

Program Description

Barriers to successful breastfeeding, either perceived or real, exist, must be addressed and overcome so that mothers can fulfill their desire to breastfeed. Nine out of ten women choose to breastfeed, yet far fewer do so successfully. From one hospital's experience, we will describe the Baby-Friendly Hospital Initiative's Ten Steps to Successful Breastfeeding, discussing strategies to overcome the barriers to achieving the Baby-Friendly Designation. Many advocates have been frustrated at the lack of breastfeeding on the radar of the Joint Commission. In 2010, the Commission's new Joint Commission Perinatal Core Measures and expanded Healthy People 2020 objectives were created. You will learn how these changes occurred in these organizations, and how to use these new national standards to advocate for stronger support for breastfeeding.

Many newborns become jaundiced, but for some, it can be extremely dangerous. In all cases, breastfeeding needs to be supported and good follow-up is required. We will review the pathophysiology of hyperbilirubinemia along with its risk factors. We will discuss recommended practices for prevention and management of hyperbilirubinemia, in both the inpatient and outpatient settings. Early and unnecessary supplementation of the newborn undermines a mother's confidence in her breastfeeding ability. Breastfeeding can be interrupted and discouraged by medical personnel during this time. When newborns are monitored using an effective proven screening tool, breastfeeding and any necessary supplementation can co-exist until the breastfeeding dyad is stable.



Participate in the Breastfeeding Task Force of Greater Los Angeles

Make a contribution:

Your tax deductible contribution helps the Task Force continue the projects that support breastfeeding.

Attend a Task Force meeting: The Task Force meets Quarterly for networking and updates.

Our Upcoming General Meetings:

April 27, 2010

July 27, 2010

8:30am–12pm

SLAHP, 2930 W. Imperial Hwy, Inglewood, CA

TARGET AUDIENCE

Physicians, Registered Nurses, RDs, Nutritionists, Occupational Therapists, CPHWs, Lactation Consultants & Educators, LLL Leaders, Health Educators, Case Managers, Home Visitors, Doulas, Breastfeeding Peer Counselors and others interested in supporting families in the initiation and maintenance of breastfeeding.

Location and Parking

Parking for the public is located on the hospital campus at 15th street and the fee is \$6.00. Leavy Hall is located south of the main hospital (NOT in the hospital). See **Campus Map** link on our website.

Participant Confirmation

Confirmation by e-mail will be sent to participants providing an e-mail address. No other confirmation will be sent.

Cancellation Policy

Written cancellations received **one week** prior to the event will be granted subject to a \$5 fee. No refunds after this date.

Overcoming Barriers to Breastfeeding

Breastfeeding Task Force of Greater Los Angeles presents:

Featured Speakers:

**Carol Suchy,
RN, BSN, IBCLC**
**Barbara M. Tcheng,
MD**
**Elaine Robertson,
IBCLC**

California Hospital Medical Center
Leavy Hall
1401 S. Grand Ave
Los Angeles, CA 90015

Date: March 17, 2010
Time: 9:00 AM to 3:30 PM

Co-sponsored by:
California Hospital Medical Center
Community Perinatal Network and
PHFE, NEVHC, & SLAHP
WIC Programs

Agenda

- 9:00 Registration
- 9:30 **The Path to Baby-Friendly: A Hospital's Story of Success**
- 10:45 Break
- 11:00 **Hot of the Press: New Joint Commission Perinatal Core Measure for Breastfeeding and Healthy People 2020 Objectives**
- 12:15 Lunch
- 12:30 **Hyperbilirubinemia and Breastfeeding**
- 1:45 Break
- 2:15 **Identification, Prevention, and Management of the Potential Hyperbili Newborn**
- 3:30 Adjourn

Objectives

Following the presentations, participants will be able to:

- Describe the paradigm shift of the hospital environment to support the Baby-Friendly Hospital Initiative: Ten Steps to Successful Breastfeeding
- Explain how breastfeeding fits into the new Joint Commission Perinatal Care Core Measures
- Assess an infant's risk for hyperbilirubinemia
- Describe four different methods of supplementation whilst maintaining optimal breastfeeding

Carol Suchy RN, BSN, IBCLC



Manager of Outpatient Perinatal Services, St. Joseph's Hospital

Barbara M. Tcheng, MD



Pediatric Resident, UCLA

Elaine Robertson, IBCLC



Lactation Consultant, St. John's Medical Center/Lactation Station

Continuing Education Credits

Nurses: The Community Perinatal Network is an approved provider by the California Board of Registered Nursing. This course offers 6 contact hours of continuing education. CPN's provider number is CEP 14797. Licensee must maintain certificate for a period of four years.

Lactation Consultants: The Breastfeeding Task Force of Greater Los Angeles is an approved provider by the International Board of Lactation Consultant Examiners. This course offers 5 L CERPs. CERP application will be submitted.

CHES: The National Commission for Health Education Credentialing, Inc. designates Los Angeles County Department of Public Health, Health Education Administration (LACDPH/HEA) as a provider of continuing education contact hours (CECH) in health education (Provider number MEP 2460). Certified Health Education Specialists (CHES) may receive up to 5 Category I CECH for this event.

Registered Dietitians: maintain a copy of the agenda and certificate for CPEs for their Professional Development Portfolio.

Registration Fees

Registration includes continental breakfast, lunch, syllabus, and continuing education credit

Prior to Mar 9th	\$90
On or after Mar 10th/at the door	\$100

Registration Form - March 17, 2010

Registration	Price
<input type="checkbox"/> Early Bird up to 3/9/10	\$90
<input type="checkbox"/> General on 3/10 or after	\$100
<input type="checkbox"/> Tax deductible Contribution	\$_____

Total: _____

Name

Job Title

Company/Hospital

Billing Address

Billing City, ZIP

Email address

Phone

License No

Method of Payment

- Check
- Visa
- MasterCard

Credit Card #

Exp. date

Signature

Security Code

Billing ZIP

Register online at www.breastfeedla.org or

Complete this registration form and either
Fax this registration form to (213) 596-5776, **OR**
Mail Registration Form and check(s) Pay to:
 BTFGLA, 1821A Speyer Lane, Redondo Beach, CA,
 90278