

Outline

Baby-Friendlier Hospitals

The ten steps to baby friendly status
The role of the CDC/Maternity Care Practice surveys in improving the atmosphere for breastfeeding success
International vs. local perspectives in achieving identified goals

Traumatic Birth

Mom's history
Pregnancy losses
How you are born does matter:
Induction, epidural, c-section
Are a good birth and a safe birth mutually exclusive?
Red flags to be aware of in the chart
Consequences for breastfeeding and mother-baby interaction
Would a referral for "other" services be helpful for mom?

Implications of Obesity on Breastfeeding Success

The large-breasted, obese woman:
Positioning and counseling strategies
The obese woman with small breasts:
Assessing for insufficient glandular tissue
Recognizing hormonal difficulties that may impact milk supply

Supporting the Latch

Positioning tips
The decision to breastfeed – or not to breastfeed: Who chooses what?
Laid back breastfeeding
Innate infant & maternal behaviors and their role in feeding
Anatomical mismatches contribute to additional challenges
What a "bad latch" means for breastfeeding duration
The reluctant nurser

Professional Challenges that Complicate Patient Teaching

Professional boundaries in a helping profession
The continuum of involvement: From distant to over-involved
What should guide practice:
Anecdotal/personal experience or evidence-based research?

Getting Past the First Night Home

Recent research sheds new light on mother's assessment of infant intake
Hospital practices that sabotage the first night home
What mothers need to know about infant behavior
What mothers need to know about making milk
Preparing mothers for return to home & return to work
Addressing insufficient milk supplies

Breastfeeding Communities

Influencing the choice to breastfeed
The role of social media in social change
Celebrating victories

Can't Miss Topics!

- The Baby Who Won't Latch
- Maternal Obesity Effects on Breastfeeding
- Baby Friendly Status
- Challenges Surrounding a Traumatic Birth
- Extend Breastfeeding Duration: Getting Past the First Night Home
- Preparing Mothers to Return to Work

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Objectives

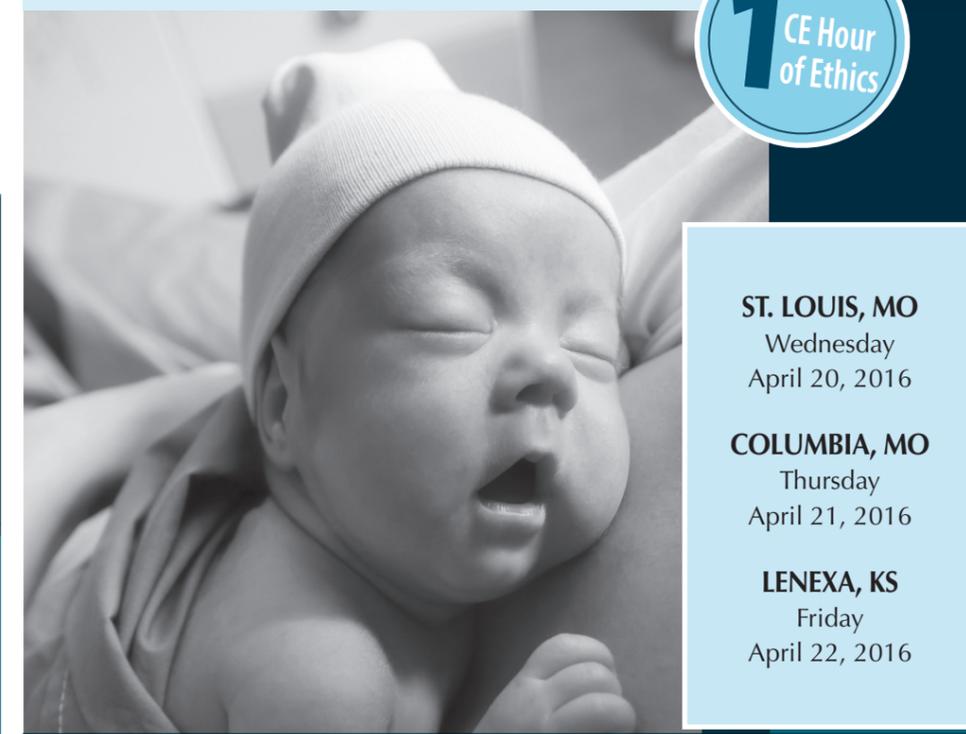
1. Design a plan for a baby who does not latch well in the first 24 hours postpartum.
2. Determine the important roles that oxytocin and vasopressin play in the first hours of mother and baby's time together.
3. Analyze the research regarding mothers' decisions to supplement breastfeeding in the early days postpartum.
4. Assess the essential patient teaching components on infant behavior that mothers must understand to be able to optimally read baby's early cues for comfort vs. food.
5. Examine the role of hormonal alterations in overweight and obese mothers that challenge milk supply.
6. Compare normal breast structure vs. hypoplastic breast structure and the effect on breastfeeding success.
7. Develop strategies to support the mother-baby relationship and breastfeeding following various traumatic birth experiences.
8. Evaluate your professional practice strategies to enhance mother's commitment to breastfeeding after discharge.

CANCELLATION POLICY: If you contact us before the event date, you can exchange for a DVD or CD/digital manual package on the subject (self-study continuing education credit may be available), a certificate to attend another seminar, or receive a tuition refund less a \$30 cancel fee. Substitutions are permitted at any time.

Breastfeeding Success

Supporting the Mother/Baby Journey

- The Baby Who Won't Latch
- Maternal Obesity Effects on Breastfeeding
- Baby Friendly Status
- Challenges Surrounding a Traumatic Birth
- Extend Breastfeeding Duration: Getting Past the First Night Home
- Preparing Mothers to Return to Work



ST. LOUIS, MO
Wednesday
April 20, 2016

COLUMBIA, MO
Thursday
April 21, 2016

LENEXA, KS
Friday
April 22, 2016

Target Audience: Nurses • Nurse Midwives • Nurse Practitioners • Clinical Nurse Specialists
Nurse Educators • Doulas • Dietitians • Lactation Consultants/Specialists
Childbirth Educators • WIC Peer Counselors and Nutritionists

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As a breastfeeding advocate, you recognize the need to improve breastfeeding outcomes. Join Dawn M. Kersula, MA, RN, LCCE, FACCE, IBCLC, as she provides strategies to address the current challenges associated with the promotion, protection and support of breastfeeding. This comprehensive day will include the latest information on:

Breastfeeding Success

Supporting the Mother/Baby Journey

- Helping mothers absorb teaching in the first hours postpartum
- What mothers need to know to make it through the first night at home
- How maternal obesity affects the early days of breastfeeding and beyond
- What a good latch looks like – and how to improve a bad latch
- Intervening for a mother who has been negatively affected by a traumatic birth experience
- Self-evaluation: Have your personal biases crossed the professional boundary line?

Drawing on her extensive clinical breastfeeding practice, Dawn is delighted to share her expertise to assist you in developing strategies that can lead to better breastfeeding success. Past attendees appreciate the opportunity to learn through hands-on demonstrations and rave about the passion that Dawn exudes throughout this one-day educational event. Make plans to attend today to immediately improve your own clinical practice!

Speaker

Dawn M. Kersula, MA, RN, LCCE, FACCE, IBCLC, is a lactation specialist and perinatal educator who founded/continues to staff the outpatient lactation clinic at a hospital in Vermont. She has worked with birthing and breastfeeding families for more than 30 years. Respected for her expertise in the field, Dawn is a requested presenter at international childbirth conferences and locally continues to coordinate her hospital's perinatal education programs/support groups. As president of the Vermont Lactation Consultants Association, she works closely with the Vermont State Breastfeeding Network to offer training opportunities throughout the state and has had the opportunity to impact change through several legislative initiatives that have resulted in pro-breastfeeding legislation in Vermont.

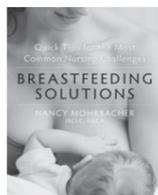
Dawn's passion and commitment is evidenced through her certification as a Lamaze Certified Childbirth Educator (LCCE), active involvement with ILCA (International Lactation Consultants Association) and appointment as a fellow with the American College of Childbirth Educators (FACCE). Her master's research focused on PTSD following traumatic childbirth experiences and, in her role as a perinatal psychologist, she continues to have a special interest in the developmental transition to motherhood. To her credit, Dawn has published over 30 articles pertaining to the specialty of breastfeeding.

Speaker Disclosures:

Financial: Dawn M Kersula has an employment relationship with Brattleboro Memorial Hospital. She receives a speaking honorarium from PESI, Inc.

Nonfinancial: Dawn M Kersula has no relevant nonfinancial relationship to disclose

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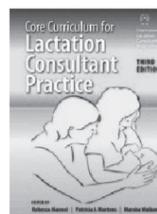


Breastfeeding Solutions

By Nancy Mohrbacher, IBCLC, FILCA

Even when mothers are highly motivated to breastfeed, when faced with obstacles like pain, worries about milk production, and difficulty pumping, they may begin to question their good intentions.

Breastfeeding Solutions is the perfect resource for any clinician who needs up-to-date, practical solutions to common breastfeeding problems for the mothers in her care. This troubleshooting guide includes illustrations, charts, and other visual aids so that you can quickly find the answers you need!



Core Curriculum for Lactation Consultant Practice, Third Edition

By THE INTERNATIONAL LACTATION CONSULTANT ASSOCIATION (ILCA)

Developed by the International Lactation Consultant Association (ILCA), Core Curriculum for Lactation Consultant Practice, Third Edition is the essential guide to prepare for International Board of Lactation Consultant Examiners (IBLCE) certification and practice as an International Board Certified Lactation Consultant (IBCLC).

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3:30 Program ends

10-15 minute mid-morning and mid-afternoon breaks

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___ Seminar on CD* (audio) \$169.99 (RNA070155)

___ *Breastfeeding Solutions* book* \$15.95 (SAM082130)

___ *Core Curriculum for Lactation Consultant Practice Third Edition* book* \$94.95 (SAM012906)

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