

Course Objectives

- Discuss current trends, practices, and emerging data
- Identify goals for evidence-based best practices
- Cite useful clinical management techniques

Continuing Education Credits

Physician CME: The Massachusetts Medical Society designates this educational activity for a maximum of 7 category 1 credits toward the AMA Physician's Recognition Award. Each physician should claim only those credits that he/she actually spent in the activity.

Two and a half (2.5) credits meet the Massachusetts Board of Registration in Medicine's criteria for risk management study.

The Massachusetts Medical Society is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

This activity has been planned and implemented in accordance with the Essentials and Standards of the Accreditation Council for Continuing Medical Education through the Joint Sponsorship of the Massachusetts Medical Society and The Massachusetts Breastfeeding Coalition, Inc.

Nurse CEUs: We have applied for approval to provide 7.7 contact hours of CEUs from the Berkshire Area Health Education Centers, part of the Massachusetts AHEC network, sponsored by University of Massachusetts Medical School.

Lactation Consultant CERPs: We have applied for approval for a maximum of 7.7 hours of L-CERP.

Registered Dietician CEUs: We have applied for continuing education credits for RDs.

DIRECTIONS: *The Crowne Plaza Natick is located at 1360 Worcester Street (Route 9 East), 01760, tel. (508) 653-8800. FROM THE EAST: Take Mass. Pike (I-90) to exit 13, to Route 30W toward Framingham. Turn left at the second light, into Shopper's World Road. Go through Shopper's World and bear left onto Route 9 East, and you'll see the hotel on the right. FROM THE WEST: Take Mass. Pike (I-90) to exit 12, to Route 9 East. The hotel will be on the right. HOTEL RATES are \$99 per night if you reserve by September 4. State you are with the Massachusetts Breastfeeding Coalition conference.*

The low registration fee has been made possible by the generous educational grants from the following organizations:

Blue Cross Blue Shield of Massachusetts, Harvard Pilgrim Health Care, Brigham and Women's Hospital Department of Newborn Medicine, and the Massachusetts Association of Health Plans.



Breastfeeding

2005

in the Bay State

Monday, September 26
8:10^{am} — 4:35^{pm}

Crowne Plaza Natick
1360 Worcester Street, Natick, MA

7.0 credits of physician CME, including
2.5 credits of Risk Management
7.7 contact hours of nursing CEU, and
lactation consultant L-CERP



Improving Outcomes

Keynote speaker

Eugene Declercq, PhD,
Boston University School of Public Health

Jointly Sponsored by the



Massachusetts
Breastfeeding
Coalition



Massachusetts
Medical Society

In collaboration with

*the Massachusetts Chapter of the American Academy of Pediatrics, and the
Massachusetts Chapter of the American College of Obstetrics and Gynecology*

Improving Outcomes



September 26, 2005

in the Bay State

Breastfeeding



Massachusetts
Breastfeeding
Coalition, Inc.
254 Conant Road
Weston, MA 02493

www.massbfc.org

Registration

*Breastfeeding in the Bay State:
Improving Outcomes*

September 26, 2005

Cost: \$95 for physicians requesting CME credit; \$75 for others

Name _____

Mailing Address _____

Email Address _____

Daytime Phone Number _____

Occupation

Physician (specialty) _____

MMS Member? Yes No

Nurse / CNM (Mass. License no.) _____

Nurse Manager (RN Mass. License no.) _____

Nurse Practitioner (Mass. License no.) _____

Childbirth Educator Doula

Lactation Consultant Peer Counselor or WIC

Nutritionist Other _____

Affiliation _____

Please choose your breakout sessions:

Session 1 _____ Session 2 _____

Registration Deadline: September 20, 2005. Space is limited.

Check enclosed. Make checks payable to
Massachusetts Breastfeeding Coalition.

Mail check and registration to:

Massachusetts Breastfeeding Coalition
254 Conant Road
Weston, MA 02493

No registration will be accepted without advance payment.

No walk-in registration. If you would like to confirm your registration or have questions about the program, please email Marsha Walker at marshalact@aol.com, or call her at (781) 893-3553. No refunds will be given after September 20, 2005. We will not be sending confirmations.

Breastfeeding

in the Bay State

Improving Outcomes



Who should come?

Physicians, nurses, nurse managers, childbirth educators, midwives, nurse practitioners, nutritionists, doulas, lactation consultants.

Morning Session

Monday, September 26, 2005

7:15–8:10

Registration/Continental Breakfast

8:10–8:15

Welcome

– Alison Stuebe, MD; Marsha Walker, RN, IBCLC

8:15–8:30

Recognizing Successful Breastfeeding Promotion Strategies: Massachusetts Breastfeeding Coalition awards

– Deborah Krauter, RD, LDN, IBCLC

8:30–8:50

The New Perinatal Regulations: What you need to know

– Sally Fogerty, RN, Associate Commissioner for the Center of Community Health, Massachusetts DPH

8:50–10:00

Diabetes and Breastfeeding: Old challenges, new opportunities

– Alison Stuebe, MD

10:00–10:20

Break

10:20–11:20

KEYNOTE: Listening to Mothers: Assessing hospital support for breastfeeding in the U.S

– Eugene Declercq, PhD

11:20–12:30

Translating Research into Practice: Updates from the literature

– Karin Cadwell, RN, PhD, IBCLC

12:30–1:30

Lunch (on your own—buffet available on-site)

Afternoon Session

*Clinical Tools
Concurrent
Breakout Sessions*

1:30–2:45 Session 1

1 Counseling the Feeding Decision

– Cindy Turner-Maffei, MA, IBCLC

2 Issues in Formula Marketing

– Marsha Walker, RN, IBCLC

3 Tools of the Trade: Use and misuse of breastfeeding aids

– Ann Perry, RN, IBCLC

4 Controversies in Co-Sleeping

– Susan Browne, MD, IBCLC (*risk management credit*)

5 Medications and Maternal Anesthesia

– Melissa Bartick, MD, MS and Alison Stuebe, MD

2:45–3:05 Break

3:05–4:20 Session 2

6 Insufficient Milk: Real or imagined

– Deborah Krauter, RD, IBCLC

7 Telephone Triage: Asking the right questions

– Marsha Walker, RN, IBCLC

8 Working with Breastfeeding Traditions in Brazilian and Cambodian Women

– Sharon Galvin, RN, IBCLC; Connie Pen, *Nutrition Assistant*; Magna Andrade, *Doula*

9 The Ups and Downs of Hypoglycemia

– Bobbi Philipp, MD, IBCLC (*risk management credit*)

10 Drug-Free Approaches to Pain Management in Labor and Birth

– Mary Ellen Gallante, CNM

4:20–4:35 Evaluations and wrap-up