

# **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

## Faculty:

Glenda Dickerson, MSN, RN, IBCLC  
Women's Support Services Manager  
Brookwood Medical Center – Birmingham, Alabama

## 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.

## Continuing Education:

Approved for 2.8 hours; Nurses and Social Workers

Application for CERPs has been made - Anyone interested in receiving CERPs should contact Gayle Whatley at [Gayle.Whatley@adph.state.al.us](mailto:Gayle.Whatley@adph.state.al.us)

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