

# BREASTFEEDING 2011

*in the Bay State* **October 3**

Massachusetts Medical Society Headquarters, 860 Winter Street, Waltham, MA

## COSTS:

General registration (full day) \$125

Physicians or midwives seeking CME (full day) \$150

**Register online at [www.massbreastfeeding.org](http://www.massbreastfeeding.org) or by mail below.**

(Must be written legibly to receive continuing education credits)

Name \_\_\_\_\_

Daytime phone number \_\_\_\_\_

Mailing address \_\_\_\_\_

Email address \_\_\_\_\_

## OCCUPATION:

Childbirth educator  Doula  Lactation consultant

Medical student  Midwife (License #: \_\_\_\_\_ State: \_\_\_\_\_)

Nurse (specialty) \_\_\_\_\_ License # \_\_\_\_\_ State: \_\_\_\_\_

Nurse practitioner (specialty) \_\_\_\_\_ License number \_\_\_\_\_ State: \_\_\_\_\_

Nutritionist/Dietitian  Physician (specialty) \_\_\_\_\_

WIC peer counselor  Other \_\_\_\_\_

Affiliation: \_\_\_\_\_

## AFTERNOON BREAKOUTS:

*Session 1—pick one*

Throw Out the Cookbook: Individualizing Care Using Systematic Assessment and Treatment Probes

The First Hour: A Look at the 9 Stages of Skin to Skin

RN skills workshop, part 1

MD workshop, part 1

Nipple Nuances: From Pain to Peppermint and What the Textbooks Don't Cover

RN skills workshop, part 2

MD workshop, part 2

Ethical Issues Around Breastfeeding: Access to Care and Informed Consent

**Registration Deadline: September 26, 2011. Space is limited.**

check enclosed. Make checks payable to Massachusetts Breastfeeding Coalition and mail check and registration form to: Mass Breastfeeding Coalition, 254 Conant Rd., Weston, MA 02493

No registration will be accepted without advance payment.

**Refund policy:** Refunds are available up until Sept. 26, 2011. Any refunds will be given by check, minus a \$10 handling fee.

Photo: © Joan Beard 2010

# BREASTFEEDING *in the Bay State* 2011

**CATHY WATSON GENNA, BS, IBCLC**

*Keynote Speaker*

*The Non-Latching Infant: The First 48 Hours and Beyond*

## AFTERNOON WORKSHOPS

*for Physicians and Nurses*

Monday, October 3, 2011, 8:30–5:00

Massachusetts Medical Society Headquarters,  
860 Winter Street, Waltham, MA

**Jointly Sponsored by:** Massachusetts Breastfeeding Coalition, University of Massachusetts Medical School Office of Continuing Medical Education, Massachusetts Section of American Congress of Obstetricians and Gynecologists

This activity has been approved for AMA PRA Category 1 credit™  
For physicians, 7.2 Contact Hours for nurses, Earn up 7 L-CERP and 1.25 E-CERP.

Photo: © Joan Beard 2010



## Afternoon Workshops

*for Physicians and Nurses*

Jointly sponsored by Massachusetts Breastfeeding Coalition, University of Massachusetts Medical School Office of Continuing Medical Education, Massachusetts Section of American Congress of Obstetricians and Gynecologists.

**Breastfeeding**  
*in the Bay State*  
**2011**

**Massachusetts**  
**Breastfeeding**  
**Coalition, Inc.**  
[www.massbreastfeeding.org](http://www.massbreastfeeding.org)  
254 Conant Road  
Weston, MA 02493



**Who should come?** Physicians, nurses, nurse-managers, childbirth educators, midwives, nurse practitioners, physician assistants, nutritionists, doulas, lactation consultants, public health advocates, health care students, volunteers

**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 credits:** This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of the Univ. of Mass. Medical School Office of Continuing Medical Education (UMMS-OCME) and Mass. Section of American Congress of Obstetricians and Gynecologists. The UMMS-OCME is accredited by the ACCME to provide continuing medical education for physicians. The Univ. of Mass. Medical School designates this live educational activity for a maximum of 7 AMA PRA Category 1 Credits(s)<sup>™</sup>. Physicians should only claim credit commensurate with the extent of their participation in the activity. 1.25 credits meet the criteria of the Massachusetts Board of Registration in Medicine for risk management study.

**Nurse CEUs:** This presentation conforms to continuing education requirements under 244 CMR 5.00 for 7.2 contact hours for Registered Nurses.

**Lactation Consultant CERPs:** Approved for 13.5 L-CERPs and 1.25 E-CERPs.

**Registered Dietitian CEUs:** Registered Dietitians receive a certificate of attendance.

The low registration fee has been made possible by the generous educational grants from the following organizations: Brigham and Women's Hospital, Depts. of Newborn Medicine and OB-GYN and Mass. General Hospital, Dept. of OB-GYN.

**Registration:** Registration and seating is on a first-come, first-served basis. Later arrivals might be seated in an overflow room with video for the morning sessions. If you would like to confirm your registration or have questions about the program, please contact [conference@massbreastfeeding.org](mailto:conference@massbreastfeeding.org), or (781) 893-3553. Register online at [www.massbreastfeeding.org](http://www.massbreastfeeding.org), or fill out registration form below and send it with a check to 254 Conant Road, Weston MA 02493. Make checks payable to Massachusetts Breastfeeding Coalition.

**Refund policy:** Refunds are available up until Sept. 26, 2011. Any refunds will be given by check, minus a \$10 handling fee.

**Directions** Massachusetts Medical Society Headquarters, 860 Winter Street, Waltham Woods Corporate Center, Waltham, MA 02451-1411. (800) 322-2303. Please park near the Conference Center side entrance. Directions are available at [www.massmed.org](http://www.massmed.org).

**Public Transportation:** Take the Alewife Shuttle from the Alewife MBTA Station to MMS Headquarters.

**Hotel Accommodations:** Doubletree Guest Suites Hotel, 550 Winter St., Waltham (781) 890-6767.

# BREASTFEEDING

in the Bay State

## OCTOBER 3 2011

### MORNING

7:30–8:20 Registration

8:30–10:00 **The Non-Latching Infant:  
The First 48 Hours and Beyond**  
*Cathy Watson Genna, BS, IBCLC*

10:00–10:15 Break

10:15–11:15 **Breastfeeding Outside The Box**  
*Kim Barbas, BSN, RN, IBCLC*

11:15–12:15 **Your Burning Questions**  
(Panel discussion of previously submitted Questions)  
*Cathy Watson Genna, BS, IBCLC*  
*Kim Barbas, BSN, RN, IBCLC*  
*Hafsatou Diop, MD, MPH*

12:15–1:15 Lunch and awards

### AFTERNOON BREAKOUT SESSIONS

SESSION 1—1:15–2:30

A) **Throw Out the Cookbook: Individualizing Care Using Systematic Assessment and Treatment Probes**  
*Cathy Watson Genna, BS, IBCLC*

B) **The First Hour: A Look at the 9 Stages of Skin to Skin (Includes C-Sections!)**  
*Kathy Abbott, IBCLC*

SESSION 2—2:45–4:00

A) **Ethical Issues Around Breastfeeding: Access to Care and Informed Consent**  
*Naomi Bar-Yam, PhD*

B) **Nipple Nuances: From Pain to Peppermint and What the Textbooks Don't Cover**  
*Marsha Walker, RN, IBCLC*



Photo courtesy Jack Newman

### AFTERNOON WORKSHOPS

for *PHYSICIANS* and *NURSES*  
1:15–4:00 (with break)

#### RN WORKSHOP

**Lessons from the Frontlines: What Mothers and Babies Have Taught Us**  
*Gail Levy, RN, IBCLC*

#### PHYSICIAN WORKSHOP

**What Every Physician Needs to Know About Breastfeeding—  
An Afternoon Workshop by Physicians for Physicians**  
*Barbara L. Philipp, MD, FAAP, FABM: A Public Health View and What to Expect*  
*Lauren Hanley, MD, FACOG: Breastfeeding: An OB View*  
*Melissa Bartick, MD, MSc: Medications and Breastfeeding*

#### SPECIAL LECTURE 4:10–5:10

**Moving Massachusetts Forward: Advancing HP2020 in Massachusetts**  
*Lizzie Harvey, MPH and Hafsatou Diop, MD, MPH*  
Massachusetts Dept. of Public Health

#### ANNUAL MEETING 5:20–7:20

Join us immediately following the conference for our annual meeting. A light dinner will be served.

*Submit your "burning question(s)" to the panel by mail with your registration or to [questions2011@massbreastfeeding.org](mailto:questions2011@massbreastfeeding.org).*

