

Maximizing Breastfeeding Outcomes: How to Help Mother and Baby in the Outpatient Setting

Satellite Conference and Live Webcast

Wednesday, December 17, 2014, 12:00-3:00 p.m. (Central Time)

1:00-4:00 p.m. (Eastern) • 11:00 a.m.-2:00 p.m. (Mountain) • 10:00 a.m.-1:00 p.m. (Pacific)

Faculty

Glenda Dickerson, MSN, RN, IBCLC

Lactation Services Manager

Brookwood Women's Medical Center

Birmingham, Alabama

Program Objectives

1. Discuss the important elements of a written breastfeeding-friendly office policy.
2. Demonstrate knowledge in the following areas: providing informed choice for the breastfeeding decision, the physiology of lactation, medical contraindications to breastfeeding, and the risk of artificial feeding.
3. Identify the essential elements of in-hospital care of the breastfeeding dyad and the physician's role in supporting this care.
4. Formulate strategies to address common breastfeeding issues experienced by the breastfeeding dyad during the first week following hospital discharge.
5. State the American Academy of Pediatrics' recommendation for duration of breastfeeding.
6. State the importance of tracking breastfeeding initiation and duration rates in the practice setting and the utilization of that data to help increase breastfeeding rates.

Conference Details

Target Audience: Pediatricians, Nurse Practitioners, Nurses, WIC Nutritionists and other health professionals that care for infants and children

Continuing Education: Nurses 2.8 hours and Social Workers 2.8 hours

*Non-ADPH employees are charged a fee to receive CE Certificates. Additional information can be found at www.adph.org/alphtn

Registration: www.adph.org/alphtn

Technical Information: To receive complete technical information you must register at www.adph.org/alphtn

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.adph.org/alphtn

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: alphtn@adph.state.al.us

One of the most effective preventive measures a mother can take to protect the health of her infant and herself is to breastfeed. However, in the U.S., while 75% of mothers start out breastfeeding, only 13% of babies are exclusively breastfed at the end of six months. Additionally, rates are significantly lower for African-American infants.

The success rate of those choosing to breastfeed can be greatly improved through active support from their families, friends, communities, clinicians, health care leaders, employers and policymakers. Given the importance of breastfeeding for the health and well-being of mothers and children, it is critical that we take action across the country to provide this support. The Academy of Breastfeeding Medicine defines the Breastfeeding-Friendly physician's office as a "Physician's Practice that enthusiastically promotes and supports breastfeeding through the combination of a conducive office environment and education of healthcare professionals, office staff, and families." The purpose of this program is to provide clinicians with tools that will assist in providing excellence in their endeavor to promote and support breastfeeding in their patient population.



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

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