

# Tulare County Breastfeeding Coalition Presents Breastfeeding Norms and Controversies

with  
**Dr. Jack Newman**

Co-founder and co-director of the of the Newman Breastfeeding Clinic  
&  
Institute, Toronto Canada

**February 1, 2012**

**7:45 am to 4:00 pm**

**U.C. Davis Co-Op Extension  
Across from Tulare Ag-Expo  
4437 B South Laspina  
Tulare CA, 93274**



#### Target Audience

Doctors, nurses, nursing assistants, lactation  
consultants/counselors, registered dietitians,  
Childbirth educators, doulas, and  
La Leche League leaders

**6 units for  
IBCLC, BRN, CME**

**Cost \$75**

To register go to  
[www.drjacknewmantcbc.eventbrite.com](http://www.drjacknewmantcbc.eventbrite.com)

For more information  
Contact: **Monty Anderson**  
**559-624-2195**

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

1. Explain how breast milk and formula differ substantially.
2. Discuss how breastfeeding helps prevent disease in the baby and mother in adulthood.
3. Outline how the numbers are muddling our thinking about breastfeeding.
4. Discuss how to deal with hypoglycemia, jaundice and when to intervene or not in slow weight gain.
5. Verbalize how breastfeeding can be made or unmade, that it doesn't just work or not work.
6. Explain that there is such a thing as nipple confusion, but who really is the one confused.



This activity has been planned and implemented in accordance with the Institute for Medical Quality and the California Medical Association's CME Accreditation Standards (IMQ/CMA) through the Joint Sponsorship of Kaweah Delta Health Care District and the Tulare County Breastfeeding Coalition. Kaweah Delta Health Care District is accredited by the Institute for Medical Quality/California Medical Association (IMQ/CMA) to provide continuing medical education for physicians. Kaweah Delta Health Care District takes responsibility for the content, quality and scientific integrity of this CME activity. Kaweah Delta Health Care District designates this live activity for a maximum of 6 *AMA PRA Category 1 Credit(s)*™. Physicians should only claim credit commensurate with the extent of their participation in the activity. This credit may also be applied to the CMA Certification in Continuing Medical Education. *AMA PRA Category 1 Credit(s)*™ provided to physicians.

# **Tulare County Breastfeeding Coalition Presents:**

**Breastfeeding Norms and Controversies with Dr Jack Newman  
Feb 1, 2012**

**7:45-8:15 AM: Registration/Breakfast**

**8:15-8:30: Welcome**

**8:30-10:00: Numbers on Demand (Norms for Breastfeeding Babies)**

- 1. Outline how the numbers are muddling our thinking about breastfeeding.**
- 2. Discuss what to expect from newborns and older infants when they are breastfeeding.**
- 3. Demonstrate how to deal with hypoglycemia in the newborn without undermining breastfeeding.**
- 4. Demonstrate how to deal with jaundice in the newborn and older baby without undermining breastfeeding.**
- 5. Explain when to intervene and when not to intervene in issues such as slow weight gain.**

**10:00-10:15: Break**

**10:15-11:45: Numbers on Demand (cont'd)**

**11:45-12:45: Lunch**

**12:45-2:45: Controversies in Breastfeeding**

- 1. Discuss why formula does not equal breastmilk.**
- 2. Discuss why an early start and skin to skin care is important in promoting breastfeeding success.**
- 3. Understand that breastfeeding can be made or unmade—that it doesn't just work or not work.**
- 4. Discuss why supplementation of formula in the first few days is not a benign act.**
- 5. Understand that there is such a thing as nipple confusion, but it is not the babies who are confused.**
- 6. Understand the basics of how breastfeeding works.**

**2:45-3:00 Break**

**3:00-4:00 Breastfeeding and Adult Health**

- 1. Explain how breastmilk and formula differ substantially**
- 2. Discuss how breastfeeding helps prevent disease in the baby in adulthood**
- 3. Discuss how breastfeeding helps prevent disease in the mother**

**4:00-4:15 Evaluation/Adjourn**