

Registration Information

Space is Limited! Register Now!



California Breastfeeding Summit
January 27-28, 2011
Radisson Hotel Sacramento

***Supporting Breastfeeding in the
Hospital and Community:
Practical Solutions that Work!***

Please join us for the California Breastfeeding Summit-***Supporting Breastfeeding in the Hospital and Community: Practical Solutions that Work!*** The Summit is an opportunity to join professionals throughout California who are working in their communities to improve infant, family, and community health.

Overcome obstacles to implementing evidence-based policies and practices that support breastfeeding and foster productive partnership between hospitals and community agencies.

Plenary Speakers!

- **Celeste Milton**, MPH, BSN, RN, Association Project Director—Center for Performance Measurement, **The Joint Commission, Taking on the Perinatal Care Core Measures**
- **Jane Heinig**, PhD, IBCLC, Academic Administrator, **UC Davis Human Lactation Center, State Breastfeeding Rates and Addressing Maternal Request for Formula**
- **Trish MacEnroe**, BS, CLC, Executive Director, **Baby-Friendly USA, Misinformation and Myths of Baby-Friendly**
- **Debra Bingham**, DrPH, RN, LCCE, Vice President of Research, Education, and Publications, **Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN)**

Special 10% discount on registration for hospitals and organizations sending three or more people to the summit!

Summit Sponsors



California Breastfeeding Coalition
Working Together For A Healthier California



WOMEN, INFANTS & CHILDREN



CALIFORNIA
W I C
ASSOCIATION
WORKING FOR BETTER HEALTH





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Summit Goals

- Establish exclusive breastfeeding as the norm and the default for infant feeding in all California hospitals
- Establish the importance of breastfeeding policy
- Provide tools and resources to implement evidence-based maternity care policies and practices that increase exclusive breastfeeding
- Strengthen community partnerships to provide breastfeeding support throughout the continuum of care

Summit Objectives

After attending the conference, participants will be able to:

1. List two reasons for the addition of “Exclusive Breast Milk Feeding” to The Joint Commission’s new Perinatal Care Core Measure Set.
2. List two sources of statewide breastfeeding data.
3. List at least three Baby-Friendly Hospital Initiative steps.
4. Describe two strategies that can be used to address the real reasons for maternal request for infant formula.
5. Identify two current maternity quality of care issues which can be addressed by their agency.

Who Should Attend?

- Hospital administration and staff working to implement maternity policies and practices that increase exclusive breastfeeding
- Managers and health professionals who want tools to collect data needed to comply with The Joint Commission’s new Perinatal Care core measure on exclusive breast milk feeding
- Health care providers who want cutting edge evidence-based tools, resources and messages to support their breastfeeding patients
- Policy makers who want to know the facts about how exclusive breastfeeding impacts community health and reduces costs
- Community breastfeeding support organizations and public health professionals who want to partner with hospitals to support breastfeeding

Continuing Education

A maximum of continuing education units have been applied for each discipline:

- Bay Area Lactation Associates, co-sponsor, approved by the California Board of Registered Nursing, Provider # 11333 for 14.4 contact hours
- California WIC Association, co-sponsor, provider of International Board of Lactation Consultant Examiners 12 CERPs
- California WIC Association, co-sponsor, provider of Commission on the Dietetic Registration 14 CPE hours



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Summit Program at a Glance

Thursday, January 27, 2011

- 7:00 AM Registration
8:00 AM Continental Breakfast
9:00 AM **Plenary Session**
- *Why Hospitals Should Take on the Perinatal Care Core Measures Set, Specifically the Exclusive Breastfeeding Measure*
 - *The State of California's Breastfeeding Rates: In the Hospital and Beyond*
- 11:45 AM Lunch
12:15 PM **Plenary Session**
- *Baby-Friendly Hospital Initiative: Misinformation and Myths*
- 1:15 PM Special Recognition of California Baby-Friendly Hospitals
2:00 PM **Concurrent Workshop Tracks**
- **Quality Improvement:** *Interpreting Breastfeeding Data to Improve Practices in Infant and Nutrition Care*
 - **Baby-Friendly Implementation:** *Understanding the Baby-Friendly 4-D Pathway*
 - **Community Partnerships:** *Utilizing WIC to Enhance Hospital Breastfeeding Policies and Practices*
- 3:30 PM **Concurrent Workshop Tracks**
- **Quality Improvement:** *No Data, No Dinero: Generating Hospital Maternity Data for Improved Policy Implementation*
 - **Baby-Friendly Implementation:** *Swimming Upstream: How do I get the Baby-Friendly Process Started*
 - **Community Partnerships:** *Meeting The Joint Commission Recommendations When Mom is Unable to Provide Milk*
- 5:00 PM Exhibit Show Kickoff & Reception
5:00 PM Local Hospital, Breastfeeding Coalition and WIC Agency Sharing
7:00 PM Adjourn

Friday, January 28, 2011

- 7:00 AM Registration
7:00 AM Continental Breakfast
7:30 AM Exhibit Show and Agency Sharing Viewing
8:00 AM **Concurrent Workshop Tracks**
- **Quality Improvement:** *Putting Together the Nuts and Bolts of Breastfeeding Maternity Quality Improvement*
 - **Baby-Friendly Implementation:** *Tackling the Challenges of Becoming Baby-Friendly: Staff, Physician, and Parent Education*
 - **Community Partnerships:** *Building Hospital Consortiums to Improve Breastfeeding Policies*
- 9:30 AM Exhibit Show and Agency Sharing Viewing
10:15 AM **Concurrent Workshop Tracks**
- **Quality Improvement:** *Hands On: Facilitating a Maternity Quality Improvement Action Plan for Your Facility*
 - **Baby-Friendly Implementation:** *Getting Solid Outcomes from a SOFT Approach: 12 Hospitals Work Together to Achieve Baby-Friendly*
 - **Community Partnerships:** *Funding Models for Hospital Breastfeeding Support Services*
- 11:45 AM Lunch
12:30 PM **Plenary Session**
- *Supporting Exclusive Breastfeeding During the Hospitals Stay: Addressing Reasons for Mothers' Request for Formula*
 - *Call to Action—Senator Pavley (invited)*
 - *The Route to Change: Striving for Best Outcomes*
- 3:15 PM Closing/Evaluation
3:30 PM Adjourn



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Summit Location

The location of the CA Breastfeeding Summit is the Radisson Hotel Sacramento. This resort-like hotel is located just minutes from the California State Capitol, Sacramento International Airport and a short drive from many attractions.

Radisson Hotel Sacramento

500 Leisure Lane

Sacramento, CA 95815

Tel: 916-922-2020 or 800-333-3333

Special room rates are available: \$84 single, \$104 double, \$124 triple and \$144 quad, exclusive of local taxes and fees. **Deadline to receive a special room rate is December 27, 2010.**

Call the Radisson now at 916-922-2020 to reserve your room and mention the California Breastfeeding Coalition Summit.

Transportation

Go to the Sacramento International Airport website for information about ground transportation to the Radisson Hotel from the airport at <http://www.sacairports.org/int/parking/index.html>.

The Radisson has a Shuttle Service that is available within a five square miles radius, based on availability.

On-site parking at the Radisson is complimentary.

Registration

Two-Day Early Bird Registration	\$250.00	After December 27, 2010	\$300
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Registration includes all sessions, continental breakfast, luncheons, and evening reception.

One-Day Early Bird Registration	\$150.00	After December 27, 2010	\$200
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Registration includes all sessions for one day, continental breakfast, lunch, and evening reception (first day only).

A **special 10% discount** will be given to hospitals/organization that register three or more people to attend the summit. Email Robbie to request the discount code with a list of the names of the people attending.

Register at <http://cabreastfeedingsummit.eventbrite.com>.

All registration is online. Credit cards and checks will be accepted for payment.

Refunds: Requests for refunds must be in writing and postmarked no later than December 27, 2010.

Contact: If you have questions, please contact Robbie at robbie@californiabreastfeeding.org.