EMORY REGIONAL PERINATAL CENTER
DIVISION OF NEONATAL-PERINATAL MEDICINE
EMORY UNIVERSITY SCHOOL OF MEDICINE

presents the

25th Annual Conference on
Breastfeeding
Promoting and Protecting Babies’ Health

EMORY CONFERENCE CENTER
1615 CLIFTON ROAD
ATLANTA, GEORGIA

March 3–4, 2014

in collaboration with
American Academy of Pediatrics - Georgia Chapter
Children’s Healthcare of Atlanta
Emory University Hospital Midtown
Emory University Nurse-Midwifery Service
Northside Hospital Women’s Center
WellStar Health System
This 25th Annual Conference was specially designed to broaden perspectives and increase competence of those working in the area of breastfeeding and human lactation. The content of the program has been carefully chosen to ensure new, creative discussions on basic knowledge and skills, recent developments in research and science, best practices, and evidence-based recommendations. Join us for another interdisciplinary meeting of the minds. Opportunities abound for caregivers, clinical experts and researchers to interact with one another making it a rich, lively forum for learning and sharing ideas. Network, meet new friends, and catch up with the old. We are honored that you have chosen this event to enhance your care of breastfeeding families.

Planning Committee Members

Beth Allen, BSN, RNC, IBCLC, RLC  
Manager, Lactation Center  
Northside Hospital Women’s Center

Ann D. Critz, MD, FAAP  
Associate Professor of Pediatrics  
Emory University School of Medicine

Julie R. Duncan, RN, CCE, CLC  
Perinatal Educator and Lactation Consultant  
Atlanta Women’s Healthcare Specialists

Ranita Hare, RN, MSN, IBCLC, RLC  
Lactation Consultant  
Emory University Hospital Midtown

Becky Lyons, LD, IBCLC, RLC  
Lactation Consultant  
Children’s Healthcare of Atlanta at Egleston

Linda L. McCollum, PhD, APRN, NNP-BC  
Regional Outreach Coordinator  
Emory Regional Perinatal Center

Bonnie Miller, RN, IBCLC, RLC  
Lactation Consultant  
WellStar Health System

Katie Smillie, CNM  
Staff Nurse Midwife  
Team Leader, Best Fed Beginnings Grant  
Emory University Nurse-Midwifery Service

Arlene Toole, BS, IBCLC, RLC  
EPIC Breastfeeding Program Director  
American Academy of Pediatrics – Georgia Chapter

Deborah Wicker, BS, IBCLC, RLC  
Lactation Consultant  
Children’s Healthcare of Atlanta at Scottish Rite
Purpose: To protect, promote and support breastfeeding by providing up-to-date information and evidence-based strategies for those working with breastfeeding families.

Objectives:
• Describe how a mother can calm and steady her infant so that he is able to follow his instincts to learn to breastfeed.
• Describe how a mother’s innate intuitive right-brained interactions with her infant help her baby organize for learning, handle emotional stress, and adapt his changing environment.
• Discuss current research in human lactation and integration into clinical practice.
• Explain the problems supplementation poses to newborn immune system development.
• Discuss the Baby-Friendly Hospital Initiative to foster a culturally supportive environment for breastfeeding.
• Discuss current guidelines with regard to breastfeeding in infants with hypoglycemia and jaundice.
• Explain new technology applications that are useful in increasing breastfeeding rates in the NICU.
• Recognize how to effectively share dialogue with moms and family members throughout the “generational divide” with an ethically appropriate approach.
• Discuss the identification and clinical interventions/strategies to support breastfeeding mothers and infants when infants present with a disorganized suck pattern.
• Describe and apply the physiology of breastmilk production when helping mothers with low milk supply.

Who Should Attend? This conference is for anyone involved in the care of the breastfeeding family. It is appropriate for all perinatal health providers including lactation consultants, physicians, nurses, nurse practitioners, midwives, dieticians, and others involved in perinatal care.
Lactation Consultants: CERPs allocated by the International Board of Lactation Consultant Examiners (IBLCE).

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A special note for IBCLCs – Please remember to bring your IBCLC ID# with you. The number is an important part of the attendance record that we prepare for IBLCE. Consequently, CERPs cannot be awarded until the number is on file.

Medicine: The Emory Regional Perinatal Center is accredited by the Medical Association of Georgia to provide continuing medical education for physicians.

The Emory Regional Perinatal Center designates this live activity for a maximum of 10.0 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Midwives: American College of Nurse Midwifery (ACNM) specialty credit has been applied for.

Nurses: Emory Regional Perinatal Center is an approved provider of continuing nursing education by the Tennessee Nurses Association, an accredited approver by the American Nurses Credentialing Center’s Commission on Accreditation.

This activity has been designated for a maximum of 10.0 contact hours. Nurses licensed in other states are advised to check with that state regarding reciprocity.

Dieticians: Application has been submitted to the Commission on Dietetic Registration (CDR), the credentialing agency for the Academy of Nutrition and Dietetics, for 10.0 Continuing Professional Education Hours (CPEUs).

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<tr>
<td>2</td>
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<td></td>
<td>4140 Lactation</td>
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<td></td>
<td>5060 Neonates</td>
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<td>6000 Education, Training &amp; Counseling</td>
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Successful Completion: To obtain credit, participants must be registered for the conference, verify the sessions attended, and complete an evaluation form. Attendance Verification and evaluation forms must be turned in at the close of the conference. Certificates will be distributed by e-mail approximately 4-6 weeks after the event.

The conference is “going green” this year by converting to electronic versions only of the speakers’ handouts. Registrants will receive a flash drive when you check-in at the conference. Individual power outlets are conveniently located at each desk space so you can use your laptop or other USB compatible device while it stays charged. Not only will this eliminate the need for a printed paper syllabus, it also provides you with a flash drive for saving your certificate of attendance.

High praise from 2013 attendees!

“This was the 1st time that I have attended this Emory conference. Everything about this production was A+!! (The food, speakers, staff, etc.) Thank you so much!

“Always so much to take in! Really appreciate the resources. It was all wonderful.”

“I truly enjoyed the diversity of topics.”

“Enthusiastic, passionate speakers. Really looking forward to 2014.”

“Loved the enthusiasm of the conference staff! I LOVE THIS CONFERENCE! (5th time here!)"
Christina Smillie, MD, IBCLC, FAAP, FABM
Breastfeeding Resources
Stratford, Connecticut

Dr. Christina Smillie is a Connecticut pediatrician who founded in 1996 the first US private medical practice devoted to breastfeeding medicine. Board-certified in both pediatrics and lactation, she is a Fellow of the Academy of Breastfeeding Medicine. She has served on the ABM Board, the American Academy of Pediatrics Breastfeeding Section, and on La Leche League International’s Health Advisory Council.

Fascinated by how babies and mothers learn, she’s perhaps best known for the DVD, Baby-led Breastfeeding: The Mother Baby Dance. Dr. Smillie speaks nationally and internationally about the clinical management of a wide variety of breastfeeding issues, always stressing the role of the mother/baby as a single psychoneurobiological system and the importance of the innate instincts underlying both maternal and infant competence.

Jenny Thomas, MD, MPH, IBCLC, FAAP, FABM
Pediatrician and Breastfeeding Medicine Specialist
Lakeshore Medical Clinic
Franklin, Wisconsin

Dr. Jenny Thomas is a pediatrician and breastfeeding medicine specialist at Lakeshore Medical Clinic in Franklin, Wisconsin and is Clinical Assistant Professor of Community and Family Medicine and Pediatrics at the Medical College of Wisconsin. She currently serves on the AAP Section on Breastfeeding leadership team as the Chief of the Chapter Breastfeeding Coordinators. She also serves on the Executive Board of the Wisconsin Chapter of the AAP, and is a founder and the current Chairperson of the Wisconsin Breastfeeding Coalition. She is the author of Dr. Jen’s Guide to Breastfeeding. She is a sought after speaker, giving presentations on breastfeeding to any group willing to listen. She has received awards for teaching, advocacy for children, and innovation within her practice and community. She is one of only a few physicians internationally to be recognized as a Fellow of the Academy of Breastfeeding Medicine (FABM) for her expertise on breastfeeding. Dr. Thomas’ interests and research have focused on issues related to the use of social media to support breastfeeding mothers. You can find her on Facebook (Dr Jen 4 Kids and Lakeshore Medical Clinic Breastfeeding Medicine) and on Twitter (@drjen4kids, @LMCbreastfeed)

Kim Baraona, DNP, APRN, CNM
Assistant Professor
Georgia Baptist College of Nursing of Mercer University
Atlanta, Georgia

Amy Gates, RD, CSP, LD
Board Certified Pediatric Nutrition Specialist
Neonatal Intensive Care Unit
Georgia Regents University
Augusta, Georgia

Carol Hendrix, BS, IBCLC, RLC
WIC Breastfeeding Coordinator
North Georgia Health District WIC Program
Dalton, Georgia

Rachel Lipson, MD, IBCLC, FAAP
Attending Neonatologist
Marietta Neonatology
WellStar Kennestone and Cobb Hospital
Atlanta, Georgia

Mary S. Stanford, MS, CCC-SLP
Neonatal Feeding Specialist
Northside Hospital
Atlanta, Georgia

Doctoral Candidate
Department of Biobehavioral Sciences
Teachers College, Columbia University
New York, New York

Pattie Troyan, EdD, APRN, CNM, CNE
Associate Professor
Georgia Baptist College of Nursing of Mercer University
Atlanta, Georgia
MONDAY, March 3rd

7:00-8:00  Registration and Continental Breakfast
8:00-8:10  Welcome
8:10-9:10  Baby-Led Breastfeeding: A Neurobehavioral Model for Understanding How Infants Learn to Feed
            Christina Smillie, MD, IBCLC, FAAP, FABM
Regardless of what we call it -- “the breast crawl,” “self-attachment,” “baby-led breastfeeding,” or “laid-back breastfeeding,” babies are hardwired to breastfeed. We use video to illustrate examples of these innate behaviors, and the instinctive interactions between a mother and her infant that facilitate learning to breastfeed. When the health care provider can support these instincts, learning is easier, and there is less need for the mother’s conscious (and often confused) attention to specific instructions.

9:10-9:30  Break
9:30-10:30  Right Brain Thinking: How Mothers and Babies Think and Why this Matters
            Christina Smillie, MD, IBCLC, FAAP, FABM
How do we explain the remarkably competent behavior we see in babies learning to breastfeed? Recent research has demonstrated the neurophysiologic basis for ordinary intuitive maternal behavior and mother-baby attachment. We’ll look at how the mother’s instinctive responses to her baby’s subtle expressions and movements allow the mother to co-regulate her infant’s state, promoting that mother-baby magic. Understanding this right-brained process can help health care providers better communicate with post-partum mothers.

10:30-11:00  Break
11:00-12:00  Building an Evidence-Based Practice: Substituting Research for Wishful Thinking
            Kim Baraona, DNP, APRN, CNM
            Pattie Troyan, EdD, APRN, CNM, CNE
This session will provide an update on breastfeeding research. Consistent with professional practice, participants will become consumers of the scientific process who critically evaluate and base their care on evidence. Evaluation of provider interventions, clinical outcomes, and patients’ assessment of care will be examined.

12:00-1:15  Buffet lunch (included)
            Jenny Thomas, MD, MPH, IBCLC, FAAP, FABM
Exclusive breastfeeding is a priority for many organizations, yet nearly 25% of infants are supplemented in the first days of life. This session will discuss the role of breastmilk in the development of the neonatal immune system and why exclusive breastfeeding is critical to that process.

2:15-2:30  Break
2:30-3:30  Transforming Perinatal Care: The Baby-Friendly Hospital Initiative
            Rachel Lipson, MD, IBCLC, FAAP
The Baby Friendly Hospital Initiative is a global effort for improving the role of maternity services to enable mothers to breastfeed babies for the best start in life. This session will follow the journey of one facility in developing and evaluating accessible, acceptable, feasible and effective interventions for breastfeeding success. Particular attention will be given to the role of physicians and how to garner their support.

3:30  Recess
TUESDAY, March 4th

7:00-8:00 Registration and Continental Breakfast
8:00-8:10 Welcome
8:10-9:10 Birth Weight, Bilirubin & Blood Sugar: What Do the Numbers Mean for Breastfeeding Infants?
   Jenny Thomas, MD, MPH, IBCLC, FAAP, FABM
Since exclusive breastfeeding is now a national priority, we need to examine the reasons why over 20% of newborns are supplemented within the first days of life. This session will explore three of the more common reasons infants are supplemented in the neonatal period. We will discuss normal physiology, learn how to put the numbers we measure in context, and challenge our current thinking about supplementation for these important neonatal issues.
9:10-9:30 Break
9:30-10:30 Improving Standards for Human Milk Usage in the NICU
   Amy Gates, RD, CSP, LD
Strategies to ensure safe handling and administration of human milk for sick, hospitalized infants are necessary to avoid compromising the integrity of milk and to prevent administration to the wrong patient. Hear the story of one NICU that opened a Milk Lab and increased by 3-fold the number of mothers providing breast milk to their babies. The unique circumstance of the NICU and how to improve outcomes using mother’s milk and Pasteurized Donor Human Milk will be discussed.
10:30-11:00 Break
11:00-12:00 Bridge Over Troubled Waters: Understanding and Ethically Navigating the Generational Divides
   Carol Hendrix, BS, IBCLC, RLC
Since information alone may not help a mother to succeed at breastfeeding, we need to take time to learn our communication style and that of the families we counsel. When communication involves methods used in a digital world, what appropriate cautions can be taken to minimize medicolegal risk?
12:00-1:00 Buffet lunch (included)
1:00-2:00 Developmentally Supportive Interventions for Infants with Disorganized Oral Feeding Skills
   Mary S. Stanford, MS, CCC-SLP
This presentation will review the anatomy and physiology of infant feeding in the healthy preterm, near term and term infant, identify and describe the two types of normal suck patterns and the three types of disorganized suck patterns most often observed by lactation and infant feeding specialists prior to discharge home. Management strategies and interventions to assist mother of infants who are identified with disorganized suck patterns will be discussed.
2:00-2:15 Break
2:15-3:15 Using a Physiologic Approach to Help Mothers with Low Milk Supply
   Jenny Thomas, MD, MPH, IBCLC, FAAP, FABM
When mothers have a low milk supply, we often tend to try many solutions all at once. This session will discuss each step in the growth and development of the breast, and the steps in the production of breastmilk, connecting each to a potential cause for low milk supply. We will place a special emphasis on taking a thorough history and doing a good physical exam in order to best help a mother with low milk supply.
3:15-3:30 Closing and Evaluation
Hotel Accommodations: The Emory Conference Center Hotel, inspired by the architectural design of Frank Lloyd Wright, is surrounded by 26 acres of forest preserve. The convenient location, spectacular landscapes, and exceptional accommodations are a refreshing change from the typical metropolitan city center hotel. Amenities include pools, fitness club, jogging trails, bicycling, and massage and spa services. For the avid exercise enthusiast, the Woodruff Center on campus offers a rock climbing wall, racquetball courts and tennis. There are also several golf courses nearby. Rates are $149 single or double plus 12% state and local tax. When making reservations, please request the special Emory Breastfeeding Conference rate. Rates are applicable for reservations made through February 14, 2014. Reservation requests received after this date will be accepted on a space available basis at the best prevailing rate. Check-in time is 4:00 pm. Check-out time is 12:00 noon.

Map & Directions: Please refer to the Emory Conference Center website listed above.

Airport Shuttle: The hotel is only 15 miles from Hartsfield-Jackson International Airport and should take about 30 minutes travel time depending on traffic. Transportation is available through Atlanta Superior Shuttle which is located at ground transportation center-green 5&6 (across from the taxi stand). One way service is $30. Round trip is $50. Advance reservations are requested. Phone: 770-457-4794 or email: atlantasuperior@aol.com
Parking: Complimentary self-parking is available in either of two areas: (1) a parking deck to the south (right) of the hotel and (2) a small underground garage entered from the left side of the hotel. Please visit the conference registration desk outside Emory Amphitheatre to receive your daily parking voucher. You will need one voucher EACH time your vehicle leaves the deck/garage. An attendant will be posted at both gates at the conclusion of the conference each evening should you need assistance. If leaving prior to the conclusion of the conference, please insert your original voucher followed by the voucher you received at the registration desk into the automatic machine and the gate will open.

Meeting Space: All lecture sessions will be held in the Emory Amphitheatre located on the Garden Level of the Emory Conference Center Hotel.

Buffet Lunch: Only paid registrants displaying an official conference name badge will be allowed free entrance to the dining room for the complimentary daily luncheon.

Attire: Attire is casual. Room temperatures can fluctuate so please dress accordingly. A light jacket or sweater is recommended.

What to Do in Atlanta: Located on the Emory University Campus, the hotel is only 6 miles from downtown Atlanta and close to major shopping and attractions. Sites to consider are the Atlanta History Center, Martin Luther King Center, Carter Presidential Library, High Museum of Art, Centennial Olympic Park, SkyView Atlanta, World of Coca-Cola, CNN Center, Georgia Aquarium, Zoo Atlanta, and much more. For information on things to see and do, visit the following website: http://www.emoryconferencecenter.com/things-to-do/index.cfm
**GENERAL INFORMATION**

**Little Participants:** We love babies! Quiet infants-in-arms are welcome but we regret that we cannot allow babies older than 6 months or any strollers in the conference room. As a courtesy to other participants, we ask moms to sit near an exit and attend immediately to any situation that may distract others, including happy noises. If attempts to quiet your baby are unsuccessful, please leave the session and return when the infant is settled. In order to fully participate in the educational sessions, some mothers find it easier to bring a support person along to provide care for their children outside the meeting room.

**Mother/Baby Room:** A room with comfortable seating will provide privacy to express milk (bring your own pump). Stop by the conference registration desk for location information.

**Special Needs:** Attendees who need special arrangements or who have special needs should call the meeting registrar at 404-778-1464 or attach a note to your registration.

**Commercial Support:** Full notification of commercial support will be provided at the conference. No conference funding is accepted from the makers of breast milk substitutes.

**Disclosure of Financial Relationships:** Emory Regional Perinatal Center seeks to ensure balance, independence, objectivity, and scientific rigor in its educational activities. Conference directors, planning committee members, speakers, and all others who are in a position to control the content of this educational activity are required to disclose all relevant financial relationships with any commercial interest related to the subject matter. A process to resolve conflicts of interest and commercial bias has been implemented. Speakers also will disclose any off-label and/or investigational use of pharmaceuticals or instruments discussed in their presentation. Disclosure of this information will be provided on site so participants may formulate their own judgments regarding the presentation.

**Cancellations:** Cancellation requests received by February 17, 2014 will receive a full refund less a $50 processing fee. Refunds will be processed one month following the close of the conference. No refund will be given for cancellations received after this date; however, you may transfer your registration to a colleague after notification to the conference registrar. If this meeting is cancelled for any reason, including labor strikes or acts of God, liability is limited to a full refund of registration fees.

*Photos courtesy of Zoo Atlanta*
REGISTRATION FORM

25th Annual Conference on Breastfeeding
March 3–4, 2014

Please Print Clearly. Confirmation will be sent via email only.

Full Name __________________________________________________________________

Home Address ______________________________________________________________

City/State/Zip _______________________________________________________________

Daytime Phone ______________________________________________________________

Email ______________________________________________________________________

BADGE INFORMATION: Please enter your information as you would like it to appear on your badge. Use only primary credentials; do not include extraneous information.

First name only _______________________________________________________________

Last name & credentials ________________________________________________________

Employer/Hospital ____________________________________________________________

City & State _________________________________________________________________

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<tr>
<td>□ Both days</td>
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<td>□ Monday, March 3rd only</td>
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<td>□ Tuesday, March 4th only</td>
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Registrations may not be shared

Early Bird Registration must be postmarked by 1/31/14
Late Registration postmarked between 2/1/14 until 2/21/14*
On-Site Registration accepted after 2/21/14*

*No pre-registrations will be accepted after February 21, 2014. After this date you must contact the registrar to see if space is still available. If space is still available you must register onsite.

Ways to Register

Online: Visit our secure website at www.pediatrics.emory.edu/divisions/neonatology/ Only MasterCard and Visa are accepted. An administrative fee of 2.1% will be charged.

Mail: Complete registration form and mail to: Breastfeeding Conference, Emory Division of Neonatology 49 Jesse Hill Jr Drive SE, Atlanta, GA 30303 Include check or money order payable to: Emory Division of Neonatology (FEIN: 58-0566256)

FAX: If your employer is paying your registration fee, phone our registrar at 404-778-1464 for procedure. Please ensure that the check is appropriately identified with your name.

Questions? Contact Jane Hamilton by phone 404-778-1464, or email jhamil2@emory.edu

Registration forms submitted without payment will not be processed. Purchase orders & invoice requests not accepted.
Emory Regional Perinatal Center
Box 26015
80 Jesse Hill Jr Drive, SE
Atlanta, GA 30303

IMPORTANT DATES TO REMEMBER

January 31, 2014
Early Bird Registration deadline

February 14, 2014
Hotel Reservation deadline

February 17, 2014
Deadline to cancel conference registration for a full refund less $50 processing fee.

February 21, 2014
Late Registration deadline
Registrations received after this date processed onsite.

March 3-4, 2014
25th Annual Conference on Breastfeeding