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

presents the

27th Annual Conference on
Breastfeeding
Promoting and Protecting Babies’ Health

EMORY CONFERENCE CENTER
1615 CLIFTON ROAD
ATLANTA, GEORGIA

March 14-15, 2016

in collaboration with
American Academy of Pediatrics - Georgia Chapter
Children’s Healthcare of Atlanta
DeKalb Medical
Emory University Hospital Midtown
Emory University Nell Hodgson Woodruff School of Nursing
Grady Health System
Northside Hospital
WellStar Health System
JOIN US IN ATLANTA

The 27th 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

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

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

Maeve Howett, PhD, APRN, CNP-Ped, IBCLC, RLC
Associate Clinical Professor
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Jacqueline (Jackie) Jackson, RN, BSN, IBCLC, RLC
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Regional Outreach Coordinator
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Assistant Professor of Pediatrics
Emory University School of Medicine

Katie Smillie, CNM, IBCLC
Lactation Consultant
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Arlene Toole, BS, IBCLC, RLC
EPIC Breastfeeding Program Director
American Academy of Pediatrics – Georgia Chapter

Nancy Wagner, RNC-NIC, IBCLC, RLC
Staff Nurse Leader
Children’s Healthcare of Atlanta at Egleston

Photos courtesy of Georgia Department of Economic Development
DESCRIPTION

Purpose: To protect, promote, and support breastfeeding by providing up-to-date information and evidence-based strategies for those working with breastfeeding families.

Objectives:
- Identify three traditions or beliefs within the Hispanic community that impact breastfeeding.
- Identify 10 key areas where health care professionals may be mistaken counseling Hispanic families.
- Describe how evolving scientific evidence and known ethical principles intersect in policy at all levels (hospital, local, national and international) to change breastfeeding practice, and ultimately, culture.
- Describe development of the gut microbiome and the different influences that affect both development and maintenance of the microbiome in health and disease states.
- Evaluate the appropriate use of donor breast milk in the “at-risk” neonatal population.
- Cite the rationale for developing standardized practices around human milk nutrition and list the ways that they can create best practices around human milk nutrition in the NICU.
- Describe an approach to physician education which enables effective support of breastfeeding and identify resources to aid in physician education.
- Advocate for licensure of IBCLCs based upon a clear understanding of the impact of licensure on reimbursement and equal access to the services of IBCLCs.
- Develop an understanding of how our observation of the autonomic, motor, state/attention and regulatory systems can support the developing relationship of parent and child.
- Develop strategies to overcome barriers to exclusive breastfeeding.
- Describe specific evidence-based guidelines for the evaluation and management of the woman with substance use or a substance use disorder who is considering breastfeeding.
- Identify at least four factors that influence human milk production.

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: Application for CERPs has been submitted to the International Board of Lactation Consultant Examiners (IBLCE).

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 IBCLE. Consequently, CERPs cannot be awarded until the number is on file.

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

Emory Regional Perinatal Center designates this live activity for a maximum of 12.0AMA 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 12.0 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 12.0Continuing Professional Education Hours (CPEUs). Learning Codes: 4130 Pregnancy; 4140 Lactation; 5060 Neonates; 6000 Education, Training & Counseling. CPE Level:2

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.

Session handouts: In an effort to contain registration cost, a printed syllabus will not be provided. Handouts will be available for download beginning one week prior to the conference for registered attendees. The login instructions for accessing the handouts will be included in your conformation e-mail. A paper syllabus may be requested at the time of your registration for an additional cost of $50.

HIGH PRAISE FROM 2015 ATTENDEES!

“As always – a stimulating, interactive and thought-provoking conference!”

“The conference was absolutely wonderful! It is my third year attending and I am always delighted that I came to Emory’s Breastfeeding meeting! Thank you!”

“Great conference! This is my 6th year coming. You always present the latest & greatest. Thank you!”

“Excellent conference. Very well organized. Excellent speakers. I appreciate the influx of updated information to improve my practice. Thank you!”

“This is a wonderful conference. Practical information for everyday use.”
Leah S. Aldridge, JD, IBCLC, RLC  
Principal, Atlanta Breastfeeding Consultants, LLC  
Board President, Healthy Mothers, Healthy Babies Coalition of Georgia, Inc.  
Atlanta, Georgia

Josefina Arvizu-Villela, CLC  
Nutritionist  
Cherokee County Health Department  
Canton, Georgia

Claire Cutler Eden, BA, IBCLC  
Principal, Atlanta Breastfeeding Consultants, LLC  
Lactation Consultant, Children's Healthcare of Atlanta at Egleston  
Atlanta, Georgia

Kathy Frankel, RPT, MS  
Registered Physical Therapist  
Member, NIDCAP Federation  
Staff, Children's Healthcare of Atlanta at Egleston  
Atlanta, Georgia

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

Heidi E. Karpen, MD, FAAP  
Assistant Professor of Pediatrics  
Associate Director, Neonatal-Perinatal Medicine Fellowship Program  
Emory University School of Medicine  
Atlanta, Georgia

Jae H. Kim, MD, PhD, FAAP  
Professor of Clinical Pediatrics  
Director, Neonatal-Perinatal Medicine Fellowship Program  
Nutrition Director, SPIN Program  
Divisions of Neonatology & Pediatric Gastroenterology, Hepatology and Nutrition  
UC San Diego / Rady Children's Hospital San Diego  
San Diego, California

Kathleen A. Marinelli, MD, IBCLC, FABM, FAAP  
Neonatology and Connecticut Human Milk Research Center  
Connecticut Children's Medical Center  
Associate Professor of Pediatrics, University of Connecticut School of Medicine  
ILCA Board of Directors  
Chair, Baby-Friendly USA NICU Initiative  
Co-Medical Director, Mother's Milk Bank Western Great Lakes  
Protocol Chair, Academy of Breastfeeding Medicine  
Hartford, Connecticut

Joan Younger Meek, MD, MS, RD, FAAP, FABM, IBCLC  
Chair, United States Breastfeeding Committee  
Chair, Section on Breastfeeding of the American Academy of Pediatrics  
Associate Dean for Graduate Medical Education  
Professor, Clinical Sciences  
Florida State University College of Medicine  
Tallahassee, Florida
MONDAY, March 14th

7:00-8:00  Registration and Continental Breakfast
8:00-8:10  Welcome
8:10-9:10  Traditions and Beliefs in the Hispanic Culture
           Josefina Arvizu-Villela, CLC
The Hispanic population is one of the fastest growing ethnic groups in this
country. Hispanic culture is rich in tradition and beliefs which may conflict
with traditional medical practice and recommendations they receive regarding
breastfeeding. Understanding some of these cultural issues, and integrating them
into medical care plans where appropriate, will help medical professionals
increase compliance and patient satisfaction in their Hispanic patients.

9:10-9:20  Break
9:20-10:20 Put Your Best Language Forward: Counseling Hispanic Moms
           Carol Hendrix, BS, IBCLC, RLC
Reaching a different cultural group can be challenging. Why are they not following
my advice? How can I get them to warm up to me? How can I improve? Participants
will be able to analyze their own counseling skills specific to Hispanic families.

10:20-10:30  Break
10:30-11:30 Policy Drives Practice: How Ethics and Evidence Intersect to Change Behavior
             Kathleen A. Marinelli, MD, IBCLC, FABM, FAAP
Policy drives practice, and practice changes behavior. It follows that evidence-based,
ethical breastfeeding policy will change behavior in the direction of best practices
that should change behavior for the better in terms of health outcomes. We will
explore this topic through some of the recent issues and their ethical implications
with the speaker’s own experience such as donor milk banking, the Baby-Friendly
NICU and the Affordable Care Act.

11:30-12:30 Buffet lunch (included)
12:30-1:30  Secrets to Building and Maintaining a Robust Gut Microbiome in Health and Disease
           Jae H. Kim, MD, PhD, FAAP
The gut microbiome is an important exogenous metabolic engine that
works symbiotically with the human host. Infants are at high risk of poorly
developing their initial gut microbiome and therefore may predispose
themselves to a lifelong risk of unhealthy outcomes. A better understanding
of how the gut microbiome works is essential to changing one’s approach
to the preterm and term newborn.

1:30-1:40  Break
1:40-2:40  Don’t “Got Milk”? The Role of Donor Milk for the At-Risk Infant
           Heidi E. Karpen, MD, FAAP
Although breast milk is considered the ideal source of nutrition for all
infants, the birth of an “at-risk” infant often presents multiple barriers to the
 provision of sufficient maternal milk. The impact of an exclusive human milk
diet in the preterm population has been well documented, but the use of
donor milk for other “at-risk” neonatal populations has been less vigorously
studied. This presentation will review the most recent data, as well as
ongoing clinical trials, utilizing an exclusive human milk diet in this
population.

2:40-2:50  Break
2:50-3:50  Supporting Premature Infant Nutrition in the NICU
           Jae H. Kim, MD, PhD, FAAP
The preterm infant has been surviving at an all-time rate and have
accompanying high risk for long-term morbidities. Nutrition is the cornerstone
to improving the general health and gut specific health of these vulnerable
infants. A number of systematic practices that can greatly influence
the early health outcomes of the preterm infant will be reviewed.

3:50-4:00  Recess
TUESDAY, March 15th

7:00-8:00  Registration and Continental Breakfast
8:00-8:10  Welcome
8:10-9:10  Growing Doctors Who are Breastfeeding Friendly... and Knowledgeable
          Joan Younger Meek, MD, MS, RD, FAAP, FABM, IBCLC
          Physicians function as members of an inter-professional team, and all members of the team need to communicate effectively and contribute to the professional development of one another. Suggestions will be given to facilitate improved communication with those physicians who are less supportive of breastfeeding and collaboration with those that are breastfeeding friendly. The presentation will outline references which provide guidance for physician education in human lactation and breastfeeding support. Specific suggestions for activities that can be incorporated in medical education to improve knowledge, skills and attitudes of physicians and enable physicians to either provide anticipatory guidance, preventive services, or diagnosis and treatment of complications of breastfeeding.

9:10-9:20  Break
9:20-10:20 For Love and Money: How to Do What You Love and Get Paid
           Leah S. Aldridge, JD, IBCLC, RLC
           Breastfeeding initiation is at an all time high in most states but rates of duration lag far behind. Access to breastfeeding support outside of the hospital is limited. The IBCLC profession is not growing sufficiently to match need and most IBCLCs find it difficult to ethically navigate the ever-changing landscape of payment and insurance reimbursement. This presentation will briefly review current reimbursement practices for IBCLCs and highlight the important intersection of licensure and reimbursement. Finally, an update on the national and Georgia movements for licensure of IBCLCs will be presented.

10:20-10:30 Break
10:30-11:30 Relationship: The Window into Supporting Breastfeeding
             Kathy Frankel, RPT, MS
             This lecture will focus on how the developing systems in a baby influence the responsiveness of mothers. These developmental processes directly impact the process of breastfeeding as the mother learns about her baby through nurturing. In closely looking at the science behind interactions between mothers and babies, the clinician will take away strategies to improve relationships through gentle coaching and support.

11:30-12:30 Buffet lunch (included)
12:30-1:30  Exclusive Breastfeeding: Why and How?
             Joan Younger Meek, MD, MS, RD, FAAP, FABM, IBCLC
             Health care professionals need to understand the rationale for exclusive breastfeeding and be able to interpret the evidence supporting exclusive breastfeeding. Many barriers make exclusive breastfeeding challenging for women and both the health care and community systems need to provide frameworks that support women in their desire to breastfeed. In addition, medical professionals should recognize the risks of inappropriate formula supplementation and should respect patient/parent wishes in their desire to exclusively breastfeed.

1:30-1:40  Break
1:40-2:40  Substance Use, Abuse and Breastfeeding: What is Known and Still to Know?
           Kathleen A. Marinelli, MD, IBCLC, FABM, FAAP
           Illicit drug use and legal substance use/abuse remain a significant problem among women of childbearing age. Despite the myriad factors that may make breastfeeding a difficult choice for women with substance use disorders, drug-exposed infants, who are at a high risk for an array of medical, psychological, and developmental issues, as well as their mothers, stand to benefit significantly from breastfeeding. We will discuss in depth what is currently known about the epidemiology of this problem, specific substances, and recommendations with thought given toward need for further research.

2:40-2:50  Break
2:50-3:50  The Magic of Milk Supply
           Claire Cutler Eden, BA, IBCLC
           Many breastfeeding mothers are concerned about making enough milk to nourish their babies, and circumstances often interfere with the establishment of a full milk supply. This presentation will examine what factors influence milk production and how those who assist with breastfeeding and healthcare providers can advise mothers who wish to increase or decrease milk production.

3:50-4:00  Closing & Evaluations
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 $154 single or double plus 15% state and local tax. When making reservations, please request the special Emory Breastfeeding Conference rate. Rates are applicable for reservations made through February 19, 2016. 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 S&G (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
Little Participants: 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 funding, donations nor support of any kind will be accepted from sources that do not comply with the *International Code of Marketing of Breastmilk 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.

Preregistration is required; the preregistration deadline is March 4, 2016. Payment must accompany the registration form for it to be processed. Once registration has been processed, a confirmation letter will be emailed. **PLEASE NOTE:** Your Registration is not complete if you do not receive a confirmation letter. If you do not receive a confirmation letter within ten (10) business days of sending your registration, please call 404-778-1464 or email jhamil2@emory.edu.

Please present the confirmation letter when checking in at the meeting registration desk.

Cancellations & Substitution: Cancellation requests received by **February 26, 2016** 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 canceled for any reason, including labor strikes or acts of God, liability is limited to a full refund of registration fees.
REGISTRATION FORM

27th Annual Conference on Breastfeeding
March 14-15, 2016

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 _________________________________________________________________

I day* 2 days
Check one:  
☒ Monday, March 14th
☒ Tuesday, March 15th

☐ Early registration (before 2/12/16) $200 $300
☐ Late registration (2/13/16 until 3/4/16) $225 $350
☐ On-site registration † $250 $400
☐ Downloadable handouts FREE FREE
☐ Printed session handouts + $ 50 + $ 50

Total

* Registrations may not be shared
† No registration will be accepted after March 4, 2016.
After this date you must contact the registrar to see if space is still available.

Ways to Register

Online: Visit www.pediatrics.emory.edu/divisions/neonatology/

Only MasterCard and Visa are accepted
Administrative fee of $0.99 plus 3.5% of the ticket price will be charged

Mail: Registration form with check made out to “Emory Division of Neonatology”

ATTN: Breastfeeding Conference, Emory Division of Neonatology

49 Jesse Hill Jr Drive SE, Atlanta, GA 30303

FAX: Phone our registrar at 404-778-1464 for procedure.

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

February 12, 2016
Last day for early registration

February 19, 2016
Last day for discounted hotel rate

February 26, 2016
Last day to cancel

March 4, 2016
Last day for registration
Handouts available online for download

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