

UNDERSTANDING LACTATION THE WORK CONTINUES

**March 23-24, 2012
Berkeley, CA USA**



SWAG Conferences LLC
SWAGconferences.org

FACULTY and PRESENTATIONS

CATHY CAROTHERS BLA, IBCLC, RLC, FILCA

Cathy is the current president of ILCA and an International Board Certified Lactation Consultant since 1996. She served as ILCA's Director of Marketing from 2003-2009. She is Co-Founder and Co-Director of Every Mother, Inc., a not-for-profit 501(c)3 organization providing counseling and lactation training, material development, and technical assistance for health care professionals, particularly those who work with new families from disadvantaged population groups. She began as a WIC peer counselor, served in all levels of the Mississippi breastfeeding program (including State Breastfeeding Coordinator), and went on to work at the national level in the U.S. to spearhead several major national breastfeeding initiatives for federal government agencies. She was project director for the national peer counseling program curricula and the national standardized staff breastfeeding training for the United States Department of Agriculture WIC Program, developed WIC's national "Using Loving Support to Build a Breastfeeding-Friendly Community" program in 24 U.S. States, and project director for the national "Business Case for Breastfeeding" resource kit and comprehensive national training initiative in 36 U.S. states for the Department of Health and Human Services Maternal and Child Health Bureau. A former University public relations director, she is also the Media and Public Relations Chair for the United States Breastfeeding Committee. She is the mother of 5 breastfed children.

- **Making It Work: Supporting Employed Mothers with Breastfeeding**

This session provides practical strategies to help women maintain breastfeeding after returning to work, ways to get employers on board and includes examples of successful programs and available resources to support working mothers. It focuses strongly on supporting low-wage earners, including research on the impact of poverty and low-wage job settings on breastfeeding, practical strategies for supporting low-wage earners working in more difficult work settings, and getting support from employers of hourly low-wage earners.

- **When Disaster Strikes: Breastfeeding in Emergency Situations**

In the midst of natural disasters and other emergency situations, breastfeeding can be preserved, encouraged, and facilitated. In fact, breastfeeding can often become the *one* constant way for families to regain a sense of normalcy and to improve survival and optimal health for infants and children. This session explores ways breastfeeding advocates can provide appropriate help to breastfeeding families in an emergency, and strategies for working with emergency relief organizations and workers to provide support.

- **Helping Mothers Return to Exclusive Breastfeeding**

What happens when breastfeeding goes awry and mothers begin formula supplementation? How can we help them get back on track with exclusive breastfeeding? This session will provide guidance for conducting an appropriate assessment, along with practical strategies for helping mothers and babies transition to full breastfeeding while assuring the well being of the baby. The session includes effective counseling tools and language to help mothers feel confident and empowered.

JAMES G. MURPHY MD, FAAP, FABM, IBCLC

James G. Murphy, MD, is an Assistant Professor of Pediatrics at the F. Edward Hebert (pronounced "A-Bear") School of Medicine, Uniformed Services University of the Health Sciences. He served 25 years active duty as a physician with the US Navy, 12 years as a contract pediatrician with the US Navy and is currently a Government Service Medical Officer at the Naval Medical Center in San Diego, CA. He is a Fellow of the American Academy of Pediatrics, a Fellow of the Academy of Breastfeeding Medicine, a Board Member of the San Diego County Breastfeeding Coalition, a Medical Associate of La Leche League, a member of ILCA and, since 2009, an IBCLC. Dr Murphy began performing lingual frenulotomies in Oct 2003 and has performed over 1800 of these procedures to date including posterior sub-mucosal fibrous bands.

- **Ankyloglossia: When to Observe and When to Treat** A thorough discussion of the history and exam that supports ongoing observation versus immediate correction of tongue-tie.
- **The Drive-By Diagnosis of Tongue Tie** Obvious Newborn Ankyloglossia and how it is treated.
- **Illustrative Ankyloglossia Case Histories** A realistic understanding of the success of expert tongue-tie treatment.
- **Supporting Breastfeeding While Safely and Effectively Managing Jaundice in the Newborn.**

Laurie NOMMSEN-RIVERS PhD, RD, IBCLC

Laurie worked with hundreds of breastfeeding dyads as a staff researcher in the field of human lactation before returning to school in 2004 to pursue a PhD in Epidemiology. She has co-authored over 50 publications related to maternal child health. In addition, Laurie served as the Associate Editor of the Journal of Human Lactation from 1997 to 2006. Formerly at UC Davis, Laurie is currently Research Assistant Professor in the Division of Neonatology at Cincinnati Children's Hospital. Her broad research objective is to provide evidence-based strategies for supporting the mother-baby dyad in successfully establishing breastfeeding. Laurie's current area of research examines the causes and consequences of early breastfeeding difficulties, with particular emphasis on delayed onset of lactogenesis.

- **Which to Promote: The Benefits of Breastfeeding or the Risks of Formula Feeding?**
- **Delayed Onset of Lactogenesis: Causes, Consequences and Optimal Clinical Management in the Context of the Current Obesity Epidemic**
- **Mother/baby-friendly Maternity Care Including Childbirth, Doula Support and In-hospital Exclusive Breastfeeding**
- **New Frontiers: Deciphering the "omics" Revolution. How it Will Transform Lactation Biology Research and Inform Best Clinical Practices in Lactation Management**

Understanding Lactation: The Work Continues

Friday, March 23, 2012

7:30 - 8:00	Registration and Continental Breakfast
8:00 - 8:10	Introductions
8:10 - 9:40	Making It Work: Supporting Employed Mothers with Breastfeeding
9:40 - 9:45	Stretch Break
9:45 - 10:45	Mother/Baby-Friendly Maternity Care Including Childbirth, Doula Support and In-hospital Exclusive Breastfeeding
10:45 - 11:00	Break
11:00 - 12:30	When Disaster Strikes: Breastfeeding in Emergency Situations
12:30 - 1:45	Lunch
1:45 - 2:45	Delayed Onset of Lactogenesis: Causes, Consequences and Optimal Clinical Management in the Context of the Current Obesity Epidemic
2:45 - 3:00	Break
3:00 - 4:30	Helping Mothers Return to Exclusive Breastfeeding

Understanding Lactation: The Work Continues

Saturday, March 24, 2012

7:45 - 8:00	Registration and Continental Breakfast
8:00 - 9:00	Supporting Breastfeeding While Safely and Effectively Managing Jaundice in the Newborn.
9:00 - 9:05	Stretch Break
9:05 - 10:05	Which to Promote: The Benefits of Breastfeeding or the Risks of Formula Feeding?
10:05 - 10:20	Break
10:20 - 11:20	Ankyloglossia: When to Observe and When to Treat
11:20 - 12:40	Lunch
12:40 - 1:40	The Drive-By Diagnosis of Tongue Tie
1:40 - 1:45	Break
1:45 - 2:45	New Frontiers: Deciphering the “omics” Revolution.
2:45 - 3:00	Break
3:00 - 4:00	Illustrative Ankyloglossia Case Histories

CONFERENCE DETAILS

GOALS

Explore the cultural, social, political, physical, psychological and clinical context of lactation. Facilitate networking amongst those who work with breastfeeding families.

CONTINUING EDUCATION CREDIT

Credits for RNs are under provider #CEP15480 (Fri.7.8/7.2 Sat.), and IBCLCs LTP #CLT 109-33 (Fri. 6.5/6.0 Sat.). RD, DT and **MEAC** credits have been applied for.

DRAWINGS

There will be multiple drawings at the conference. Tickets will be \$1 and \$5.

ADVERTISING

For inquiries regarding exhibits/ads/sponsorship opportunities contact Sue Wirth at SWAGconferences@aol.com.

CANCELLATIONS

Written requests are required and must be postmarked by February 18, 2012 for a full refund, less a \$50.00 processing fee. Send to: Sue Wirth, 908 Curtis St, Albany, CA 94706-2108

BABIES AT THE CONFERENCE

Quiet infants in arms-no strollers please.

SUBSTITUTIONS

We reserve the right to change the program/speakers as necessary.

***AGENCY SPONSORSHIP** All attendees are held primarily responsible for all registration fees. If your workplace or other agency is paying your registration fee; register as soon as possible with a note to Sue Wirth telling her that the payment will follow. Attendance and receiving the completion certificate and continuing education credits are contingent on all conference fees being paid by the beginning of the conference.

SITE/DIRECTIONS

Hs Lordships, 199 Seawall Drive, Berkeley, CA 94710

510-843-8144

Free and Ample Parking

FROM THE NORTH- Take I-80 West to Berkeley. Exit at University Ave. Follow Loop West to University Ave. Left on University Ave. Stay left. Left at stop sign. Left on Seawall Drive.

FROM THE SOUTH- Take the Gilman Street exit from I-80. Left at stop sign onto Gilman Street. Go under the freeway and turn Left onto the Frontage Road. At the next stop sign, University Avenue, turn Right. Left at Marina Blvd stop sign. Turn left on Seawall Dr.

FROM THE BAY BRIDGE-Take Emeryville/Powell St. exit. Make a left and go under the freeway overpass. Make a right onto Frontage Road, following the signs to the Berkeley Marina. Turn left onto University Ave. Stay left. Left at stop sign. Left on Seawall Drive.

CONTACTS Sue Wirth SWAGconferences@aol.com
Anne Garrett 650-755-7165

WEB SITE SWAGconferences.org

REGISTRATION includes continental breakfast, lunch, breaks, conference materials and continuing education credits.

	1 Day	2 Days
Early Bird (postmarked by February 18, 2012)	\$150	\$260
Regular (postmarked by March 16, 2012)	\$175	\$300
Walk-in (on or after March 17, 2012)	\$200	\$350

REGISTRATION FORM

PLEASE PRINT CLEARLY

Name _____

E-mail _____

Total Registration Fee \$ _____

MEALS

November 4 Fish ___ Chicken ___ Vegetarian ___ No Meal ___

November 5 Fish ___ Chicken ___ Vegetarian ___ No Meal ___

Special Needs Request _____

Address _____

City, State, Zip _____

Phone (H) _____ (W) _____

Continuing Education Requested: RN ___ IBCLC ___ RD/DT ___

***AGENCY SPONSORSHIP:** I agree that I am primarily responsible for the payment, by the beginning of the conference, of all registration fees if my employer or agency does not pay.

Signature

Date

- Make *checks* payable to *SWAG Conferences LLC*.
- **MAIL** to Sue Wirth, 908 Curtis Street, Albany, CA 94706-2108
NO FAX AVAILABLE
- **CONFIRMATIONS:** Include a legible email address

Credit Cards: Circle One VISA MC American Express Discover

Signature _____ Date _____

Credit Card Number _____ Expiration Date _____

CLOSEST AIRPORT

Oakland International Airport (OAK)

AREA HOTELS

Courtyard by Marriott Emeryville

5555 Shellmound Street, Emeryville, CA 94608

510-652-8777

Close to mall and restaurants

Doubletree Hotel and Executive Meeting Center Berkeley Marina

(Possible free shuttle to and from BART and Hs Lordships)

200 Marina Boulevard, Berkeley, CA 94710

510-548-7920

Four Points by Sheraton-San Francisco Bay Bridge

1603 Powell Street, Emeryville, CA 94608

510-547-7888

Close to mall and restaurants

Hilton Garden Inn San Francisco Bay Bridge

(Possible free shuttle to Hs Lordships)

1800 Powell Street, Emeryville, CA 94608

510-658-9300

Close to mall and restaurants

Woodfin Suite Hotel San Francisco Bay

(Possible free shuttle to Hs Lordships)

5800 Shellmound Street, Emeryville, CA 94608

510-601-5880

Close to mall and restaurants