeeding Coalition Presents

California Breastfeeding Summit

Catch the Wave: Cutting Edge Practices to Improve Mother Baby Outcomes

THURSDAY AGENDA AT A GLANCE

Thursday, January 26, 2012			
7:30 – 4:00	Registration	Registration Desk	
7:30 – 8:30	Continental Breakfast	Edgewater F	
8:30 – 9:30 Opening	Welcome and Sponsor Recognition <i>Bonnie Henson, Chair, California Breastfeeding Coalition</i> Improving Mother Baby Outcomes in California: Celebrating the Successes! <i>Diana Dooley, Secretary, California Health and Human Services</i> <i>Michele van Eyken, Chief, WIC Division, California Department of Public Health</i>	Edgewater A	
9:30 – 10:30 Plenary Session	The State of California’s Maternity Care Practices and Breastfeeding Rates <i>Jane Heinig, PhD, IBCLC, UC Davis Human Lactation Center</i>	Edgewater A	
10:30 – 10:45	Stretch Break		
10:45 – 12:15	CONCURRENT WORKSHOP TRACK SESSIONS		
10:45 – 12:15	Implementing Evidence-Based Maternity Care Policies and Practices in Hospitals	Building Community/Public Health Breastfeeding Support	Using The SOFT Approach (Hospital Teams Only)
Session Title:	<i>Utilizing Maternity Practices in Infant Nutrition and Care Survey (mPINC) and Other Data Sources to Track Success</i>	<i>Improving Breastfeeding Outcomes Through Hospital Consortiums</i>	<i>The SOFT Approach to Becoming Baby-Friendly</i>
Speaker:	Carina Saraiva, MPH Cindy Fahey, MSN, RN, PHN	Christine Gibson, RN, PHN, CLE Mary Woelfel, MPH, IBCLC Karen Clemmer, MN, PHN	Carol Melcher, MPH, BS, RN
Room:	<i>Edgewater B</i>	<i>Edgewater D/E</i>	<i>Edgewater C</i>
Moderator:	Carolyn Waggoner	Margaret Turano	Suzanne Haydu
12:15 – 1:45	Exhibits Open Hospitals, Breastfeeding Coalitions and WIC Agencies Sharing Tables		<i>Edgewater F Pre-Function Area</i>
12:30 – 1:30	Lunch <i>Edgewater A</i>		

Thursday, January 26, 2012—Program

California Breastfeeding Coalition Presents

**California Breastfeeding Summit:
Catch the Wave: Cutting Edge Practices to Improve Mother Baby Outcomes**

THURSDAY AGENDA AT A GLANCE continued

Thursday, January 26, 2012			
1:45 – 5:00	CONCURRENT WORKSHOP TRACK SESSIONS		
1:45 – 3:15	Implementing Evidence-Based Maternity Care Policies and Practices in Hospitals	Building Community/Public Health Breastfeeding Support	Utilizing The SOFT Approach (Hospital Teams Only)
Session Title:	<i>Shifting the Paradigm to Early Mother-Baby Attachment and Combined Postpartum Care: The Role of Staff and Physicians</i>	<i>Respect and Respond to Mom’s Request for Infant Formula</i>	<i>The SOFT Approach to Becoming Baby-Friendly</i>
Speaker:	Judy Lavoie, RNC, BSN, MA Roberta Bruni, MD	Jeanette Panchula, BA-SW, RN, PHN, IBCLC Jackie Kampp, MSN, RN, CLC, NP-S Ana Maria Luna, IBCLC	Carol Melcher, MPH, BS, RN
Room:	<i>Edgewater B</i>	<i>Edgewater D/E</i>	<i>Edgewater C</i>
Moderator:	Carolyn Waggoner	Leslie Kaye	Suzanne Haydu
3:15 – 3:30	Break		
3:30 – 5:00	CONCURRENT WORKSHOP TRACK SESSIONS		
3:30 – 5:00	Implementing Evidence-Based Maternity Care Policies and Practices in Hospitals	Building Community/Public Health Breastfeeding Support	Utilizing The SOFT Approach (Hospital Teams Only)
Session Title:	<i>Protecting Patients from Un-necessary Supplementation and Formula Marketing</i>	<i>Breastfeeding Friendly Physician Offices</i>	<i>The SOFT Approach to Becoming Baby-Friendly</i>
Speaker:	Maya Vasquez, RN, IBCLC Shawna Helmuth, BSN, RN IB-CLC	Jennifer Stewart, RD, MBA, CLS Susanna Sibilsky, BS	Carol Melcher, MPH, BS, RN
Room:	<i>Edgewater B</i>	<i>Edgewater D/E</i>	<i>Edgewater C</i>
Moderator:	Jeanette Panchula	Margaret Turano	Suzanne Haydu
5:00 – 7:00	Exhibits Open & Reception Hospitals, Breastfeeding Coalitions and WIC Agencies Sharing Tables		<i>Edgewater F Pre-Function Area</i>

Thursday, January 26, 2012—Plenary Session

9:30 AM—10:30 AM

Edgewater A

The State of California's Maternity Care Practices and Breastfeeding Rates

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

The 2010 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 hospital policy changes influence infant feeding practices and how maternity procedures and practices influence maternal and child health overall.

Learning Objectives:

- At the end of the session, participants will be able to describe why in-hospital formula supplementation influences breastfeeding duration.
 - At the end of the session, participants will be able to list at least two maternity practices that may create barriers to breastfeeding.
 - At the end of the session, participants will be able to list at least two ways in which policy changes may influence exclusive breastfeeding rates.
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Thursday, January 26, 10:45 AM-12:15 PM—Workshop Sessions

10:45 AM—12:15 PM

Edgewater B

TRACK: IMPLEMENTING EVIDENCE-BASED MATERNITY CARE POLICIES AND PRACTICES IN HOSPITALS

Utilizing Maternity Practices in Infant Nutrition and Care Survey (mPINC) and Other Data Sources to Track Success

Presenters: Carina Saraiva, MPH, California Department of Public Health
Maternal, Child and Adolescent Health
Cindy Fahey, MSN, RN, PHN, Perinatal Advisory Council: Leadership, Advocacy and Consultation (PAC/LAC)

The momentum is building for evidence-based maternity care that supports breastfeeding and California is leading the way. In this session participants will learn how the mPINC and other data sources can be used to track adoption of the Ten Steps to Successful Breastfeeding and monitor progress towards Healthy People 2020 infant care objectives. This session will also describe how data was used to target regions with the lowest breastfeeding rates for implementation of the Birth and Beyond California: Hospital Quality Improvement and Staff Training Demonstration Project (BBC) and highlight project outcomes, lessons learned and expansion throughout California.

Learning Objectives:

At the end of the session learners will be able to:

- Identify two data sources used to track progress in implementing evidence-based maternity care policies and practices in California.
 - Discuss the status of maternity practices related to infant feeding and care in California.
 - Describe infant feeding patterns in California, including breastfeeding initiation, duration and exclusivity.
 - Describe three key components of a successful hospital breastfeeding support program.
 - Create an effective, outcomes-oriented, multi-disciplinary team.
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Thursday, January 26, 10:45 AM-12:15 PM—Workshop Sessions

10:45 AM—12:15 PM

Edgewater D/E

TRACK: BUILDING COMMUNITY/PUBLIC HEALTH BREASTFEEDING SUPPORT

Improving Outcomes Through Hospital Consortiums

Presenters: Christine Gibson, RN, PHN, CLE, Breastfeeding Task Force of Greater Los Angeles
Mary Woelfel, MPH, IBCLC, San Joaquin County Public Health Services
Karen Clemmer, MN, PHN, County of Sonoma Department of Health Services

You don't have to reinvent the wheel! Find out how groups of hospitals in three California counties have joined together to work for improved breastfeeding policies and practices in their hospitals and communities. Get ideas from these trail blazers about how to establish a consortium in your own community, set goals, structure meetings, sustain interest and involvement, and celebrate your success.

Learning Objectives:

At the end of the session, learners will be able to:

- Discuss three benefits of collaborative meetings for hospitals.
 - Identify Local Public Health Departments as appropriate lead agencies for hospital consortiums.
 - List two ways members of hospital consortiums can collaborate to promote improved breastfeeding policies within each hospital setting.
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Thursday, January 26, 10:45 AM-12:15 PM—Workshop Sessions

10:45 AM—12:15 PM

Edgewater C

TRACK: UTILIZING THE SOFT APPROACH

The SOFT Approach to Becoming Baby-Friendly

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

This 6-hour workshop will allow hospital leadership teams to engage in activities and discussions with individuals who have expertise in institutional change or have participated in the Baby-Friendly process. We will explore the 5 lessons that were learned from the San Bernardino Baby-Friendly project. This workshop includes the SOFT Approach Workbook and an opportunity to design a timeline and gain from the combined wisdom of a room full of experts. Teams should arrive ready to actively participate.

Learning Objectives:

By the conclusion of section one, “Connect with Leaders” the participants will:

- Identify their project sparkplug.
- Identify their physician champions.
- Determine which policy/step will be the first one they will review and revise.

By the conclusion of section two, “Connect with Staff” the participants will:

- List the educational programs they already have in place.
- Determine how these new concepts may be integrated into existing programs.

By the conclusion of section three, “Connect with Families” the participants will:

- Determine specific, simple messages for families, and identify ways to coordinate the delivery of these messages.
- List the individuals who need to be involved in this campaign.

By the conclusion of section four, “Connect with Community” the participants will:

- Find at least one community collaborative partner in the room.
- List at least one thing they can contribute to a collaborative and one thing they hope to gain from a collaborative.

By the conclusion of section five, “Connect with Dots” the participants will:

- Identify at least one way to capture, display and report their results.
 - Define their indicators, randomize and track progress.
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Thursday, January 26, 1:45 PM-3:15 PM—Workshop Sessions

1:45 PM—3:15 PM

Edgewater B

TRACK: IMPLEMENTING EVIDENCE-BASED MATERNITY CARE POLICIES AND PRACTICES IN HOSPITALS

Shifting the Paradigm to Early Mother-Baby Attachment and Combined Postpartum Care: The Role of Staff and Physicians

Presenters: Judy Lavoie, RNC, BSN, MA, Natividad Medical Center
Roberta Bruni, MD, Natividad Medical Center

How does nursing make patient care change when there is resistance from physicians, residents and other nursing staff? Natividad Medical Center's Women and Children Service met the challenge of effective change with skin-to-skin care immediately after birth, in the newborn nursery, in the NICU and PACU for post-Cesarean mothers and newborns. Hear how they made the paradigm shift and learn strategies for successfully implementing early mother-baby attachment and combined postpartum care.

Learning Objectives:

At the end of this session participants will be able to:

- Describe the steps of change process through a real life case study
 - Discuss making it mandatory to initiate breastfeeding within 1 hour of birth
 - Describe overcoming the barriers to fostering the attachment of mother and newborn in the NICU
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Thursday, January 26, 1:45 PM-3:15 PM—Workshop Sessions

1:45 PM—3:15 PM

Edgewater D/E

TRACK: BUILDING COMMUNITY/PUBLIC HEALTH BREASTFEEDING SUPPORT

Respect and Respond to Mom's Request for Infant Formula

Presenters: Jeanette Panchula, BA-SW, RN, PHN, IBCLC, California Department of Public Health, Maternal, Child and Adolescent Health Programs
Jackie Kampp, MSN, RN, CLC, NP-S, California Department of Public Health WIC Program
Ana Maria Luna, IBCLC, Community Bridges WIC Program

One of the more difficult issues to address with new breastfeeding mothers is their request for formula supplementation. This workshop will provide tools on how to address this issue from a variety of backgrounds and perspectives. While there is no simple answer to address these situations there are steps that can be taken to improve communication with the mother and help her understand her baby's cues and behaviors. Improved communication and better understanding reduces formula supplementation and overfeeding.

Learning Objectives:

At the end of the session learners will be able to:

- State Baby Friendly recommendations related to supplementation.
 - List three tools to use to improve communication and education with mothers.
 - Use these tools in a variety of common situations.
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1:45 PM—3:15 PM

Edgewater C

TRACK: UTILIZING THE SOFT APPROACH

The SOFT Approach to Becoming Baby-Friendly

Presenter: Carol Melcher, MPH, BS, RN

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Learning Objectives on page 21.

Thursday, January 26, 3:30 PM-5:00 PM—Workshop Sessions

3:30 PM—5:00 PM

Edgewater B

TRACK: IMPLEMENTING EVIDENCE-BASED MATERNITY CARE POLICIES AND PRACTICES IN HOSPITALS

Protecting Patients from Unnecessary Supplementation and Formula Marketing

Presenters: Maya Vasquez, RN, IBCLC, San Francisco General Hospital
Shawna Helmuth, BSN, RN, IBCLC, Salinas Valley Memorial Healthcare System

Is unnecessary formula supplementation getting you down? Learn how Baby-Friendly policies can help protect your patients from formula marketing and unnecessary supplementation. Project managers from two Baby-Friendly certified hospitals will share insights learned on their hospitals' journeys and give you ideas and tools to help decrease supplementation in your institution.

Learning Objectives:

At the end of the session learners will:

- Understand how to craft policy that will decrease formula use.
 - Have strategies to ban the diaper bag “gift” give-away at their facility.
 - Learn how to calculate “fair market value” for formula purchase in a Baby-Friendly hospital.
 - Be able to identify strengths and weaknesses within their own facility to move forward with purchasing formula.
 - Learn strategies for staff and patient education to decrease formula use.
 - Recognize supportive and non-supportive methods to achieve best practice in breastfeeding support, and protection from unnecessary formula supplementation.
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Thursday, January 26, 3:30 PM-5:00 PM—Workshop Sessions

3:30 PM—5:00 PM

Edgewater D/E

TRACK: BUILDING COMMUNITY/PUBLIC HEALTH BREASTFEEDING SUPPORT

Breastfeeding Friendly Physician Offices

Presenters: Jennifer Stewart, RD, MBA, CLS, Riverside County Department of Public Health Nutrition Services
Susanna Sibilsky, BS, Shasta County HHSA WIC Program

Research studies show that prenatal intention to breastfeed is influenced by health care providers' support. Partnering with the health care provider community to provide breastfeeding support and resources for their patients is essential for continued improvement in breastfeeding initiation and duration. This presentation will provide practical techniques and tools for partnering with the health care community to create and support breastfeeding friendly offices.

Learning Objectives:

At the end of the session learners will be able to:

- State the importance of a breastfeeding friendly office.
 - List at least three steps to a baby-friendly physician office.
 - Describe two strategies for partnering with health care providers.
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3:30 PM—5:00 PM

Edgewater C

TRACK: UTILIZING THE SOFT APPROACH

The SOFT Approach to Becoming Baby-Friendly

Presenter: Carol Melcher, MPH, BS, RN

This 6-hour workshop will allow hospital leadership teams to engage in activities and discussions with individuals who have expertise in institutional change or have participated in the Baby-Friendly process. We will explore the 5 lessons that were learned from the San Bernardino Baby-Friendly project. This workshop includes the SOFT Approach Workbook and an opportunity to design a timeline and gain from the combined wisdom of a room full of experts. Teams should arrive ready to actively participate.

Learning Objectives on page 21.

Friday, January 27, 2012—Program

California Breastfeeding Coalition Presents

**California Breastfeeding Summit:
Catch the Wave: Cutting Edge Practices to Improve Mother Baby Outcomes**

FRIDAY AGENDA AT A GLANCE

Friday, January 27, 2012

7:30 – 9:30	Registration	<i>Registration Desk</i>	
7:30 – 8:00	Continental Breakfast in the Exhibit Show	<i>Edgewater F</i>	
7:30 – 12:00	Exhibits Open	<i>Edgewater F</i>	
	Hospitals, Breastfeeding Coalitions and WIC Agencies Sharing Tables	<i>Pre-Function Area</i>	
8:00 – 12:00	CONCURRENT WORKSHOP TRACK SESSIONS		
8:00 – 9:30	Implementing Evidence-Based Maternity Care Policies and Practices in Hospitals	Building Community/Public Health Breastfeeding Support	Incorporating Baby Behaviors into Health Care Practice
Session Title:	<i>The New 20 Hour Curriculum, How to Maximize Your Training Moments: Diversify, Diversify, Diversify</i>	<i>Utilizing Comprehensive Perinatal Services Program (CPSP) and Federally Qualified Health Centers (FQHC) to Maximize Breastfeeding Support in the Early Postpartum Period</i>	<i>Teaching Patients the Secrets of Baby Behaviors: A Tool to Increase Exclusive Breastfeeding Rates</i>
Speaker:	Bonnie Henson, RN, BS, IBCLC Carol Melcher, MPH, BS, RN	Mary Sammer, MS, RD Karen Farley, RD, IBCLC	Jane Heinig, PhD, IBCLC
Room:	<i>Edgewater D/E</i>	<i>Edgewater C</i>	<i>Edgewater B</i>
Moderator:	Jeanette Panchula	Erin Backenstow Marcin, MD	Suzanne Haydu
9:30 – 10:00	Break – Dedicated time for Exhibit Show & Hospitals, Breastfeeding Coalitions and WIC Agencies Sharing Tables		

Friday, January 27, 2012—Program

California Breastfeeding Coalition Presents

**California Breastfeeding Summit:
Catch the Wave: Cutting Edge Practices to Improve Mother Baby Outcomes**

FRIDAY AGENDA AT A GLANCE

Friday, January 27, 2012			
CONCURRENT WORKSHOP TRACK SESSIONS			
10:00 – 11:30	Implementing Evidence-Based Maternity Care Policies and	Building Community/Public Health Breastfeeding Support	Incorporating Baby Behaviors into Health Care Practice
Session Title:	<i>Hospital Discharge Planning: Improving Communication and Referrals between Community Partners</i>	<i>Overcoming Barriers: Breastfeeding in the Workplace</i>	<i>Advanced Baby Behavior: Understanding Early Challenges</i>
Speaker:	Lily Morales, BS, CHES, IBCLC Magdalena Estrada, LCCE, IBCLC	Rebeca Pastrana Sheng, IBCLC Genevieve Colvin, IBCLC Robbie Gonzalez-Dow, MPH, RD, CLE	Jane Heinig, PhD, IBCLC
Room:	<i>Edgewater D/E</i>	<i>Edgewater C</i>	<i>Edgewater B</i>
Moderator:	Jeanette Panchula	Margaret Turano	Erin Backenstow Marcin, MD
11:30 – 12:00	Break – Dedicated time for Exhibit Show & Hospitals, Breastfeeding Coalitions and WIC Agencies Sharing Tables		
12:00 – 1:30	<i>Closing the Breastfeeding Gap: Action in Local Communities</i> Lunch Roundtable Networking and Discussion Facilitator: Carolyn Waggoner		<i>Edgewater A</i>
1:30 – 1:45 Plenary	<i>Breastfeeding: A Priority within the California Department of Public Health</i> <i>Kathleen Billingsley, Chief Deputy of Policy and Programs, California Department of Public Health</i>		<i>Edgewater A</i>
Moderator:	Patty Almaguer Auchard, MD		
1:45 - 3:15 Plenary	<i>Achieving and Maintaining the Baby-Friendly Designation</i> <i>Edgewater A</i> <i>Trish MacEnroe, Executive Director</i>		
Moderator:	Patty Almaguer Auchard, MD		
3:15 – 3:30	Closing and Evaluation <i>Patty Almaguer Auchard, MD, Chair-Elect, California Breastfeeding Coalition</i>		<i>Edgewater A</i>

Friday, January 27, 8:00 AM-9:30 AM—Workshop Sessions

8:00 AM—9:30 AM

Edgewater D/E

TRACK: IMPLEMENTING EVIDENCE-BASED MATERNITY CARE POLICIES AND PRACTICES IN HOSPITALS

The New 20 Hour Curriculum, How to Maximize Your Training Moments: Diversify, Diversify, Diversify

Presenters: Bonnie Henson, RN, BS, IBCLC, Memorial Care Center for Women, Miller Children’s Hospital Long Beach
Carol Melcher, MPH, BS, RN

Staff training and assessment ensures standard capacity to provide evidence-based care, learn about new information, and maintain patient support skills. Learn strategies for implementing adequate training and assessment of staff competency in breastfeeding support.

Learning Objectives:

At the end of this session participants will be able to:

- Identify ways to approach the task of training their staff in the 20-hour Baby-Friendly curriculum.
 - Identify ways to motivate staff and create a learning environment.
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Friday, January 27, 8:00 AM-9:30 AM—Workshop Sessions

8:00 AM—9:30 AM

Edgewater C

TRACK: BUILDING COMMUNITY/PUBLIC HEALTH BREASTFEEDING SUPPORT

Utilizing CPSP and FQHC's to Maximize Breastfeeding Support in the Early Postpartum Period

Presenters: Mary Sammer, MS, RD, North County Health Services
Karen Farley, RD, IBCLC, California WIC Association

Medi-Cal regulations for breastfeeding have been streamlined in the last few years, making it possible to bill for breastfeeding consultations and pumps. These improvements came just in time for Health Care Reform, which includes breastfeeding counseling as one of the Clinical Preventive Services that will be provided in health plans. Now, organizations including health plans, hospitals, community clinics and WIC agencies are starting to use Medi-Cal to provide breastfeeding support, in addition to the support from WIC. CPSP programs and community clinics have opportunities to provide breastfeeding support in a community based model. Come to this workshop to learn about steps-to-take to unite providers in your community, to build a sustainable breastfeeding network.

Learning Objectives:

- After attending this workshop, attendees will be able to describe a model for community-wide collaboration among healthcare providers and health plans to provide breastfeeding support for low-income mothers.
 - After attending this workshop, attendees will be able to identify opportunities and challenges for improved access through Medi-Cal to lactation consultants and breastpumps.
 - During this workshop, attendees will be able to use a template breastfeeding support model, using WIC and Medi-Cal, to identify key partners in their community, to establish a sustainable breastfeeding support network.
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Friday, January 27, 8:00 AM-9:30 AM—Workshop Sessions

8:00 AM—9:30 AM

Edgewater B

TRACK: INCORPORATING BABY BEHAVIORS INTO HEALTH CARE PRACTICES

Teaching Patients the Secrets of Baby Behaviors: A Tool to Increase Exclusive Breastfeeding Rates

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

In a large study examining the impact of infant behavioral education on participants in the WIC program, the UC Davis Human Lactation Center staff identified specific “triggers” of infant overfeeding and/or early weaning among WIC participants. These triggers (such as crying and waking) resulted in caregivers’ misinterpretation of infant behaviors as meaning that their babies were “never satisfied” or “always hungry.” Using this knowledge, a curriculum was developed that successfully improved infant feeding practices in CA WIC agencies. In this interactive workshop, participants will learn the basics of infant behavior as well as simple and efficient methods of teaching this information to new parents in order to support informed early infant feeding decisions.

Learning Objectives:

At the end of the session learners will be able to:

- List at least two infant behaviors that may trigger overfeeding.
 - Describe the six infant states.
 - Differentiate between engagement and disengagement cues.
 - Describe how to promote positive interactions between infants and caregivers within the medical setting.
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Friday, January 27, 10:00 AM-11:30 AM—Workshop Sessions

10:00 PM—11:30 AM

Edgewater D/E

TRACK: IMPLEMENTING EVIDENCE-BASED MATERNITY CARE POLICIES AND PRACTICES IN HOSPITALS

Discharge Planning: Improving Communication and Referrals between Community Partners

Presenters: Lily Morales, BS, CHES, IBCLC, California Hospital Medical Center
Magdalena Estrada, LCCE, IBCLC, Eisner Pediatric & Family Medical Center

This presentation will help you explore the available options in your community that will help you to seamlessly, support the continuum of care of the breastfeeding dyad through the art of discharge planning. This interactive discussion will focus on creative solutions to bridge the gap between hospital discharge and out-patient support, protecting lactation in the interim period and ultimately decelerating the downward spiral of breastfeeding rates within the first few months of breastfeeding initiation.

Learning Objectives:

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

- Describe at least two barriers in lactation discharge planning in the current environment.
 - Identify at least three community stakeholders which are an integral part of forming a community network for discharge planning.
 - Identify at least five criteria for an outpatient lactation referral.
 - Describe the process for securing a hospital grade pump to protect lactation.
 - Describe the role of HIPAA in forwarding breastfeeding referrals to outside agencies.
 - Identify two strategies to implement follow up support beyond the hospital breastfeeding initiation.
 - Recognize implementation components of a Breastfeeding Clinic in a Community Health Center in Los Angeles.
 - Recognize two barriers to offering early breastfeeding support for low-income communities.
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Friday, January 27, 10:00 AM-11:30 AM—Workshop Sessions

10:00 AM—11:30 AM

Edgewater C

TRACK: BUILDING COMMUNITY/PUBLIC HEALTH BREASTFEEDING SUPPORT

Overcoming Barriers: Breastfeeding in the Workplace

Presenters: Rebeca Pastrana Sheng, IBCLC, Northeast Valley Health Corporation
Robbie Gonzalez-Dow, MPH, RD, CLE, Community Bridges WIC Program
Genevieve Thomas Colvin, IBCLC, Breastfeeding Task Force of Greater LA

Employment still remains one of the main reasons mothers discontinue breastfeeding despite state and federal laws requiring lactation accommodation in the workplace. California advocates are making progress with systems change for employees, but much work remains to be done. Come and learn about employers supporting breastfeeding moms, and tools and strategies for what you can do to educate new mothers about their rights and how to advocate for implementation of the laws in your community.

Learning Objectives:

At the end of the session learners will be able to:

- Describe three cost containment measures impacted by worksite lactation programs.
 - Identify two key components of worksite lactation accommodation practices mandated in new state and federal legislation.
 - Describe three challenges and solutions to working and breastfeeding.
 - Describe how to help file a claim if an employed mother is not being accommodated.
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Friday, January 27, 10:00 AM-11:30 AM—Workshop Sessions

10:00 AM—11:30 AM

Edgewater B

TRACK: INCORPORATING BABY BEHAVIORS INTO HEALTH CARE PRACTICES

Advanced Baby Behavior: Understanding Early Challenges

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

In this interactive workshop, lactation professionals will learn both to understand and teach parents about variation in newborn behavior, specifically behaviors that may influence the initiation or continuation of breastfeeding. While the focus of the Baby Behavior Campaign was limited to healthy full-term infants, this workshop will include advanced topics covering a wider range of infants including the late preterm infant. Participants will also learn key messages that may be shared effectively with parents during this exhausting and vulnerable time in their lives. By improving parents' ability to understand their newborns' behaviors, lactation consultants may better support parents' informed infant feeding decisions.

Learning Objectives:

At the end of the session, participants will be able to:

- List at least two infant behaviors that may result in breastfeeding cessation.
 - List at least two ways in which newborn behaviors differ from those of older infants.
 - Demonstrate the ability to communicate messages about infant behavior in less than a minute.
 - Describe at least two specific variations in newborn behavior that may limit feeding at the breast during the first week of life.
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Thursday, January 27, 2012—Plenary Session

1:30 PM—1:45 PM

Edgewater A

Breastfeeding: A Priority Within the California Department of Public Health

Presenter: Kathleen Billingsley, RN, Chief Deputy of Policy and Programs, California Department of Public Health

1:45 PM—3:15 PM

Edgewater A

Achieving and Maintaining the Baby-Friendly Designation

The presentation will focus on the purpose of the 4-D Pathway to Baby-Friendly Designation and the tools that are provided in each phase. Learn about strategies to avoid common pitfalls that result in facilities not meeting the requirements outlined for specific steps. The discussion will include information about what happens during the assessment and how facilities can prepare for the visit. Finally, participants will learn about the importance of engaging in activities to maintain the standards outlined in the Baby-Friendly Guidelines and Evaluation Criteria.

Learning Objectives:

At this end of this session learners will be able to:

- Describe the components of the 4-D Pathway and the tools provided in each phase.
 - Describe three reasons why facilities have not previously passed assessments and solutions provided by the 4-D Pathway
 - Describe three activities that will occur on a Baby-Friendly On-Site Assessment
 - Describe expectations for maintaining the Baby-Friendly Designation
-