Breastfeeding Potpourri:

May 5 & 6, 2016
The Log Cabin
Banquet & Meeting House, Holyoke, MA

Baystate Health
Together we deliver a higher state of care.

Objectives

STATEMENT OF NEED:
It has long been recognized that in order to most effectively increase access to lactation support for all mothers, collaboration among all lactation support providers is essential.

The medical community plays a critical role in promoting, protecting and supporting breastfeeding for optimal health outcomes for all children and families. According to the ABM key components of ongoing education should encompass the importance of breastfeeding and, especially the risks of not breastfeeding.

LEARNER OBJECTIVES
May 5 & 6, 2016
By participating in this program, you should be able to:

1. Understanding Breastfeeding Behaviors
   • Summarize recommended approaches to positioning and latch during the past 15 years.
   • Describe the effects of hands-on versus hands-off breastfeeding help on long-term outcomes.

2. Neurology of the Newborn
   • Describe unique characteristics of human neonates.
   • Discuss the reasons why it is important to consider a different approach to initiation and establishment of breastfeeding in term newborns.

3. Breastfeeding Education and Tools:
   • Summarize mothers’ preferences concerning digital prenatal breastfeeding education versus in-person, group instruction.

4. Transitioning Baby to the Breast
   • Name 3 basic strategies used to help any baby transition to the breast.
   • List 2 effective strategies for transitioning preterm babies to full breastfeeding.

5. Breast, Bottle and Childhood Obesity
   • List 2 factors unrelated to infant feeding that increase the risk of childhood obesity.
   • Describe how milk intake differs during the first year in breastfed and formula-fed babies.

6. Epigenetics Made Easy
   • Define Epigenetics and how nature and nurture interact to influence phenotype.

7. Breastfeeding and Substance Abuse
   • Explain the recommendations concerning marijuana use and breastfeeding.
   • Discuss the research on breastfeeding and neonatal abstinence syndrome.
   • Describe under what circumstances breastfeeding should be encouraged in a mother with a history of substance abuse.

8. Eating Before and After Pregnancy
   • Identify foods and supplements that nourish and replenish mother’s body.

9. Assessing Breast Pain
   • Summarize the evidence indicating the most likely causes of breast pain in lactating women.
   • List 4 uncommon causes of deep breast pain in lactating women.


Program

May 5th

7:30 Registration, Continental Breakfast and Exhibits
7:55 Introduction
Nancy Mohrbacher, IBCLC, FILCA
Theresa Nesbitt, MD
8:00 Understanding Breastfeeding Behaviors
Behaviors Part 1
9:00 Understanding Breastfeeding Behaviors
Behaviors Part 2
10:00 Coffee Break & Exhibits
10:15 Neurology of the Newborn and the Pressure Buttons
11:15 Breastfeeding Education: There’s a Better Way
12:15 Lunch
1:15 Transitioning to the Breast
2:45 Break & Exhibits
3:00 Breast, Bottle, and Childhood Obesity
4:15 Questions & Evaluations
4:30 Adjourn

May 6th

7:30 Registration, Continental Breakfast and Exhibits
7:55 Introduction
Nancy Mohrbacher, IBCLC, FILCA
Theresa Nesbitt, MD
8:00 Epigenetics Made Easy
9:00 Breastfeeding and Substance Abuse
10:00 Break
10:15 Eating Before, During, and after Pregnancy
11:15 Assessing Breast Pain
12:15 Lunch
1:15 Concerns about Low Milk Production
2:45 Break
3:00 More than Milk: the Perfect Dispenser
4:15 Questions & Evaluations
4:30 Adjourn

COURSE CODE: OB16S0505, OB16S0506
ENTER YOUR CE ID NUMBER IN ONE OF the boxes to the right. Use your CE ID number to register for courses, access your CE transcript/credits, and confirm your registration.

MAIL TO:
Baystate Continuing Interprofessional Education
361 Whitney Ave, Holyoke, MA 01040

For the most current information on course content, faculty disclosure, credits, tuition and to register go to www.learn.bhs.org or call (413) 322-4242 or email Joanna.Donahue@baystatehealth.org

FACULTY DISCLOSURE
Faculty and Planners marked with an * have no commercial relationships with any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients.

For Baystate employees or medical staff members. Your CE number is your EN or PN Number.

IF you are not a Baystate employee or attending physician, your CE ID number is:

A. ________
B. ________
C. ________

OR

For Baystate employees or medical staff members. Your CE number is your EN or PN Number.

Attending Physicians/Medical Staff EN ________
learn.bhs.org

Registration

LAST NAME

FIRST NAME

PROFESSION

HIGHEST PROFESSIONAL DEGREE

SPECIALTY

INSTITUTIONAL AFFILIATION

HOME PHONE

WORK PHONE

HOME ADDRESS

CITY

STATE

ZIP CODE

E-MAIL

TOLL FREE NUMBER

PREFERRED DELIVERY

PAYMENT METHOD (WE CANNOT PROCESS REGISTRATIONS WITHOUT PAYMENT)

CHECK

MONEY ORDER

CREDIT CARD

For your security, we do not accept credit card payments by FAX or mail. We accept credit card payments on our 128-bit encrypted website available at learn.bhs.org

We do not store your full credit card number in this system.
Breastfeeding Potpourri: A Multitude of Important Topics

May 5 - May 6, 2016
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Baystate Health is accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC) to provide continuing education for the healthcare team.

PHYSICIANS
Baystate Health designates this live activity for a maximum of 7.0 AMA PRA Category 1 Credits™ (May 5) and 7.0 (May 6) Physicians should claim only the credit commensurate with the extent of their participation in the activity.

NURSES
This activity carries a maximum of 7.0 (May 5) and 7.0 (May 6) contact hours.

LACTATION CONSULTANTS
The International Board of Lactation Consultant Examiners has approved this course as follows IBLCE approval number 14 L (Contact) CERP s IBLCE Approval Number C16161021

There are 7 hours of instruction each day.

TARGET AUDIENCE
This course is designed for nurses in the following practice settings: OB/GYN, maternal child, pediatrics, neonatal intensive care unit/critical care nursery, postpartum, LDRP, newborn nursery, infants and children’s unit, visiting nurses caring for mother/baby dyads, doula’s, midwives, WIC counselors, La Leche League leaders, physicians (in the following specialties: neonatologists, OB/GYN, family practice), nurse practitioners, resident physicians in medicine-pediatrics, pediatrics, obstetrics/gynecology, parent educators, childbirth and breastfeeding instructors, lactation consultants, lactation counselors. The audience was determined based upon their specific needs with updated evidence surrounding a multitude of topics.

This program will take place at The Log Cabin, 500 Easthampton Road, Holyoke, MA 01040. The Log Cabin phone number is 413-535-5077.

DIRECTIONS
From the Mass Pike: Take Exit 4 to I-91 North. From I-91, take Exit 17B to Route 141 West. The Log Cabin is two miles ahead on the left.

From the North: Travel South on I-91. Take Exit 17 to Route 141 West. (Going toward Easthampton). The Log Cabin is two miles ahead on the left.

From the South: Travel North on I-91. Take Exit 17B to Route 141 West. The Log Cabin is two miles ahead on the left.

There is no charge for parking.

OVERNIGHT ACCOMMODATIONS
Please go to learn.bhs.org and click on the Directions and Lodging link. The list includes amenities and contact information for the overnight lodging options closest to the conference locations.

SPECIAL AIDS OR SERVICES
Please call Baystate Continuing Interprofessional Education at 413-322-4242 if, under the Americans with Disabilities Act, you require specific aids or services during your visit to this continuing education program. For additional course listings and your transcript go to learn.bhs.org

Your comfort.
Meeting room temperatures will fluctuate. Please dress in layers and bring a sweater.

BREASTFEEDING/PUMPING ROOM
The Log Cabin has made a Breastfeeding/Pumping Room available for use during the conference. Please bring your own breastpump equipment.

BABY POLICY
Quiet babies under 3 months of age are welcome. Restless infants will require immediate attention as a courtesy to participants and for the comfort of the child.

Tuition:
THROUGH APRIL 16, 2016
On-line $160/day Mail/Check $180/day
BMC Employees
On-line $140/day Mail/Check $150/day
AFTER APRIL 16, 2016
On-line $170/day Mail/Check
BMC Employees
On-line $150/day
Tuition is PER DAY and includes continental breakfast, lunch and refreshment break. There is no charge for parking.

YOU CAN REGISTER TWO WAYS:
On-line: Go to learn.bhs.org
If you have attended a course before, be sure to use your CE ID No. in the registration process
Baystate Employees: Enter your User ID, which is your EN: (i.e.: EN12345) Baystate Medical Staff: Enter your User ID, which is your PN: (i.e.: PN12345) All Other Guests: Your ID number is the First Letter of FIRST Name, Month and Day of birth with both digits for each (no year), and last 4 digits of your SSN: (i.e.: John Smith would be J06019999)
How to register online at learn.bhs.org
For step by step registration instructions, click on help OR follow the instructions below.
• Wait for the calendar to load
• Click on the month in which the course is being held
• Scroll down to the name and date of the course
• Click on it and proceed through the checkout process
By Mail: Complete the registration form below and mail it along with a check for the full course fee to Baystate Continuing Interprofessional Education, 363 Whitney Avenue, Holyoke, MA, 01040.

CANCELLATIONS:
If you must cancel, telephone Baystate Continuing Interprofessional Education at 413-322-4242 and follow your call with a written refund request or FAX your cancellation request to 413-322-4259. All cancellations will incur a $25 fee. We cannot refund cancellations received less than two weeks (10 business days) before the program date.