

BREASTFEEDING UPDATE 2010:

Prevention At Its Finest

August 4, 2010

World Breastfeeding Week

**Le Bonheur Children's Hospital
Memphis, Tennessee**

Le Bonheur
Methodist Healthcare
Family Children's Hospital



Memphis Area
Lactation Consultant Association



Course Description

This seminar has been designed to encompass state-of-the-art practices and the latest trends in breastfeeding. A faculty both clinically and academically oriented will address relevant issues and provide valuable information and insight into situations commonly presented to primary care providers and lactation specialists.

Target Audience

This course is designed for regional and affiliate pediatricians, family physicians, obstetricians, nurse practitioners, lactation specialists and other health care professionals interested in updating their knowledge about advances in breastfeeding.

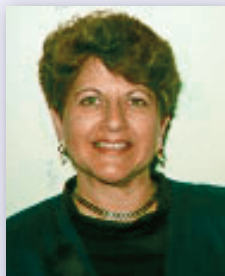
Course Director:

Julie Ware, MD, FAAP, FABM, IBCLC

All Better Pediatrics, Memphis, Tennessee

Planning Committee:

Memphis Area Lactation Association Board Members: Ginger Carney, RD, LDN, IBCLC, RLC, FILCA; Linda McGee, RNC, IBCLC, RLC; Terezie Mosby, MS, RD, LDN, IBCLC, RLC, CSP; Ruth Munday, BSN, RN-BC, IBCLC, RLC; Joni Rose, MS, RD, LDN; Donna Ross, BA, CLC, MBA; and Ashley Smith, RN, IBCLC, RLC



Keynote Speaker:

Miriam Labbok, MD, MPH, FACPM, IBCLC, FABM

Professor, Practice of Public Health
Director, Carolina Global Breastfeeding Institute
University of North Carolina
Chapel Hill, North Carolina

Faculty:

Julie Ware, MD FAAP, FABM, IBCLC

All Better Pediatrics
Memphis, Tennessee

Marilyn Robinson, MD

Associate Professor of Pediatrics
University of Tennessee Health Science Center
Le Bonheur Children's Hospital
Memphis, Tennessee

Marion Hare, MD, MA, BA

Associate Professor of Pediatrics and Preventive Medicine
University of Tennessee Health Science Center
Le Bonheur Children's Hospital
Memphis, Tennessee

Katie Devlin Midgley, MS

Research Associate Community and Policy
The Urban Child Institute
Memphis, Tennessee

Amy Pepke, Attorney at Law

Commercial Litigation Group
Pharmaceutical, Medical Device and Healthcare Industry Group
Adjunct Professor University of Memphis
Humphrey's School of Law
Memphis, Tennessee

Antoinette Holman, MA

Coordinator, ABC All Babies Count
Shelby County Government
Office of Early Childhood & Youth
Memphis, Tennessee
Shelby County Government
Office of Early Childhood & Youth
Memphis, Tennessee

Donna Holmes-Ross, BA, CLC, MBA

Breastfeeding Counselor
Memphis & Shelby County Health Department
Office of Women, Infants & Children Program
Memphis, Tennessee

Objectives

- Discuss the “10 Baby Friendly Steps” for breastfeeding.
- Explore the relationships between contraception and breastfeeding.
- Discuss the evidence and the association of decreased cancer risks through breastfeeding.
- The learner will know and understand the three most common barriers to adapting evidence based practice.
- The learner will know and understand the steps to successful adaptation of evidence based practice.
- The learner will be able to identify risks to the child not being breastfed.

Accreditation

Methodist Le Bonheur Healthcare is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Activity has been submitted to the Tennessee Nurses Association for approval to award contact hours. Tennessee Nurses Association is accredited as an approver of continuing nursing education by the American Nurses Credentialing Centers Commission on Accreditation.

CPE's through the Commission on Dietetic Registration for Registered Dietitians is pending.

CERP's for IBCLC are also pending.

Credit

Methodist Le Bonheur Healthcare designates this educational activity for a maximum of 7 *AMA PRA Category 1 Credits*®.

Physicians should only claim credit commensurate with the extent of their participation in the activity.

Faculty Disclosure

As a provider accredited by ACCME, Methodist Le Bonheur Healthcare must ensure balance, independence, objectivity and scientific rigor in its educational activities. Course director(s), planning committee, faculty, 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 of the educational activity. Safeguards against commercial bias have been put in place. Faculty also will disclose any off-label and/or investigational use of pharmaceuticals or instruments discussed in their presentation. Disclosure of these relevant financial relationships will be published in course materials so those participants in the activity may formulate their own judgments regarding the presentation.



Program Agenda

Wednesday, August 4, 2010

- 7:30 a.m. **Registration / Breakfast**
- 8:00 a.m. **Grand Rounds**
“Prevention 2010”
Dr. Miriam Labbok
- 9:00 a.m. **Break**
- 9:15 a.m. **MALCA Membership Meeting**
- 9:45 a.m. **“Just 10 Steps - Vital to the Baby-Friendly Way”**
Dr. Miriam Labbok
- 11:00 a.m. **“Cultural Disparities in Infant Mortality and Breastfeeding Rates - Is There a Connection?”**
Dr. Miriam Labbok and Antoinette Holman
- 12:00 p.m. **Lunch**
- 1:00 p.m. **“Contraception during Lactation: With or Without Intervention”**
Dr. Miriam Labbok
- 2:00 p.m. **Panel - Local Heroes in Breastfeeding Promotion**
Dr. Marilyn Robinson, Dr. Marion Hare, Amy Pepke, Katie Devlin Midgley and Donna Ross
- 3:00 p.m. **Break**
- 3:15 p.m. **“Responding Locally to Global Issues: Working with the Media”**
Dr. Miriam Labbok
- 4:15 p.m. **Questions, Evaluations, and Adjourn**
- 7:00 p.m. **“The Dream Product for Preventive Health”**
Dr. Miriam Labbok
Additional Fee Required
RSVPs Required to Dr. Julie Ware at julieware2@bellsouth.net
Dinner will begin at 8:00
Paulette’s Restaurant

Tuition

The registration fee is **\$75** for registrants - **\$50.00** for MACLA Members. The registration fee includes course material, breakfast, lunch. Evening event on 8/4 requires extra \$45.00. Full refund will be given for cancellation notice in writing before **July 7**. Cancellations after that date will be assessed a fee. No refunds will be given after **July 20**. Methodist Le Bonheur Healthcare reserves the right to alter, reschedule, or cancel this program should circumstances so dictate. **For further information, call (901) 516-8933 or visit www.methodistmd.org.**

Program Registration Form

Breastfeeding Update 2010: Prevention At Its Finest

August 4, 2010



Name: _____
 MD DO NP PA RN RD MACLA Member Other: _____
Address: _____ City, State, Zip: _____
Phone: () _____ Fax: () _____
Specialty: _____ SS#: _____
(optional - last 4 digits for CME tracking)
Email: _____
Let us know if you have special dietary restrictions: _____

On-line registration available at www.methodistmd.org or mail or fax your completed registration form and tuition to: **Continuing Medical Education, Methodist Le Bonheur Healthcare**
1325 Eastmoreland, Suite 372 • Memphis, TN 38104 • (901) 516-8933 • Fax: (901) 516-8811

Method of Payment

Check for \$ _____ enclosed *(payable to Methodist Le Bonheur Healthcare)*
 Credit Card: Charge \$ _____ to my: AMEX MasterCard VISA Discover
Credit Card #: _____ **CSC#: _____
Card Holder's Name: _____ Exp. Date: _____
(Please print)

Signature: _____
(Card holder signature)

Statement Address: _____ City, State, Zip: _____

** The card security code is a 3 or 4-digit number, which is not part of the credit card number. The CSC is on the back of a credit card (usually in the signature field).

Conference Site

The conference will be held at the Le Bonheur Children's Hospital Auditorium; 50 N. Dunlap Memphis, TN 38105. For your parking convenience, please use the parking garage located behind the Physician Office building at 777 Washington Ave. *(Directly across from Le Bonheur Children's Hospital.)*

A separate presentation will be held on Thursday, August 5 from 12 noon until 1:00 pm. at St. Jude Children's Research Hospital Board Room; 262 Danny Thomas Place. Parking available on-site at no charge.

Recommended Hotel Accommodations

The Westin Beale St.
170 Lt George W Lee Ave. • Memphis, TN 38103
(901) 334-5900 • www.starwoodhotels.com
(Ask for the Breastfeeding Update - Le Bonheur Children's Hospital)

Memphis Attractions

Check out <http://www.memphistravel.com> for a list of attractions and details.