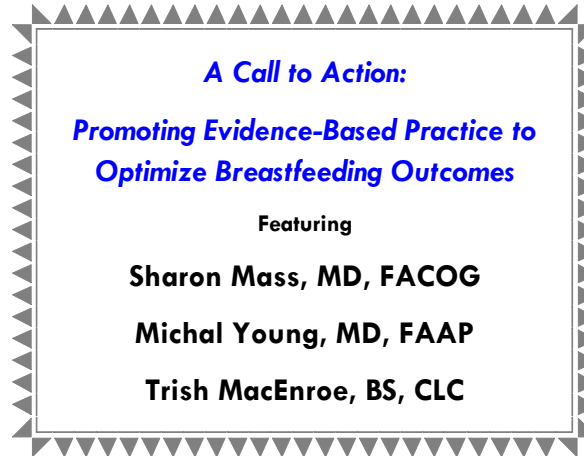


The Mid-Hudson and
Westchester/Putnam/Rockland
Lactation Consortia
present their 3rd Collaborative
Breastfeeding Education Conference



April 20, 2010

**Anthony's Pier 9
2975 Route 9W
New Windsor, NY 12553
845-565-3390**

Co-sponsor:



**Maternal-Infant Services Network of
Orange, Sullivan and Ulster Counties, Inc.**

With support from the Regional Perinatal Center at the
Maria Fareri Children's Hospital at Westchester Medical
Center.

Faculty

Sharon Mass, MD, FACOG is a generalist Obstetrician/Gynecologist practicing in New Jersey, and a member of the Academy of Breastfeeding Medicine. She currently represents ACOG (American College of Obstetricians and Gynecologists) on the United States Breastfeeding Committee and serves as a liaison to the American Academy of Pediatrics Section on Breastfeeding. She served as one of five editors on the ACOG/AAP Breastfeeding Handbook for Physicians, and recently helped revise ACOG's Committee Opinion on Breastfeeding.

Michal Young, MD, FAAP is an Associate Professor of Pediatrics at Howard University College of Medicine, Interim Chairman of the Department of Pediatrics, Director of the Newborn Services at Howard University Hospital and is Director of the Breastfeeding Lactation Education Support Services (B.L.E.S.S.) initiative at Howard University Hospital. Dr. Young is a member of the Advisory panel for the US Baby-Friendly Hospital Initiative, and has served on the USDA Advisory Council on Maternal, Fetal and Infant Nutrition. In 2001, she was appointed to the International Lactation Consultant Association Advisory Panel.

Trish MacEnroe, BS, CLC is Executive Director of Baby-Friendly USA. Prior to joining Baby-Friendly USA, she was the Director of the NYS WIC Training Center for 13 years. She currently serves as treasurer for the New York Statewide Breastfeeding Coalition.

Continuing Education

- Application for 6.5 CERPs has been submitted to IBLCE.
- This continuing nursing education activity has been submitted to the New York State Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.
It has been submitted for 6.5 contact hours.

Objectives Upon completion of this program, participants will be able to:

- Describe the advantages of birthing facilities achieving the Baby-Friendly Designation.
- Describe the pathway for becoming Baby-Friendly.
- Describe 3 things that Coalitions can do to help facilities achieve the Baby-Friendly Designation.
- Describe 3 elements of the International Code of Marketing of Breast-milk Substitutes that are important in promoting breastfeeding.
- List 3 reasons women give for not breastfeeding and be able to give counter proposals for each 3.
- Identify the 3 steps of the Ten Steps to Successful Breastfeeding that have been noted to have the greatest impact on breastfeeding.
- Discuss the impact of living in America on breastfeeding decisions by immigrant populations.
- Define exclusive breastfeeding.
- List 5 evidence-based risks to an infant for not being breastfed exclusively for 6 months.
- Identify 2 strategies for encouraging exclusive breastfeeding for teens.
- Describe 2 barriers to breastfeeding that mothers may face and how they overcome them.
- List factors contributing to the rising cesarean rate.
- Describe the impact of cesareans on breastfeeding initiation.
- Describe impact of other labor interventions on breastfeeding initiation and duration.
- Identify ways that the obstetrician can positively impact breastfeeding initiation

Conference Agenda

April 20, 2010

- 7:30 AM** Registration, Continental Breakfast, Exhibits Open
- 8:15 AM** Welcome/Introductions
Stephanie Sosnowski
- 8:30 AM** The Challenges of Exclusive Breastfeeding for the 1st Six Months
Michal Young, MD, FAAP
- 9:45 AM** Baby-Friendly: The Pathway to Excellence in Maternity Care Practices
Trish MacEnroe, BS, CLC
- 10:15 AM** Refreshment Break, Exhibits Open
- 10:45 AM** Strategies for Increasing Breastfeeding Among Disparate Populations
Michal Young, MD, FAAP
- Noon** Lunch. A Call to Action: New York Statewide Breastfeeding Coalition and USLCA Update
- 1:00 PM** Forceps, Fentanyl and Feeding: Obstetric Interventions that Influence Breastfeeding Initiation and Continuation
Sharon Mass, MD, FACOG
- 2:15 PM** Refreshments, Exhibits Open
- 2:30 PM** To Cut or Not to Cut: The Rising Cesarean Delivery Rate and Its Impact on Breastfeeding
Sharon Mass, MD, FACOG
- 3:15 PM** Collaborative Efforts that Support Breastfeeding: Involving Your Obstetrician
Sharon Mass, MD, FACOG
- 4:00 PM** Q & A
- 4:15 PM** Evaluations
Contact Hours/CERPs Awarded
Door Prizes Awarded
- 4:30 PM** Adjourn

Registration deadline is April 14, 2010
On-site registration is available for an additional \$25, space permitting.

Who Should Attend: Lactation consultants, nurses, pediatricians, obstetricians, family practice physicians, La Leche League Leaders, child-birth educators, WIC and home visitor staff, parenting educators and other health care providers who counsel and support breastfeeding families.

Exhibitor Information: Limited exhibit space is available. Send an email to mhlmail@gmail.com to request an application to market your products or related services. All exhibitors must comply with the International Code of Marketing of Breast-milk Substitutes. No conference funding is accepted from the makers of breast-milk substitutes.

Your Comfort: Room temperature will vary throughout the day. Please dress in layers; bring a jacket or sweater. Seating is first come, first seated.

Childcare will not be provided. Quiet infants in arms are welcome. Please respect the professional nature of the conference by caring for restless babies outside of the main room.

Cancellations received before April 13 will be refunded, minus a \$15 handling fee. You may also transfer your registration to this conference to a colleague. **No refunds** will be given once the conference has begun or for "no-shows." Limited (based on available seating) on-site registration is available for an additional \$25.

Registration Confirmation will be sent via email only.

Hotel Accommodations

Send an email to mhlmail@gmail.com to request a list of nearby accommodations.

One registration form per person. Form may be copied. **Confirmation will be sent by email - please write legibly!**

Payment or voucher must accompany your registration.

Questions?
mhlmail@gmail.com
or 845-928-7448 ext. 15

The Mid-Hudson Lactation Consortium and the Westchester/Putnam/Rockland Lactation Consortium are voluntary groups of health professionals and breastfeeding support personnel who exist to protect, promote, and support breastfeeding in this area of New York State. Their members encourage breastfeeding for its health, nutrition, and psychosocial benefits as well as its positive economic impact on the family and health care system. MHLC is coordinated through Maternal-Infant Services Network (MISN) of Orange, Sullivan, and Ulster Counties, Inc. MHLC members reside or work in Orange, Sullivan, Ulster or Dutchess Counties.

Conference Committee

- Stephanie Sosnowski, BS, ICCE, CLC; Conference Co-Chair; *Maternal-Infant Services Network; MHLC*
- Virginia Moore, RN, IBCLC, RLC; Conference Co-Chair; *Phelps Memorial Hospital Center; WPR-LC*
- Regina Camillieri, BSW, IBCLC, RLC; *Orange Regional Medical Center; MHLC*
- Debbie Cardish, RN, BSN, IBCLC, RLC; *St. Luke's-Cornwall Hospital; MHLC*
- Diana Cassar-Uhl, LLLL, IBCLC; *La Leche League; MHLC*
- Margot De Sevo, PhD, RNC, LCCE, IBCLC; *Adelphi University; WPR-LC*
- René Fisher, BA, IBCLC, RLC; *Ameda Breastfeeding Products; MHLC*
- Lee Galasso, MS, LLLL, IBCLC, RLC; *Lactation Center of Westchester/Putnam; WPR-LC*
- JoAnn Gould, RNC, BSN, IBCLC; *Phelps Memorial Hospital Center; WPR-LC*
- Linda LeMon, RN, IBCLC, CBE, CD; *Hudson Valley Hospital Center; MHLC*
- Gloria Lewis, MSN, RNC, IBCLC; *Sound Shore Medical Center; WPR-LC*
- Trezi Luty, MS, RD, CDN, IBCLC, RLC; *Trezil Consulting, LLC; WPR-LC*
- Ellen Mahony, RN, MS, IBCLC, LCCE; *BabiesNY.com; MHLC*
- Marla Peers, BA, FACCE; *WPR-LC*
- Marina Stopler, MS, RD, IBCLC, RLC; *Lehman College, CUNY; WPR-LC*
- Rhonda Valdes-Greene, RNC, MSN, IBCLC; *Westchester Medical Center; WPR-LC*
- Mary Ann Zimmerman, IBCLC; *The Kingston Hospital; MHLC*

Registration Form (may be copied; 1 per person please)

Conference Fees Please check appropriate boxes.

MHLC and WPR current members: \$70

Non-members \$90

(\$90 includes membership for 2010)

Please check which consortium you would like to join:

WPR MHLC

Registrations received **AFTER** March 26, 2010 and **BEFORE** April 14, 2010:

MHLC and WPR current members: \$90

Non-members: \$110

(\$110 includes membership for 2010)

Please check which consortium you would like to join:

WPR MHLC

Please make a meal selection:

Lunch Choices: Chicken Pasta Kosher

Name _____

Title _____

Credentials _____

Affiliation _____

Address _____

_____ Zip _____

Daytime phone # _____

E-mail _____

Total amount enclosed _____

Make check payable to:
WPR Lactation Consortium, Inc.
Final registration deadline is April 14, 2010; mail to:
Ginny Moore, Registrar
486 Benedict Ave.
Tarrytown, NY 10591