

Increasing Breastfeeding Knowledge and Introduction to the Baby Friendly Provider Program

Satellite Conference and Live Webcast

Wednesday, September 16, 2020, 1:00-2:30 p.m. (Central Time)

2:00-3:30 p.m. (Eastern) • 12:00-1:30 p.m. (Mountain) • 11:00 a.m.-12:30 p.m. (Pacific)

This training will provide breastfeeding education and will introduce the upcoming Baby Friendly Provider Program through the Alabama Department of Public Health. The Baby Friendly Provider Program was developed to recognize physicians who are truly dedicated to promoting breastfeeding as the norm for mothers. The role of the physician is imperative in both a woman's decision to initiate breastfeeding and a woman's decision to continue breastfeeding throughout her baby's first year. We will review the steps physicians will need to take to become Baby Friendly Providers.

Program Objectives:

1. Identify political, economic, and social barriers to successful breastfeeding in the U.S.
2. Understand of the risks of formula feeding to patients and communities.
3. Identify steps physicians can take to support breastfeeding in the office setting and or on labor & delivery.
4. Identify online breastfeeding resources addressing common patient questions and offering tips for trouble shooting.
5. Identify barriers to establishing breastfeeding in the neonatal period and strategies to mitigate these barriers.
6. Identify strategies for making the outpatient pediatric office setting conducive to providing ongoing breastfeeding support
7. Identify the challenges in breastfeeding initiation and duration in marginalized communities.
8. Identify solutions to breastfeeding barriers.
9. Identify the reasons the Baby Friendly Provider program was chosen.
10. Identify those who will participate in the Baby Friendly Provider program any why they were chosen.
11. Identify the Seven Steps to becoming certified as a Baby Friendly Provider.
12. Identify what ADPH's role will be in the Baby Friendly Provider certification process.

Conference Details:

Target Audience: RN, LPN, Advance Practice RN, Social Worker, Physicians

Continuing Education: Nurses 1.5 hours, Social Workers 1.5 hours

***Non-ADPH employees are charged a fee to receive CE Certificates. Additional information can be found at www.alabamapublichealth.gov/alphn**

Registration: www.alabamapublichealth.gov/alphn

Technical Information: To receive complete technical information you must register at www.alabamapublichealth.gov/alphn.

Satellite - Live satellite conference on C band (analog).

Webcast - Watch with RealPlayer or Windows Media Player. Test your computer with the "test connection link" at www.alabamapublichealth.gov/alphn

Audio - To listen by phone, call 1-888-557-8511. Enter access code 972-1530 #. Press # again to listen to the conference.

On Demand - Available 2-3 business days after the live broadcast from the On Demand page of our website.

Conference Materials: Posted on our website approximately one week before the program for registered participants.

Conference Details Questions: Call: 334-206-5618 | Email: alphn@adph.state.al.us

***The Alabama Department of Public Health is an approved provider of continuing nursing education by the Alabama State Nurses*

*Association, an accredited approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation***

The Alabama Department of Public Health is an approved provider of continuing social work education by the Alabama Board of Social Work Examiners.

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