Strengthening Breastfeeding Support
Throughout the Continuum of Care

Crowne Plaza Anaheim Resort
12021 Harbor Blvd, Garden Grove, CA 82840

3rd Annual California Breastfeeding Summit
January 31 - February 1, 2013

Coalition Pre-Conference
January 30, 2013

Sponsored by:
Welcome Summit Attendees!

Welcome to the 3rd Annual California Breastfeeding Summit, “Strengthening Breastfeeding Support Throughout the Continuum of Care.” This summit brings together professionals throughout California who are working in their communities to improve infant, family, and community health. There has been an overwhelming response to the summit that clearly demonstrates commitment to implementing evidence-based maternity policies and practices that support breastfeeding and to fostering productive partnerships between hospitals and community agencies so that mothers are supported at every level of care.

An incredibly dedicated planning committee has put together a dynamic summit program. We have invited speakers and planned workshops that will inspire and equip California hospitals and community partners to strengthen breastfeeding support throughout the continuum of care. After attending the conference, participants will be able to:

1. Utilize hospital breastfeeding data to measure the effectiveness of maternity care practice and improve patient outcomes.
2. Interpret how breastfeeding can mitigate social determinants of poor health outcomes.
3. Employ the changing paradigm of public health action on breastfeeding from one of individual behavior to collective responsibility, with particular emphasis on the role of the health care system to provide more support.

To get the most out of your learning experience, be sure to view the exhibit tables and the local agency sharing tables. They have products, services, and experiences to help you in your journey to change for the best outcomes!

On behalf of the California Breastfeeding Coalition Board of Directors and our members, I thank you for coming, and urge you to share the ideas, inspiration, and resources you find here at the summit with your colleagues back home.

Sincerely,

Patty Almaguer Auchard

Patty Almaguer Auchard, MD, IBCLC
California Breastfeeding Coalition, Chairperson

and the 2013 Board:

Gretchen Andrews, IBCLC
Denise Breheny, BSN, RNC-MNN, IBCLC
Gail Newel, MD
Mary Woelfel, MPH, IBCLC
Patty Zoll

Gini Baker, RN, MPH, IBCLC
Ernie Navarro, DM, LCSW
Terri Nikoletich, MSN, MPH, CNS
Wendy Wright, MBA, IBCLC
The California Breastfeeding Coalition would like to express its appreciation for the generous sponsorship provided by the following organizations:

**Presenting Sponsor**

CALIFORNIA WIC
WOMEN, INFANTS & CHILDREN
Families grow healthy with WIC

**Silver Sponsor**

California Obesity Prevention Program

We give special thanks to the following sponsoring organizations and companies for their generous support:

Thank you for your support!
The California Breastfeeding Coalition would like to thank and acknowledge the following individuals for caring to realize our vision that breastfeeding is the norm and for making the California Breastfeeding Summit a SUCCESS!

Gretchen Andrews, Inland Empire Breastfeeding Coalition, California Breastfeeding Coalition

Suzanne Cervantes, North Coast Perinatal Access System, UCSF

Cindy Fahey, PAC/LAC

Suzanne Haydu, CDPH, Maternal, Child and Adolescent Health

Bonnie Henson, Miller Children’s Hospital, Long Beach

Rose Garcia, CDPH WIC Program

Delilah Macedo, California Breastfeeding Coalition Intern

Alisia Mejia, Long Beach Health Department

Sherri Mendelson, Providence Holy Cross Medical Center

Terri Nickoletich, Long Beach Health Department

Jeanette Panchula, Breastfeeding Coalition of Solano County, CDPH, Maternal, Child and Adolescent Health

Karen Peters, Breastfeed LA

Jeffery Rosenhall, CDPH, California Obesity Prevention Program

Wendy Scafa, San Diego Breastfeeding Coalition, California Breastfeeding Coalition

Leona Shields, CDPH, Maternal, Child and Adolescent Health

Erika Trainer, CDPH WIC Program

Carolyn Waggoner, CDPH WIC Program

Wendy Wright, Lactation Navigation, California Breastfeeding Coalition

Dr. Patty Auchard, Ventura Breastfeeding Coalition, California Breastfeeding Coalition

Leona Dang-Kilduf, Mid-Coastal California Perinatal Outreach Program

Karen Farley, California WIC Association

Jane Heinig, UC Davis Human Lactation Center

Haydee Herrera-Sosa, Native American Health Center WIC

Leslie Kaye, CDPH WIC Program

Kari Malone, CDPH WIC Program

Carol Melcher, Carol Melcher Consulting

Ernie Navarro, Inland Empire Breastfeeding Coalition, California Breastfeeding Coalition

Laura Osborne, CDPH WIC Program

Gloria Pecina, United Health Centers WIC Program

Jennifer Pettus, CRP WIC Program

Carina Saraiva, CDPH, Maternal, Child and Adolescent Health

Sharon Scaffold, Sacramento County Black Infant Health Program

Daisy Silverio, CDPH WIC Program

Margaret Turano, Sonoma County Indian Health Project WIC

Dr. Nancy Wight, San Diego Breastfeeding Coalition

Mary Woelfel, San Joaquin County Public Health Services, California Breastfeeding Coalition
California Department of Public Health
WIC Program

WIC Supports Breastfeeding: The Gift that Lasts a Lifetime

Proud to be a Sponsor of the
2013 California Breastfeeding Summit
## California Baby-Friendly Designated Hospitals

*Golden Circle of California Baby-Friendly Hospitals, a global symbol of providing world-class maternity care.*

<table>
<thead>
<tr>
<th>COUNTY</th>
<th>HOSPITAL</th>
<th>YEAR BABY-FRIENDLY</th>
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<tbody>
<tr>
<td>Sonoma</td>
<td>Women’s Health &amp; Birth Center</td>
<td>1997, August</td>
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<td>San Bernardino</td>
<td>Weed Army Community Hospital</td>
<td>1998, December</td>
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<td>San Bernardino</td>
<td>Inland Midwife Services- The Birth Center</td>
<td>1999, April</td>
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<td>Alameda</td>
<td>Kaiser Hospital: Hayward</td>
<td>2001, January</td>
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<td>Ventura</td>
<td>Ventura County Medical Center</td>
<td>2003, July</td>
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<td>Monterey</td>
<td>Community Hospital</td>
<td>2004, January</td>
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<td>San Diego</td>
<td>Scripps Memorial Hospital: Encinitas</td>
<td>2004, January</td>
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<td>Kaiser Foundation Hospital- Riverside</td>
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<td>San Bernardino</td>
<td>Naval Hospital- Robert E. Bush</td>
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<td>Glendale Memorial Hospital &amp; Health Center</td>
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<td>San Francisco General Hospital</td>
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<td>Arrowhead Regional Medical Center</td>
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<td>Loma Linda University Medical Center</td>
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<td>Sacramento</td>
<td>The Birth Center- Fair Oaks</td>
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<td>Orange</td>
<td>St. Joseph Hospital</td>
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<td>Tahoe Forest Hospital</td>
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<td>Woodland Health Care</td>
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<td>Los Angeles</td>
<td>Kaiser Hospital- Los Angeles, Sunset</td>
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<td>San Diego</td>
<td>Kaiser Hospital- San Diego</td>
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<td>Ventura</td>
<td>Santa Paula Hospital</td>
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<td>Los Angeles</td>
<td>Kaiser Permanente Medical Center Woodland Hills</td>
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<td>Los Angeles</td>
<td>Kaiser Permanente Medical Center Baldwin Park</td>
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<td>Orange</td>
<td>Kaiser Foundation Hospital Orange County—Anaheim</td>
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<td>Orange</td>
<td>Kaiser Foundation Hospital Orange County—Irvine</td>
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<td>Monterey</td>
<td>Salinas Valley Memorial Health Care System</td>
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<td>Orange</td>
<td>St. Jude Medical Center</td>
<td>2011, July</td>
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<td>Los Angeles</td>
<td>Valley Care Olive View—UCLA Medical Center</td>
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<td>Los Angeles</td>
<td>Kaiser Permanente Medical Center Panorama City</td>
<td>2011, August</td>
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<td>Butte</td>
<td>Enloe Medical Center</td>
<td>2011, August</td>
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<td>Riverside</td>
<td>Parkview Community Hospital Medical Center</td>
<td>2011, September</td>
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<tr>
<td>Los Angeles</td>
<td>Henry Mayo Newhall Memorial Hospital</td>
<td>2011, November</td>
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2012 California Baby-Friendly Designated Hospitals

The California Breastfeeding Coalition inducts the following hospitals into the Golden Circle of California Hospitals for championing our vision to make breastfeeding the norm by achieving the Baby-Friendly Designation.

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<tr>
<th>COUNTY</th>
<th>HOSPITAL</th>
<th>MONTH</th>
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<tr>
<td>Alameda</td>
<td>Alameda County Medical Center</td>
<td>February</td>
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<td>Los Angeles</td>
<td>Kaiser Permanente South Bay Medical Center</td>
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<td>San Joaquin</td>
<td>St. Joseph's Medical Center</td>
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<td>Santa Cruz</td>
<td>Dominican Hospital</td>
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<td>Santa Cruz</td>
<td>Sutter Maternity &amp; Surgery Center</td>
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<td>Sacramento</td>
<td>Sutter Medical Center Sacramento</td>
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<td>Los Angeles</td>
<td>Harbor-UCLA Medical Center</td>
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<td>Los Angeles</td>
<td>LAC + USC Health Care Network</td>
<td>March</td>
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<td>Los Angeles</td>
<td>Kaiser Permanente West Los Angeles Medical Center</td>
<td>April</td>
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<tr>
<td>Riverside</td>
<td>Riverside Community Hospital</td>
<td>May</td>
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<td>Orange</td>
<td>Mission Hospital</td>
<td>July</td>
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<tr>
<td>San Luis Obispo</td>
<td>French Hospital Medical Center</td>
<td>September</td>
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</table>

The Ten Steps To Successful Breastfeeding

The BFHI promotes, protects, and supports breastfeeding through The Ten Steps to Successful Breastfeeding for Hospitals, as outlined by UNICEF/WHO. The steps for the United States are:

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within one hour of birth.
5. Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.
6. Give newborn infants no food or drink other than breastmilk, unless medically indicated.
7. Practice “rooming in” -- allow mothers and infants to remain together 24 hours a day.
8. Encourage breastfeeding on demand.
9. Give no pacifiers or artificial nipples to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

### General Information

#### Registration & Information Desk Hours
The Registration & Information Desk is in the Mazatlan Ballroom Pre-Function Area. The staff is available to answer questions and provide assistance to conference attendees.

<table>
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<tr>
<th>Date</th>
<th>Time</th>
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<tbody>
<tr>
<td>January 30</td>
<td>9:30 AM—1:30 PM</td>
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<tr>
<td>January 31</td>
<td>7:30 AM—4:00 PM</td>
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<tr>
<td>February 1</td>
<td>7:30 AM—1:00 PM</td>
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#### Seating Policy
Seating for all sessions is on a first-come, first-serve basis. If your first choice is at its capacity, we would appreciate your cooperation in attending the session of your second choice.

#### Evaluations
The evaluations are very useful in planning for future summits. Each summit attendee is encouraged to complete the evaluation for each workshop you attend. Evaluations will be collected at the door or can be dropped off at the registration desk. Please complete the online overall evaluation that will be emailed to you one week after the summit.

#### Messages
A message board will be located by the registration desk. Messages for those staying in the hotel can be left in the main lobby.

#### Lactation Room
A room is available for pumping or breastfeeding. Please ask the registration desk for information and help with accessing the room.

### Hotel & Contact Information
The location of the California Breastfeeding Summit is the Crowne Plaza Anaheim Resort. This resort is located just minutes from Disneyland, Orange County/John Wayne Airport and Long Beach Airport, and is a short drive from many attractions.

**Crowne Plaza Anaheim Resort**
12021 Harbor Blvd  
Garden Grove, CA 92840  
Tel: 714-867-5555

**4:00 PM Check-in**  
**12:00 PM Check-out**

#### Hotel Dining
The Crowne Plaza Anaheim Resort features 2 delicious on-site restaurants for your enjoyment. From California cuisine to Mexican specialties, Crowne Plaza guests can savor delicious food without stepping a foot outside our Anaheim resort. Enjoy Diedrich's Coffee Bar and Room Service too - right in the privacy of your room.

#### Parking
Valet parking is available at $16 per night with in-out privileges. As a convenience, self-parking is complimentary.

#### Emergencies & First Aid
In the event of an emergency, or if someone needs immediate first aid attention, contact the hotel operator using one of the house phones. House phones are located in all the meeting rooms, lobby areas, guest rooms and the registration area.
**Physicians**

This activity has been planned and implemented in accordance with the Institute for Medical Quality/California Medical Association’s CME Accreditation Standards through the joint sponsorship of the Perinatal Advisory Council: Leadership, Advocacy and Consultation (PAC/LAC) and of the California Breastfeeding Coalition. PAC/LAC is accredited by the Institute for Medical Quality/California Medical Association (IMQ/CMA) to provide continuing education for physicians. PAC/LAC designates this education activity for a maximum of six **AMA PRA Category 1 Credit(s)**. Physicians should only claim credit commensurate with the extent of their participation in the activity. This credit may also be applied to the CMA Certification in Continuing Medical Education.

1. Track C is the qualifying CME Track.
2. It is recommended that physicians retain certificates for 4 – 6 years after the event.

**Nurses**

The Perinatal Advisory Council – Leadership, Advocacy and Consultation (PAC/LAC) is an approved provider by the California Board of Registered Nursing Provider CEP 5862. This course is approved for **nine** contact hours of continuing education credit.

1. RNs need to sign the daily sign in sheet at the registration desk for each of your days of attendance. Include your license number.
2. Turn in your evaluation at the end of each session and complete the online overall summit evaluation.
3. RNs please wait for your certificate to be completed. Take your certificate and retain your certificate of attendance for a period of four years after the course ends.

**California WIC Association, summit co-sponsor, is offering continuing education units for Registered Dietitians, and International Board Certified Lactation Consultants (IBCLC/RLC).** Please take a moment to read the guidelines below to expedite processing your units. Information and sign-in sheets for CPEU’s and CERP’s are available at the registration area. A maximum of 14 CPEU’s, 11.75 CERP’s have been applied for and are pending approval. This includes 1.0 CPEU’s for the Exhibit Viewing and Local Agencies Sharing.

**Certificates of Attendance**

IBCLC CERP Certificate: Your certificate will be emailed to you after the Summit. Please be sure to sign in on each day.
RD CPEU Certificate: Certificates of attendance will be available in the afternoon at the registration desk.

**Lactation Consultants/Lactation Educators/CLCs**

1. Sign the daily sign in sheet at the registration desk for each of your days of attendance.
2. A certificate of attendance will be emailed to you.
3. CLEs and CLCs: A certificate of attendance will be emailed to you as documentation of workshop attendance as preparation for your IBCLC exam.

**Registered Dietitians**

1. RDs no need to sign in. Report your activities to the ADA at your five year reporting period.
2. RDs take an attendance certificate from the registration desk during the afternoon.
3. Keep for your records for two years past the expiration of your five year period.
### Summit Program at a Glance

#### Wednesday, January 30, 2013
- 1:00-4:45 PM Local Breastfeeding Coalitions’ Pre-conference

#### Thursday, January 31, 2013
- 7:30 AM Registration and Continental Breakfast
- 8:30 AM Opening Welcome and Sponsor Recognition
- 9:00 AM Plenary Session: Building Bridges and Breaking Barriers-The State of California’s Breastfeeding Rates
- 10:15 AM Celebrating California’s Baby-Friendly Hospitals!
- 10:45 AM Plenary Panel: The Journey to Strengthening Breastfeeding Support: A Community Effort
- 12:30 PM Exhibits Open; Hospitals, Breastfeeding Coalitions and Community Agencies Sharing Tables
- 12:30 PM Lunch on Your Own
- 2:00 PM Concurrent Workshop Track Sessions
- 3:45 PM Concurrent Workshop Track Sessions
- 5:15 PM Exhibits Open & Reception; Hospitals, Breastfeeding Coalitions and Community Agencies Sharing Tables
- 7:00 PM Adjourn

#### Friday, February 1, 2013
- 7:30 AM Registration and Continental Breakfast
- 7:30 AM Exhibits Open; Hospitals, Breastfeeding Coalitions and Community Agencies Sharing Tables
- 8:00 AM Plenary Session: Creating New Norms Around Breastfeeding
- 9:15 AM Concurrent Workshop Track Sessions
- 10:15 AM Exhibits Open; Hospitals, Breastfeeding Coalitions and Community Agencies Sharing Tables
- 10:30 AM Concurrent Workshop Track Sessions
- 11:30 AM Exhibits Open; Hospitals, Breastfeeding Coalitions and Community Agencies Sharing Tables
- 12:00 PM Lunch Provided
- 12:30 PM Taking Action to Strengthen Breastfeeding Support Throughout the Continuum of Care
- 1:30 PM Plenary Session: Improving Support for Breastfeeding: A National and State Priority
- 2:45 PM Closing/Evaluation
- 3:00 PM Adjourn
Plenary Speakers

RON CHAPMAN, MD, MPH, Director, California Department of Public Health
On June 13, 2011, Ron Chapman, MD, MPH, was sworn in as director of the California Department of Public Health (CDPH) by California Health and Human Services Agency Secretary Diana S. Dooley.

Dr. Chapman is a board-certified family physician who has dedicated his career to public health and medicine caring for the uninsured and underinsured in California.

Prior to becoming the director of the California Department of Public Health, he was the chief medical officer of Partnership HealthPlan of California (PHC), a managed care Medi-Cal plan serving Yolo, Solano, Napa, and Sonoma counties. For six years prior to that, Dr. Chapman was the public health officer and deputy director of public health in Solano County, California. From 1998 to 2004, he worked at the California Department of Health Services as the founding chief of the Medicine and Public Health section.

Dr. Chapman has a medical degree from the University of Southern California, a Masters in Public Health from the University of Michigan and a Bachelor of Science from University of California, Irvine. He has completed fellowships in academic medicine at the University of California, San Francisco and graduated in the inaugural class of the California Health Care Foundation’s Health Care Leadership Program. Before entering public health practice Dr. Chapman was on the faculty at the University of California, Davis School of Medicine. He is the American Medical Association 2008 Dr. Nathan Davis Award Winner for local government service.

Dr. Chapman’s primary interests are in the areas of care for the uninsured, the interface between public health and medicine, and chronic disease management.

M. JANE HEINIG, PhD, IBCLC, Executive Director and Academic Administrator, UC Davis Human Lactation Center
Dr. Jane Heinig is an International Board Certified Lactation Consultant on the faculty in the Department of Nutrition at UC Davis where she conducts research in the areas of public health nutrition, clinical lactation, nutrition education, program evaluation, policy development, and infant nutrition, growth and development. She received her PhD in Nutrition Science from UC Davis and has been an IBCLC for nearly 20 years. Dr. Heinig recently stepped down from her position as Editor-in-Chief of the Journal of Human Lactation, a position she held for 15 years. She is the Executive Director of the UC Davis Human Lactation Center and Graduate Advisor for the Masters Degree Program in Maternal and Child Nutrition at UC Davis. She has published widely in the scientific literature and currently is a member of the International Lactation Consultant Association and the American Public Health Association. She is also a co-author of the UC Davis-based blog “Secrets of Baby Behavior.”

Mary Woelfel, MPH, IBCLC, San Joaquin County Public Health Services
Mary Woelfel is the Coordinator of San Joaquin County’s Public Health Breastfeeding Initiative. She also works part-time as the Health Education Consultant for Lodi Memorial Hospital’s OB Clinic and teaches the hospital’s prenatal breastfeeding classes. Mary received her MPH in Public Health Education from UC Berkeley and is an IBCLC. She is the President of the Breastfeeding Coalition of San Joaquin County and also serves on the California Breastfeeding Coalition’s Board of Directors.
Plenary Speakers

LUZ CHACON, MPH, CLE, Maternal and Child Health Access
Luz Chacón, MPH, CLE, has more than 20 years of public health experience focusing in the areas of maternal and child health, reproductive health, nutrition, and environmental health. She earned an MPH from California State University, Northridge in 1998 with an emphasis in community health education. She became a Certified Lactation Educator in 1992, is a founding member of the Breastfeeding Task Force of Greater Los Angeles, and completed the Women’s Policy Institute fellowship in 2004. Her experience includes all aspects of program development and management, as well as expertise in training, curriculum development, materials development, case management, community outreach, and policy advocacy. Currently, she is the Director of the Welcome Baby program at Maternal and Child Health Access. However, she considers that her most challenging yet rewarding accomplishment has been raising her two sons, who are 20 and 13. As a mom, she is passionate about the value of a program like Welcome Baby that provides support at such a critical time and can make a lasting positive impact on both mother and child.

CHRISTINE PARK, MD, MPH, CLE, FAAP, Northeast Valley Health Corporation
Christine Park, MD, MPH, CLE, FAAP, has been a pediatrician for nine years and serves as the Pediatric Medical Director for Northeast Valley Health Corporation, a federally-qualified health center serving the underinsured populations of the San Fernando and Santa Clarita Valleys. She found that her medical training at UCLA School of Medicine, and pediatric residency training at Cedars-Sinai Medical Center, did not adequately prepare her for breastfeeding her sons, now 9 and 6 years of age. It was the first-hand experience as a mother, and additional training as a Certified Lactation Educator through UCLA Extension, that gave her a better foundation in lactation. Dr. Park is an active member of the NEVHC BF Committee and BF Task Forces at Northridge Hospital and Providence Holy Cross Medical Center (PHCMC). She participated in the site visit leading to a Baby-Friendly Hospital Designation for Providence for PHCMC in 2008. She gives educational talks about lactation for the NEVHC medical staff and Northridge Hospital Family residents.
Gail C. Christopher is the Vice President for Program Strategy at the W.K. Kellogg Foundation in Battle Creek, Michigan. In this role, she serves on the executive team that provides overall direction and leadership for the Foundation and provides leadership for Food, Health & Well-Being, Racial Equity, Community & Civic Engagement, and Leadership programming. Dr. Christopher is a nationally recognized leader in health policy, with particular expertise and experience in the issues related to social determinants of health, health inequities and public policy issues of concern to our nation’s future. She has more than 25 years experience in designing and managing national initiatives and nonprofit organizations. She brings extensive knowledge and experience in creating comprehensive approaches to well-being and is nationally recognized for her pioneering work to infuse holistic health and diversity concepts into public sector programs and policy discourse. Her distinguished career and contributions have been honored in the following ways: 1996 when she was elected as a fellow of the National Academy of Public Administration; in 2007 she received the Leadership Award from the Health Brain Trust of the Congressional Black Caucus for her work in reducing racial and ethnic health disparities; in 2009 she was named a Society for Public Health Education (SOPHE) Honorary Fellow – the highest recognition given to a non-SOPHE member, who has made significant contributions to health education and to public health; in 2011 she was awarded the “Change Agent Award” by the Schott Foundation for Public Education; in 2012 she was the recipient of the Association of Maternal & Child Health Programs (AMCHP) John C. MacQueen Lecture Award for her innovation and leadership in the field of maternal and child health. She is president of the board of the Trust for America’s Health.

A prolific writer and presenter, Dr. Christopher is the author or co-author of three books, a monthly column in the Federal Times, and more than 250 articles, presentations, and publications. Her national print and broadcast media credits are numerous, and include The Washington Post, Los Angeles Times, Dallas Times, National Journal, Essence, “Good Morning America,” “The Oprah Winfrey Show,” National Public Radio, and documentaries on PBS and CBS.

Prior to joining the Foundation, Dr. Christopher was vice president of the Joint Center for Political and Economic Studies’ Office of Health, Women and Families in Washington, D.C. There, she led the Joint Center Health Policy Institute, a multi-year initiative created to engage underserved, racial, and ethnic minorities in health policy discussions. Previously, she was guest scholar in the governance studies department at The Brookings Institution in Washington, D.C., and executive director of the Institute for Government Innovation at Harvard’s John F. Kennedy School of Government in Cambridge, Massachusetts. She has also held leadership positions at the National Academy of Public Administration, Howard University School of Divinity, Americans All National Education Program, and Family Resource Coalition of America. She has also launched, led, and managed three public commissions. Under her sponsorship, the landmark Dellums Commission researched the conditions faced by young men of color and produced policy to improve life options for families of color in the United States.

Dr. Christopher holds a doctor of naprapathy degree from the Chicago National College of Naprapathy in Illinois, and completed advanced study in the interdisciplinary Ph.D. program in holistic health and clinical nutrition at the Union for Experimenting Colleges and Universities at Union Graduate School of Cincinnati, Ohio.
California Breastfeeding Summit

**Plenary Speakers**

**LAURENCE M. GRUMMER-STRAWN, PhD, MPA, MA, Chief, Nutrition Branch, US Centers for Disease Control and Prevention**

Laurence Grummer-Strawn is chief of the Nutrition Branch at the U.S. Centers for Disease Control and Prevention (CDC). Having earned his PhD from Princeton University, he has worked at CDC for over 21 years in the areas of Reproductive Health and Nutrition. He is an epidemiologist who has published over 100 scientific publications. He is recognized internationally for his work on vitamin and mineral deficiencies, breastfeeding policy, and development of both the CDC and the WHO Growth Charts. Dr. Grummer-Strawn is widely known in the breastfeeding research and advocacy communities, serving as scientific editor of the Surgeon General’s Call to Action on Breastfeeding and a liaison to the US Breastfeeding Committee. He chairs the Federal Breastfeeding Workgroup, the National Fruit and Vegetable Alliance, and the Network for the Sustained Elimination of Iodine Deficiency. He also serves on the Executive Management Team of the Flour Fortification Initiative and as branch chief, he is responsible for national surveillance of nutrition among low-income children, national breastfeeding support efforts, fruit and vegetable promotion, and international micronutrient deficiency programs.

**Disclosures**

_The listed individuals disclose no relevant financial relationships with commercial interests._

M. Jane Heinig, PhD, IBCLC  
Executive Director and Academic Administrator  
Davis Human Lactation Center

Suzanne Haydu, MPH, RD  
Nutrition and Physical Activity Director  
California Department of Public Health  
Maternal, Child and Adolescent Health Program

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Manager, Community Outreach and Education  
St. Mary Medical Center

Genevieve Colvin, IBCLC  
Program Coordinator  
Breastfeed LA

Anne St. John, MHRD  
Director Organizational Development and Training  
MemorialCare Health System

Janet Vaughan, MPH, RD, IBCLC, CDE  
Breastfeeding Coordinator  
Monterey County WIC Program

Katie Hamilton  
Leader  
La Leche League International

Alyson Foote, RD, CLE  
Regional Breastfeeding Liaison  
Riverside Health Services Agency, WIC Program

Susie McCulloch, IBCLC  
Senior Lactation Consultant  
County of Sonoma Department of Health Services, WIC Program

Larry Gartner, MD  
Professor Emeritus  
Departments of Pediatrics and Obstetrics / Gynecology  
The University of Chicago

Christy Jo Hendricks, IBCLC, RLC  
Lactation Consultant, Trainer, Doula  
Birth, Bonding and Breastfeeding

Eyla Boies, MD  
Clinical Professor  
University of California  
San Diego School of Medicine
Disclosures

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Caroline Chantry, MD
Professor of Clinical Pediatrics
University of California Davis Medical Center

Dr. Gail Christopher
Vice President for Program Strategy
W. K. Kellogg Foundation

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Branch Chief, CDC
Division of Nutrition, Physical Activity and Obesity, Nutrition Branch

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Riverside County Regional Medical Center

Sue Burnett, RN, MS, CNS
Nurse Manager for Labor and Delivery, Postpartum and the Nursery Units
Riverside County Regional Medical Center

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Program Manager
California WIC Association

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Regional Breastfeeding Liaison
Alameda County Department of Public Health WIC Program

James Murphy, MD, FAAP, FABM, IBCLC
Civilian General Pediatrician
Department of Pediatrics, Naval Medical Center

Amy Evans, MD, FAAP, CLEC, FABM
Associate Clinical Professor of Pediatrics
UCSF Fresno

Celeste Milton, MPH, BSN, RN
Associate Project Director, Division of Healthcare Quality Evaluation
The Joint Commission

Sheila Janakos, MPH, IBCLC, RLC
Regional Breastfeeding Liaison
Peninsula Breastfeeding Collaborative
San Mateo County WIC Program

Jennifer Pettus, IBCLC
Regional Breastfeeding Liaison
Community Resource Project WIC Program

Robbie Gonzalez-Dow, MPH, RD*
Executive Director
California Breastfeeding Coalition

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Attending Pediatrician
Community Memorial Hospital Center for Family Health

Gretchen Andrews, IBCLC*
Lactation Consultant
Riverside Community Hospital

Jeanette Panchula, BSW, RN, PHN, IBCLC*
Lactation Consultant
Solano County Breastfeeding Coalition

Mary Woelfel, MPH, IBCLC*
Coordinator, Public Health Breastfeeding Initiative
Health Promotion and Chronic Disease Prevention
San Joaquin County Public Health Services

Leona Dang-Kilduf, RN, MSN, CDE*
Coordinator/Nurse Consultant
California Diabetes and Pregnancy Program
Mid-Coastal California Perinatal Outreach Program

Leslie Kaye, RD, CLC
Chief
Breastfeeding Promotion and Education Section
California Department of Public Health WIC Program

* Planning Committee Member
## California Breastfeeding Summit

**Wednesday, January 30, 2013—Pre-Conference**

California Breastfeeding Coalition Presents

*California Breastfeeding Summit*

*Strengthening Breastfeeding Support Throughout the Continuum of Care*

**WEDNESDAY AGENDA AT A GLANCE**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>9:30 – 10:00</td>
<td>Registration</td>
<td>Mazatlan Ballroom Pre-Function Area</td>
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<tr>
<td>10:00 – 5:00</td>
<td>Community Clinics Meeting</td>
<td>Mazatlan Ballroom A</td>
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<tr>
<td></td>
<td><strong>Breastfeeding Support in Community Clinics</strong></td>
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<tr>
<td></td>
<td>This meeting is an orientation for the 15 community clinics contracted with the California Department of Public Health to participate in the Breastfeeding Support in Community Clinics Project.</td>
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<tr>
<td>12:30 – 1:00</td>
<td>Registration</td>
<td>Mazatlan Ballroom Pre-Function Area</td>
</tr>
<tr>
<td>1:00 – 4:45</td>
<td>Local Breastfeeding Coalitions’ Preconference</td>
<td>Mazatlan Ballroom B</td>
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<tr>
<td>1:00 – 4:45</td>
<td><strong>Master the Mysteries of Meetings</strong></td>
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<td></td>
<td>A special local breastfeeding coalitions’ pre-conference to network and to gain skills to:</td>
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<tr>
<td></td>
<td>• Make meetings more dynamic and engaging</td>
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<tr>
<td></td>
<td>• Increase the level of coalition member involvement</td>
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<td></td>
<td>• Increase coalition meeting member attendance</td>
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<tr>
<td></td>
<td>• Handle challenging meeting moments</td>
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<tr>
<td></td>
<td>Facilitated by Ernelyn J. Navarro, DM, BCC, LCSW</td>
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<td>California Breastfeeding Coalition Board Member</td>
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</table>
# California Breastfeeding Summit

## Thursday, January 31, 2013—Program

**California Breastfeeding Coalition Presents**

### California Breastfeeding Summit

*Strengthening Breastfeeding Support Throughout the Continuum of Care*

### THURSDAY AGENDA AT A GLANCE

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>7:30 – 4:00</td>
<td>Registration <strong>Mazatlan Ballroom Pre-Function Area</strong></td>
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<tr>
<td>7:30 – 8:30</td>
<td>Continental Breakfast <strong>Cabo San Lucas Ballroom Pre-Function Area</strong></td>
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<tr>
<td>8:30 – 12:30</td>
<td>Morning Opening Session <strong>Cabo San Lucas Ballroom</strong></td>
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<tr>
<td>8:30 – 9:00</td>
<td>Welcome and Sponsor Recognition</td>
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<tr>
<td></td>
<td>Patty Almaguer Auchard, MD, IBCLC, Chair, California Breastfeeding Coalition</td>
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<td></td>
<td>Strengthening Breastfeeding Support Throughout the Continuum of Care</td>
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<td>Ron Chapman, MD, MPH, Director, California Department of Public Health</td>
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<tr>
<td>9:00 – 10:00</td>
<td>Plenary Session</td>
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<td></td>
<td>Building Bridges and Breaking Barriers – The State of California’s Breastfeeding Rates</td>
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<tr>
<td></td>
<td>Jane Heinig, PhD, IBCLC, UC Davis Human Lactation Center</td>
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<tr>
<td>10:00 – 10:15</td>
<td>Stretch Break</td>
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<tr>
<td>10:15 – 10:45</td>
<td>California’s Baby-Friendly Hospitals!</td>
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<td>Parade of Baby-Friendly Hospitals</td>
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<td></td>
<td>Induction of 2012 Designated Baby-Friendly Hospitals</td>
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<tr>
<td>10:45 – 12:30</td>
<td>The Journey to Strengthening Breastfeeding Support: A Community Effort</td>
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<td></td>
<td>Nanette Buenavidez, MSN, RN, CLEC, Arrowhead Regional Medical Center</td>
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<td>Mary Woelfel, MPH, IBCLC, San Joaquin County Public Health Services</td>
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<td>Luz Chacon, MPH, CLE, Maternal and Child Health Access</td>
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<td>Christine Park, MD, MPH, CLE, FAAP, Northeast Valley Health Corporation</td>
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<tr>
<td>12:30 – 2:00</td>
<td>Lunch on Your Own</td>
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<tr>
<td>12:30 – 2:00</td>
<td>Exhibits Open <strong>Cabo San Lucas Ballroom Pre-Function Area</strong></td>
</tr>
<tr>
<td></td>
<td>Hospitals, Coalitions, and Community Agencies Sharing Tables</td>
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### Thursday, January 31, 2013 — Program

**California Breastfeeding Coalition Presents**

*California Breastfeeding Summit:*

*Strengthening Breastfeeding Support Throughout the Continuum of Care*

**THURSDAY AGENDA AT A GLANCE continued**

<table>
<thead>
<tr>
<th>2:00 – 3:30</th>
<th>CONCURRENT WORKSHOP TRACK SESSIONS</th>
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<tbody>
<tr>
<td><strong>Session Title:</strong></td>
<td><strong>Track A</strong></td>
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<tr>
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<td>Baby-Friendly/Hospital Breastfeeding Care</td>
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<tr>
<td><strong>Speaker:</strong></td>
<td>Ernelyn Navarro, DM, LCSW, BCC Anne St. John, MHRD Katie Hamilton Susie McCulloch, IBCLC Nicole Palmer Christy Jo Hendricks, IBCLC, RLC, Doula Raylene Phillips, MD, MA, FAAP, IBCLC</td>
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<tr>
<td><strong>Room:</strong></td>
<td>Mazatlan Ballroom A</td>
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<tr>
<td><strong>Moderator:</strong></td>
<td>Bonnie Henson</td>
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<tr>
<th>3:30 – 3:45</th>
<th><strong>Break – Dedicated time for Exhibit Show &amp; Hospitals, Coalitions and Community Agencies Sharing Tables</strong></th>
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**Cabo San Lucas Ballroom Pre-Function Area**

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<tr>
<td><strong>Moderator:</strong></td>
<td>Carina Saraiva</td>
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<tr>
<th>5:15 – 7:00</th>
<th><strong>Exhibits Open &amp; Reception</strong></th>
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<tr>
<td><strong>Hospitals, Coalitions, and Community Agencies Sharing Tables</strong></td>
<td><strong>Cabo San Lucas Ballroom Pre-Function Area</strong></td>
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</tbody>
</table>
The State of California’s Maternity Care Practices and Breastfeeding Rates

Presenter: Jane Heinig, PhD, IBCLC, UC Davis Human Lactation Center

In this presentation, Dr. Heinig will provide an update of the latest in-hospital breastfeeding rates, highlight the rapid progress that has occurred over the last few years, and discuss the partnerships and tools needed by lactation advocates facing the challenges ahead.

Learning Objectives
At the end of the session, learners will be able to:

- List two factors that have contributed to increases in the number of Baby-Friendly Hospitals in California.
- List two threats to future increases in exclusive breastfeeding in California hospitals.
- Differentiate problem management from emotional regulation coping behaviors.
Thursday, January 31, 2:00 PM-3:30 PM—Workshop Sessions

2:00 PM—3:30 PM    Mazatlan Ballroom A

TRACK A: BABY-FRIENDLY/HOSPITAL BREASTFEEDING CARE

Transforming Hospital Culture to Improve Models of Care

Presenters: Ernelyn Navarro, DM, LCSW, BCC, St. Mary Medical Center
            Anne St. John, MHRD, MemorialCare Health System

Implementation of the Baby-Friendly Hospital Initiative (BFHI) requires a comprehensive process of transforming the culture of an organization. In order to effectively promote BFHI as a model of care to adopt and integrate into the existing organizational cultures, project leaders, teams, and coalitions need to understand the foundations of managing transitions and leading change. The aim of the session is to provide participants with knowledge and skills in different approaches to influence the models of practice in their organizations.

Learning Objectives
At the end of the session, learners will be able to:
• Recognize the process of managing transitions and leading culture change.
• Identify at least three models of change applicable in promoting or implementing Baby-Friendly Hospital Initiative.
• Apply basic skills in developing resilience to manage change.
Thursday, January 31, 2:00 PM-3:30 PM—Workshop Sessions

Mazatlan Ballroom B

TRACK B: PUBLIC/COMMUNITY HEALTH BREASTFEEDING SUPPORT

Supporting the Mother after Hospital Discharge: Successful Support Group Strategies

Presenters:
- Katie Hamilton, La Leche League Leader
- Susie McCulloch, IBCLC, Sonoma County WIC Program
- Nicole Palmer, CLS, Pass Area Breastfeeding Café
- Christy Jo Hendricks, IBCLC, RLC, Doula, Birth, Bonding and Breastfeeding

The key to mother-to-mother support for proving breastfeeding outcomes is engaging mothers. In this session, three examples of best practices will be examined. A vibrant and active La Leche League community flourishes in the Redondo Beach community. The WIC program of Sonoma County will describe the exciting work of the Peer Counselors. The Breastfeeding Café model and social networking tools have been imported to Riverside County with great success. Mother-to-mother support groups are an important component of continuity of care in the community.

Learning Objectives

At the end of the session, learners will be able to:

- Identify steps for developing and maintaining successful support groups to promote and protect breastfeeding after hospital discharge.
- Describe the role of the facilitator in a mother-to-mother support group.
- List three strategies for engaging mothers in the mother-to-mother support groups.
- Compare and contrast a breastfeeding class to a mother-to-mother support community.
- Identify three collaborating organizations to help promote breastfeeding cafés.
- Identify two important features in selecting a meeting location.
- List two reasons why a breastfeeding support group is crucial for initiating and continuing a breastfeeding relationship.
Thursday, January 31, 2:00 PM-3:30 PM—Workshop Sessions

2:00 PM—3:30 PM

Mazatlan Ballroom C

TRACK C: CLINICAL TEAM BREASTFEEDING SERVICES

Support Normal Newborn Baby Behavior During Post-Partum Transition:
Paving the Way to Best Outcomes

Presenter: Raylene Phillips, MD, MA, FAAP, IBCLC

This presentation will provide evidenced-based rationale for supporting breastfeeding in the first hour after birth and will also show practical ways to achieve this goal. These principles and skills apply to mothers of all ethnic groups and will help to close the gaps in current health care disparities related to breastfeeding rates.

Learning Objectives
At the end of this session, learners will be able to:
• Describe five benefits for baby and mother of early postpartum skin-to-skin contact.
• Recognize nine instinctive stages of newborn behaviors observed when skin-to-skin with mother that lead to breastfeeding.
• Describe four practical ways to change the culture of early postpartum skin-to-skin contact to increase breastfeeding rates.
Thursday, January 31, 3:45 PM-5:15 PM—Workshop Sessions

3:45 PM—5:15 PM

Mazatlan Ballroom A

TRACK A: BABY-FRIENDLY/HOSPITAL BREASTFEEDING CARE

Supporting Positive Interactions Between Mothers and their Newborns

Presenter: Jane Heinig, PhD, IBCLC, UC Davis Human Lactation Center

In this interactive workshop, Dr. Heinig will describe the importance of early mother-baby interactions on infant feeding decisions and highlight specific barriers and facilitators for positive experiences. Participants will discuss and learn to foster skills needed by mothers, family members, and medical staff to support and improve these critical interactions during the hospital stay.

Learning Objectives
At the end of this session, learners will be able to:

- List at least three ways hospital staff can increase positive interactions between mothers and newborns.
- Differentiate between newborn engagement and disengagement cues.
- Describe manifestations of “emotional regulation” in mothers, family members, and medical staff.
Thursday, January 31, 3:45 PM-5:15 PM—Workshop Sessions

3:45 PM—5:15 PM

Mazatlan Ballroom B

TRACK B: PUBLIC/COMMUNITY HEALTH BREASTFEEDING SUPPORT

Setting the Standard within City and County Government to
Establish Lactation Accommodation Policies

Presenters: Suzanne Haydu, MPH, RD, California Department of Public Health, Maternal, Child and Adolescent Health
Genevieve Colvin, IBCLC, Breastfeed LA
Janet Vaughan, MPH, RD, IBCLC, CDE, Monterey County WIC Program
Alyson Foote, RD, CLE, Riverside Health Services Agency, WIC Program

Municipal governments are often among the largest employers in their geographic area and are tasked with implementing workplace lactation laws. Learn how different local jurisdictions have navigated the issue of lactation accommodation for their workers, from policy development to the production, distribution and evaluation of educational and promotional materials. Also learn about a web-based tool that can assist you in environmental and systems change efforts to encourage supporting optimal breastfeeding within the maternal, child and adolescent population.

Learning Objectives
At the end of the session, learners will be able to:

- Identify what California Department of Public Health’s role is in improving the breastfeeding environment.
- Identify the web location for a toolkit to support optimal breastfeeding through fostering partnerships between local health jurisdiction’s Maternal, Child, and Adolescent Health (MCAH) Programs and existing organizations to promote healthy environmental changes.
- Design and provide support and education for lactation accommodation policies for city and county governments.
- Identify two activities used by Monterey County to promote their lactation in the workplace policy.
- Identify one challenge faced by a municipality in implementing a lactation policy.
- Identify two tools for local lactation accommodation advocacy.
- Identify the current California laws that protect lactation accommodation.
Thursday, January 31, 3:45 PM-5:15 PM—Workshop Sessions

3:45 PM—5:15 PM
Mazatlan Ballroom C

TRACK C: CLINICAL TEAM BREASTFEEDING SERVICES

Tackling Utilization Review: Avoiding Prolonged Hospitalizations and Re-hospitalizations of Breastfeeding Newborns

Presenters: Larry Gartner, MD, Departments of Pediatrics and Obstetrics / Gynecology, The University of Chicago
Eyla Boies, MD, University of California San Diego School of Medicine
Caroline Chantry, MD, University of California Davis Medical Center

The prolonged hospitalization or re-hospitalization of a new baby often wreaks havoc with the establishment of breastfeeding. Late preterm birth, maternal intrapartum fluid balance, delayed lactogenesis in primiparous women, and excessive bilirubin level in the newborn are frequent causes for this extended hospitalization. Three physicians will discuss the importance of anticipating and recognizing these potential challenges and share appropriate management strategies to mitigate their impact on the breastfeeding dyad.

Learning Objectives
At the end of the session, learners will be able to:

- Understand the mechanisms of jaundice in the breastfeeding newborn in order to manage the infant’s diagnosis and treatment so as to prevent kernicterus.
- Understand the physiologic vulnerabilities of the late preterm infant.
- Develop strategies and or protocols to reduce the risk of hypothermia, hypoglycemia, and hyperbilirubinemia in the late preterm infant.
- Develop strategies to anticipate and manage common breastfeeding problems that will preserve breastfeeding and prevent re-hospitalization of the late preterm infant in the inpatient and outpatient settings.
- Recognize and address maternal vulnerabilities that may contribute to suboptimal breastfeeding of the late preterm infant.
- Consider intrapartum fluid balance as a potential contributing cause when evaluating excess weight loss in breastfed newborns.
- Recognize maternal characteristics associated with delayed lactogenesis that require the vigilant follow-up of breastfeeding dyads due to the increased likelihood of a medical indication for temporary supplementation.
# California Breastfeeding Summit

**Friday, February 1, 2013—Program**

California Breastfeeding Coalition Presents  

*California Breastfeeding Summit: Strengthening Breastfeeding Support Throughout the Continuum of Care*

FRIDAY AGENDA AT A GLANCE

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<td>Registration</td>
<td>Mazatlan Ballroom Pre-Function Area</td>
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<td>7:30 – 8:00</td>
<td>Continental Breakfast in the Exhibit Show</td>
<td>Cabo San Lucas Ballroom Pre-Function Area</td>
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<tr>
<td>7:30 – 12:00</td>
<td>Exhibits Open</td>
<td>Cabo San Lucas Ballroom Pre-Function Area</td>
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<tr>
<td></td>
<td>Hospitals, Coalitions, and Community Agencies Sharing Tables</td>
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<tr>
<td>8:00 – 9:00</td>
<td>Creating New Norms Around Breastfeeding</td>
<td>Cabo San Lucas Ballroom</td>
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<tr>
<td>Plenary</td>
<td>Dr. Gail Christopher, Vice President for Program Strategy, W. K. Kellogg Foundation</td>
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<td>Moderator: Dr. Patty Almaguer Auchard</td>
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<tr>
<td>9:00 – 9:15</td>
<td>Break – Dedicated time for Exhibit Show &amp; Hospitals, Coalitions and Community Agencies Sharing Tables</td>
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<tr>
<td>9:15 – 10:15</td>
<td>CONCURRENT WORKSHOP TRACK SESSIONS</td>
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<tr>
<td>9:15 – 10:15</td>
<td>Track A: Baby-Friendly/Hospital Breastfeeding Care</td>
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<td>Fast Tracking Baby-Friendly: Lessons from NICHQ Best Fed Beginnings Project</td>
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<td></td>
<td>Speaker: Laurence Grummer-Strawn, PhD, MA, MPA</td>
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<td>Judi Nightingale, DrPH, RN SUE Burnett, RN, MS, CNS</td>
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<td>Room: Mazatlan Ballroom A</td>
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<td>Moderator: Ernie Navarro</td>
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<tr>
<td>10:15 – 10:30</td>
<td>Track B: Public/Community Health Breastfeeding Support</td>
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<td>Opportunities for Breastfeeding Support in Health Care Reform</td>
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<td>Speaker: Karen Farley, RD, IBCLC</td>
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<td>Room: Mazatlan Ballroom B</td>
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<td>Moderator: Terri Nikoletich</td>
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<tr>
<td>10:15 – 10:30</td>
<td>Track C: Clinical Team Breastfeeding Services</td>
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<td>Common Challenges to the Breastfeeding Dyad: Newborn Tongue Tie and Maternal Medications</td>
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<td>Speaker: James Murphy, MD, FAAP, FABM, IBCLC</td>
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<td>Amy Evans, MD, FAAP, CLEC, FABM</td>
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<td>Room: Mazatlan Ballroom C</td>
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<td>Moderator: Kari Malone</td>
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10:15 – 10:30 Break – Dedicated time for Exhibit Show & Hospitals, Coalitions and Community Agencies Sharing Tables Cabo San Lucas Ballroom Pre-Function Area
**Friday, February 1, 2013—Program**

California Breastfeeding Coalition Presents

*California Breastfeeding Summit:*
  *Strengthening Breastfeeding Support Throughout the Continuum of Care*

**FRIDAY AGENDA AT A GLANCE**

Friday, February 1, 2013

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<tr>
<td></td>
<td>Session Title: <em>Joint Commission: Updates on the Perinatal Care Core Measure Set Requirements</em></td>
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<tr>
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<td>Speaker: Celeste Milton, MPH, BSN, RN</td>
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<td>Moderator: Bonnie Henson</td>
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<td>Session Title: <em>Building Sustainable Breastfeeding Networks: Regional Breastfeeding Liaisons</em></td>
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<td>Speaker: Leslie Kaye, RD, CLC, Sheila Janakos, MPH, IBCLC, RLC, Jennifer Pettus, IBCLC, Robbie Gonzalez-Dow, MPH, RD</td>
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<td></td>
<td>Room: <em>Mazatlan Ballroom B</em></td>
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<td>Moderator: Carolyn Waggoner</td>
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<td>Session Title: <em>Recognize, Respond, Refer: Avoiding Regret by Approaching Breastfeeding Cases as a Team</em></td>
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<td>Speaker: Patty Almaguer Auchard, MD, IBCLC</td>
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<td>Room: <em>Mazatlan Ballroom C</em></td>
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<td>Moderator: Laura Osborne</td>
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<td>11:30 – 12:00</td>
<td><strong>Break – Dedicated time for Exhibit Show &amp; Hospitals, Coalitions and Community Agencies Sharing Tables</strong></td>
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<td><em>Cabo San Lucas Ballroom Pre-Function Area</em></td>
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<td>12:00 – 12:30</td>
<td><strong>Lunch provided</strong></td>
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<td><em>Cabo San Lucas Ballroom</em></td>
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<td>12:30 – 1:30</td>
<td><strong>Taking Meaningful Actions to Strengthen Breastfeeding Support Throughout the Continuum of Care</strong></td>
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<td><em>Cabo San Lucas Ballroom</em></td>
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<td>Facilitators: Ernelyn Navarro, DM, LCSW, BCC and Carol Melcher, MPH, BS, RN</td>
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<tr>
<td>1:30 – 2:45</td>
<td><strong>Improving Support for Breastfeeding: A National and State Priority</strong></td>
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<tr>
<td>Plenary</td>
<td><em>Cabo San Lucas Ballroom</em></td>
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<td>Moderator: Laurence Grummer-Strawn, PhD, MA, MPA</td>
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<td>Robbie Gonzalez-Dow</td>
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<td>2:45 – 3:00</td>
<td><strong>Closing and Evaluation</strong></td>
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<td><em>Cabo San Lucas Ballroom</em></td>
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<td></td>
<td>Robbie Gonzalez-Dow, MPH, RD, CLE, Executive Director, California Breastfeeding Coalition</td>
</tr>
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Creating New Norms Around Breastfeeding

Presenter: Dr. Gail Christopher  
Vice President for Program Strategy, W. K. Kellogg Foundation

All of us play a part in ensuring children get the healthiest start possible. We have heard the Surgeon General’s Call to Action for Breastfeeding. It’s time to continue that momentum and work with communities where breastfeeding rates are significantly lower. Working together – communities, coalitions, health care providers, families and other partners, we can make sure more babies receive breast milk as their first food experience. Dr. Christopher will talk about the intersection of breastfeeding and racial equity, share stories from the field, and stimulate our thinking around systems change.

Learning Objectives
At the end of the session, learners will be able to:

- Gain information to help them make a strong case for breastfeeding as a strategy for reducing health disparities.
- Have information to help them engage diverse communities advocating for policy changes to increase breastfeeding.
TRACK A: BABY-FRIENDLY/HOSPITAL BREASTFEEDING CARE

Fast Tracking Baby-Friendly: Lessons from NICHQ Best Fed Beginnings Project

Presenters: Laurence Grummer-Strawn, PhD, MA, MPA, CDC Division of Nutrition, Physical Activity and Obesity, Nutrition Branch
Judi Nightingale, DrPH, RN, Riverside County Regional Medical Center
Sue Burnett, RN, MS, CNS, Riverside County Regional Medical Center

Working towards Baby-Friendly designation? Learn about Best Fed Beginnings Project, a nationwide collaborative effort lead by the National Initiative for Children’s Healthcare Quality (NICHQ), with support from the Centers for Disease Control and Prevention (CDC), and partnership with Baby-Friendly USA, to help hospitals improve maternity care and increase the number of Baby-Friendly hospitals in the United States. Riverside County Regional Medical Center, one of five California hospitals selected to participate in the NICHQ Best Fed Beginnings project will share their journey, obstacles and achievements during the last year.

Learning Objectives
At the end of the session, learners will be able to:
• Describe the NICHQ Best Fed Beginnings Project.
• Identify three benefits of participating in the Best Fed Beginnings Project.
• Identify three elements of the Best Fed journey at Riverside Community Regional Medical Center.
• Identify three elements of skin-to-skin practice changes at Riverside Community Regional Medical Center.
Friday, February 1, 9:15 AM-10:15 AM—Workshop Sessions

9:15 AM—10:15 AM
Mazatlan Ballroom B

TRACK B: PUBLIC/COMMUNITY HEALTH BREASTFEEDING SUPPORT

Opportunities for Breastfeeding Support in Health Care Reform

Presenters: Karen Farley, RD, IBCLC, California WIC Association  
Jeanne Kettles, MA, DEM, CLE, Alameda County Department of Public Health WIC Program

This workshop will provide you with tangible strategies and ideas for how to improve breastfeeding support in your community. The Affordable Care Act (ACA) was upheld by the Supreme Court and is rolling out! Don’t miss out on this opportunity! Breastfeeding Support, as part of the required Clinical Preventive Services, is an opportunity to improve health equity for low-income mothers. This workshop will provide an overview of the Preventive Services in the ACA, including Breastfeeding Support. Several models of community collaboration between WIC, community clinics, hospitals and health plans will be described. A model using WIC IBCLCs in community clinics and a network of collaborations and agreements will be shared.

Learning Objectives
After attending the session, learners will be able to:

• Identify key aspects of the Affordable Care Act that require improved support for breastfeeding.
• List at least three strategies for improving support for breastfeeding in community clinics prenatally and post hospital discharge.
• Describe how current initiatives for community clinics that improve quality of care can include breastfeeding support.
• Describe at least one model of collaborative support between WIC, community clinics, hospitals and health plans, including use of IBCLCs and WIC staff.
Common Challenges to the Breastfeeding Dyad: Newborn Tongue Tie and Maternal Medications

Presenters: James Murphy, MD, FAAP, FABM, IBCLC, Department of Pediatrics, Naval Medical Center
Amy Evans, MD, FAAP, CLEC, FABM, UCSF Fresno

Infant tongue tie and the use of medication by a breastfeeding woman present challenges for families and medical professionals alike. Dr. James Murphy will present information on recognizing tongue tie, how to perform a clinical assessment of a newborn’s suck, various surgical techniques for releasing a tight lingual frenulum and the expected outcomes for these procedures. Dr. Amy Evans will provide guidance on determining the risk of maternal medication for the breastfeeding infant, including information about how medications penetrate the milk compartment, pharmacology, using lactation risk scores and proper counseling for the breastfeeding mother.

Learning Objectives
At the end of the session, learners will be able to:
- Recognize at risk oral anatomy of a newborn infant.
- Perform a basic suck assessment in a newborn infant.
- Describe the advantages and disadvantages of the various methods of lingual frenulotomy.
- State the variable success rates of lingual frenulotomy at various postnatal ages.
- Discuss why it is important for doctors and health care professionals to understand how medications can get into breastmilk for better counseling to the lactating mother.
- Discuss the pharmacokinetic principles related to medications to more understand how they penetrate the milk compartment.
- Review the common lactation risk scores for most available medications based on these above principles.
- Apply these principles and risk scores to an example case to see how these work in clinical scenarios.
TRACK A: BABY-FRIENDLY/HOSPITAL BREASTFEEDING CARE

Joint Commission: Updates on the Perinatal Care Core Measure Set Requirements

Presenter: Celeste Milton, MPH, BSN, RN, The Joint Commission

This presentation will provide an update on the Joint Commission perinatal care (PC) core measures. The Joint Commission introduced perinatal care (PC) measures for 2010 for use by hospitals across the country. The PC measure set is one of fourteen core measure sets available to accredited hospitals for participation in the Joint Commission's ORYX performance measurement initiative. Beginning with January 1, 2014, hospitals will report on the PC measures if they perform 1,100 or more deliveries a year as one of the requirements for the ORYX initiative. Hospitals will report on the following measures: elective delivery, cesarean section, use of antenatal steroids, healthcare-associated bloodstream infections in newborns and exclusive breast milk feeding. This presentation thoroughly covers the 2013 PC measure specifications.

Learning Objectives
By the end of the presentation, the learners will be able to:
• Discuss the Perinatal Care (PC) project.
• Discuss each of the Perinatal Care (PC) core performance measures.
• Discuss the revisions to the Perinatal Care (PC) measure specifications for 2013 discharges.
STRENGTHENING BREASTFEEDING SUPPORT THROUGHOUT THE CONTINUUM OF CARE

Friday, February 1, 10:30 AM-11:30 AM—Workshop Sessions

10:30 AM—11:30 AM

Mazatlan Ballroom B

TRACK B: PUBLIC/COMMUNITY HEALTH BREASTFEEDING SUPPORT

Building Sustainable Breastfeeding Networks: Regional Breastfeeding Liaisons

Presenters: Leslie Kaye, RD, CLC, California Department of Public Health WIC Program
Sheila Janakos, MPH, IBCLC, RLC., Peninsula Breastfeeding Collaborative
San Mateo County WIC Program
Jennifer Pettus, IBCLC, Community Resource Project WIC Program
Robbie Gonzalez-Dow, MPH, RD, Community Bridges WIC Program

The Surgeon General’s Call to Action to Support Breastfeeding states that “Only through the support of family members, communities, clinicians, health care systems and employers will we be able to make breastfeeding become the easy choice, the default choice.” After the publication of this report, a need was identified for the California WIC program to play a bigger role in facilitating seamless breastfeeding support in the communities in which WIC participants live. To meet this need, the CA WIC program established the Regional Breastfeeding Liaisons (RBL) Program. This session will explain the steps to implementing the RBL’s and describe how this program reached out to new partners beyond the traditional breastfeeding advocates. Innovative collaborations, successes and barriers in giving mothers breastfeeding support will be discussed. RBL’s will describe their experiences working with hospitals, healthcare providers, community groups and employers to support breastfeeding mothers.

Learning Objectives:
At the end of the session, learners will be able to:
• Identify two ways to coordinate with their community-based organizations to promote and support breastfeeding.
• List two goals of implementing the Regional Breastfeeding Liaison program.
• List two qualifications of a Regional Breastfeeding Liaison.
• Identify three activities to engage birthing facilities in breastfeeding promotion amongst staff and Healthcare Providers.
• Identify three approaches to assist birthing facilities in staff education regarding Baby Friendly policies.
• Identify three strategies used to work with the birthing facilities, community clinics and healthcare providers in efforts to work towards collaboration in becoming Baby-Friendly.
• Identify three strategies for leveraging existing community groups, coalitions and professional organizations to increase breastfeeding education and support in the community.
• Review one strategy to encourage employers to support breastfeeding employees.
TRACK C: CLINICAL TEAM BREASTFEEDING SERVICES

Recognize, Respond, Refer: Avoiding Regret by Approaching Breastfeeding Cases as a Team

Presenter: Patty Almaguer Auchard, MD, IBCLC,
Community Memorial Hospital Center for Family Health

When you hear hoof-beats, think horses and not zebras! In this workshop, cases involving common breastfeeding issues will be reviewed. In order to best support the breastfeeding dyad, underlying issues need to be recognized early, with community resources accessed promptly.

Learning Objectives
At the end of the session, participants will be able to:

- List three ways medical providers can support breastfeeding.
- List two signs of high or low milk supply.
- List two community resources for breastfeeding.
Improving Support for Breastfeeding: A National and State Priority

In this session, Dr. Laurence Grummer-Strawn will describe a number of national initiatives to improve the support women can receive with breastfeeding. He will discuss the new Health and Human Services (HHS) media campaign on breastfeeding, initiatives for community-based organizations, employer programs, hospital quality improvement, and changes to the national infrastructure supporting breastfeeding. He will highlight how California is doing compared to the rest of the nation on key indicators of progress.

Learning Objectives:
At this end of this session learners will be able to:
- Identify at least four national initiatives to improve the level and quality of support lactating women can receive.
### Exhibitors

<table>
<thead>
<tr>
<th>Company</th>
<th>Contact</th>
<th>Address</th>
<th>Phone</th>
<th>Email</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ameda Breastfeeding Products</strong></td>
<td>Ame Raila</td>
<td>475 Half Day Rd., Suite 200</td>
<td>518-621-7982</td>
<td><a href="mailto:ame.raila@ameda.com">ame.raila@ameda.com</a></td>
<td><a href="http://www.ameda.com">http://www.ameda.com</a></td>
</tr>
<tr>
<td><strong>Bailey Medical Engineering</strong></td>
<td>Tandra McGhie</td>
<td>2216 Sunset Drive</td>
<td>805-528-5781</td>
<td><a href="mailto:folks@baileymed.com">folks@baileymed.com</a></td>
<td><a href="http://www.baileymed.com">http://www.baileymed.com</a></td>
</tr>
<tr>
<td><strong>California Breastfeeding Coalition</strong></td>
<td>Robbie Gonzalez-Dow</td>
<td>510 Beaumont Ave</td>
<td>858-300-1017</td>
<td><a href="mailto:robbie@californiabreastfeeding.org">robbie@californiabreastfeeding.org</a></td>
<td><a href="http://www.californiabreastfeeding.org">http://www.californiabreastfeeding.org</a></td>
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<tr>
<td><strong>California Obesity Prevention Program</strong></td>
<td>Jeffery Rosenhall</td>
<td>1616 Capitol Avenue, MS 7211</td>
<td>530-750-2280</td>
<td><a href="mailto:jeffery.rosenhaill@cdph.ca.gov">jeffery.rosenhaill@cdph.ca.gov</a></td>
<td><a href="http://cdph.ca.gov/obesityprevention">http://cdph.ca.gov/obesityprevention</a></td>
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<tr>
<td><strong>California Smoker's Helpline</strong></td>
<td>Samia Hamnache</td>
<td>9500 Gilman Drive 30905</td>
<td>858-300-1017</td>
<td><a href="mailto:shamnache@ucsd.edu">shamnache@ucsd.edu</a></td>
<td><a href="http://www.nobutts.org">http://www.nobutts.org</a></td>
</tr>
<tr>
<td><strong>California WIC Association</strong></td>
<td>Karen Farley</td>
<td>1409 Drew Avenue, Suite 175</td>
<td>530-750-2280</td>
<td><a href="mailto:kfarley@calwic.org">kfarley@calwic.org</a></td>
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<tr>
<td><strong>Cal-Med Hawaii</strong></td>
<td>James Wall</td>
<td>1440 S State College Blvd, Ste 5-H</td>
<td>858-382-7930</td>
<td><a href="mailto:cal.med.hawaii@gmail.com">cal.med.hawaii@gmail.com</a></td>
<td><a href="http://cal-medhawaii.com">http://cal-medhawaii.com</a></td>
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<tr>
<td><strong>Hygeia II Medical Group, Inc</strong></td>
<td>Sylvia Ortega</td>
<td>1375 S. Acacia Ave, Suite A</td>
<td>714-585-7458</td>
<td><a href="mailto:sylvia.ortega@hygeiababy.com">sylvia.ortega@hygeiababy.com</a></td>
<td><a href="http://www.hygeiababy.com">http://www.hygeiababy.com</a></td>
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<tr>
<td><strong>Baby-Friendly USA, Inc.</strong></td>
<td>Trish MacEnroe</td>
<td>125 Wolf Rd, Suite 311</td>
<td>518-466-9019</td>
<td><a href="mailto:tmacenroe@babyfriendlyusa.org">tmacenroe@babyfriendlyusa.org</a></td>
<td><a href="http://www.babyfriendlyusa.org">http://www.babyfriendlyusa.org</a></td>
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<tr>
<td><strong>California Obesity Prevention Program, Department of Public Health</strong></td>
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<td><a href="mailto:jeffery.rosenhaill@cdph.ca.gov">jeffery.rosenhaill@cdph.ca.gov</a></td>
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<tr>
<td><strong>California WIC Program, California Department of Public Health</strong></td>
<td>Leslie Kaye</td>
<td>3901 Lennane Drive</td>
<td>310-844-3087</td>
<td><a href="mailto:leslie.kaye@cdph.ca.gov">leslie.kaye@cdph.ca.gov</a></td>
<td><a href="http://www.cdph.ca.gov/programs/wicworks/Pages/default.aspx">http://www.cdph.ca.gov/programs/wicworks/Pages/default.aspx</a></td>
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<tr>
<td><strong>fitlosophy</strong></td>
<td>Angela Manzanares</td>
<td>260 Newport Center Drive, Suite 100</td>
<td>514-905-6484</td>
<td><a href="mailto:angela@getfitbook.com">angela@getfitbook.com</a></td>
<td><a href="http://getfitbook.com">http://getfitbook.com</a></td>
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<tr>
<td><strong>L'echarpe Porte-bonheur inc. / VIJA design INC.</strong></td>
<td>Christine Duhaime</td>
<td>215 Gardenville, Longueuil, QC J4H 2H1 CA</td>
<td>514-905-6484</td>
<td><a href="mailto:info@chimparoo.ca">info@chimparoo.ca</a></td>
<td><a href="http://www.chimparoo.ca">http://www.chimparoo.ca</a></td>
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</table>
## Exhibitors

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Contact: Suzanne Haydu  
1615 Capitol Ave., MS 8306  
Sacramento, CA 95814  
Phone: 916-650-0382  
Email: Suzanne.haydu@cdph.ca.gov  
Website: [http://cdph.ca.gov/Breastfeeding](http://cdph.ca.gov/Breastfeeding)

**Mommy Recovery Kit**  
Contact: Corrin Barlow  
14347 Albers, Suite 105  
Sherman Oaks, CA 91401  
Phone: 818-749-7780  
Email: mommyrecoverykit@gmail.com  
Website: [http://www.mommyrecoverykit.com](http://www.mommyrecoverykit.com)

**Mother’s Milk Bank**  
Contact: Pauline Sakamoto  
751 S. Bascom Avenue  
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Phone: 408-885-3959  
Email: Pauline.sakamoto@hhs.sccgov.org  
Website: [http://www.sanjosemilkbank.com](http://www.sanjosemilkbank.com)

**Persimmon Scientific**  
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**Simple Wishes/Brilliant Breastfeeding Partner**  
Contact: Joy Kosak  
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**St. Joseph Health System**  
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**The Nurture Blanket**  
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**OC Breastfeeding Coalition**  
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Website: [http://www.ocbreastfeedingcoalition.org](http://www.ocbreastfeedingcoalition.org)

**Timeless Medical System**  
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Website: [http://www.timelessmedical.com](http://www.timelessmedical.com)

**UC San Diego Extension**  
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Phone: 858-534-9259  
Email: bjchavez@ucsd.edu  
Website: [http://extension.ucsd.edu/lactation](http://extension.ucsd.edu/lactation)
Local Agencies Sharing Tables

Throughout California, hospitals and communities are working to improve infant, family and community health by implementing policies and practices that support breastfeeding. This is a great opportunity to learn about what hospitals, local breastfeeding coalitions and Public/Community Agencies are doing to increase local breastfeeding rates. **Local Agencies Sharing Tables are available in the Cabo San Lucas Ballroom Pre-Function Area.** Come and visit our local agencies sharing tables.

The sharing tables will be available for viewing on:
- **Thursday Viewing** 12:30 PM—7:00 PM
- **Thursday Dedicated Sharing Table Viewing** 12:30—2:00, 3:30—3:45, 5:15 PM—7:00
- **Friday Viewing** 7:30 AM—12:00 PM
- **Friday Dedicated Sharing Table Viewing** 7:30—8:00, 9:00—9:15, 10:15—10:30, 11:30—12:00

**Breastfeeding Coalition of San Joaquin County**

**Birth, Baby and Bonding Fair/Positive Images of Breastfeeding Photo Contest**
For the past three years, the Breastfeeding Coalition of San Joaquin County held a *Birth, Baby and Bonding Fair* to celebrate World Breastfeeding Week. The Fair provided young families with the opportunity to get breastfeeding and parenting information from more than 40 organizations, including every maternity hospital in San Joaquin County, health care providers, WIC agencies, local businesses and community organizations. In 2012, more than 1,000 people attended the Fair.

One of the most popular features of the Fair was the display of the winning entries from the *Positive Images of Breastfeeding Photo Contest*. Each year San Joaquin County mothers are encouraged to submit their breastfeeding photographs. Cash prizes are awarded for the top amateur/personal photograph, as well as the top professional photograph. Winners also receive a framed 11 X 14 enlargement and a free studio session with Elaine Begley Photography, which helps underwrite the contest. In 2012, a new award, the “People’s Choice Award,” was given to the mother whose photograph received the most votes at the Fair. When people were asked to vote on their favorite photograph, they spent more time looking at the entries and told us they were excited about entering the contest next year.

**Contact Person:** Mary Woelfel, MPH, IBCLC  
**Phone Number:** 209-468-3267  
**E-Mail:** mwoelfel@sjcphs.org

**BreastfeedLA**

**BreastfeedLA**
BreastfeedLA, the breastfeeding task force for greater Los Angeles, is dedicated to improving the health and well being of infants and families through education, outreach, and advocacy to promote and support breastfeeding. Drop by our sharing table to hear about our healthcare and workplace policy projects. We also have information about our professional education program which includes seminars and our Birth and Beyond Los Angeles workshops.

**Contact Person:** Karen Peters  
**Phone Number:** 310-941-3338  
**E-Mail:** kpeters@breastfeedLA.org
Local Agencies Sharing Tables

Community Memorial Hospital of San Buenaventura

The New Parent Resource Center
Community Memorial Hospital in Ventura, California has a Center for new and prospective parents. In addition to childbirth, sibling, CPR and pre-natal yoga classes we offer free breastfeeding support groups twice a week and private consultations at no cost for those who delivered at CMH and a one-time $50 fee for those who delivered elsewhere. We also rent and sell breast pumps and breastfeeding bras and supplies. The Center is open Monday-Friday and help is available by phone on the weekends.

Contact Person: Sheila Dedrick
Phone Number: 805-667-2838
E-Mail: sdedrick@cmhospital.org

Inland Empire Breastfeeding Coalition & La Leche League

Baby Friendliest Region in California
Sharing our journey to success: Resources, stories, and collaborations, Inland Empire Breastfeeding Coalition invite you to join their membership and see what they can do to help you and your organization.

Contact Person: Gretchen Andrews/Mia Hernandez
Phone Number: Gretchen – 951-533-3606, Mia – 951-444-0604
E-Mail: lacladdee@gmail.com mia@iebreastfeeding.org

Kaiser Permanente Southern California

From Bottles to Breasts: Changing the Culture of Infant Feeding at all SCAL Kaiser Hospitals
The sharing table consists of a story board depicting the process and quality improvement experienced by the Kaiser hospitals that pursued the Baby-Friendly Hospital Designation between 2008 and 2012.

Contact Person: Denise Parker
Phone Number: 818-625-2981
E-Mail: deniseparker@ca.rr.com

La Leche League

La Leche League
La Leche League provides mother to mother peer breastfeeding support through local group meetings and by warmline. Women who attend LLL meetings have dramatically longer duration of breastfeeding because of the information and support they receive. Visit our table to find how you can help your mothers access LLL’s expertise and nurturing.

Contact Person: Susan Aldana
Phone Number: 562-301-4681
E-Mail: susan.aldana@gmail.com
Monterey County and Community Bridges WIC Programs

Promoting Lactation in the Workplace for Agricultural Workers

A large proportion of WIC participants in Monterey and Santa Cruz Counties are women employed in the agricultural industry. WIC agencies in both counties have targeted this population to facilitate pumping at the workplace, using diverse strategies including: support groups and classes addressing their unique issues; development of outreach and educational materials specific to farmworkers; provision of battery-powered or manual pumps, privacy screens and insulated lunch bags for milk storage; and outreach and consultation to agricultural employers on policy development and options for accommodating breastfeeding workers. The sharing table will be a venue to share some of the barriers and successes experienced in promoting lactation accommodation among agricultural workers on the Central Coast.

Contact Person: Janet C. Vaughan
Phone Number: 831-796-2866
E-Mail: vaughanjc@co.monterey.ca.us

San Diego County Breastfeeding Coalition

Breastfeeding Referral, Education, Equipment, Advocacy and Support Team

The program serves as a safety net for medically and socially high risk families with no other resources, so that their infants can receive the healing and developmental benefits of their own mother’s milk. Through its web site, email and 1-800-371-MILK line, the SDCBC supports and advocates for mothers wishing to breastfeed. Available resources are professional lactation education, educator’s flip chart, and community referrals.

Contact Person: Nancy Wight MD, IBCLC
Phone Number: 619-222-0442
E-Mail: wightsd@aol.com

Sharp Grossmont Hospital

An Interdisciplinary Approach To Improving Exclusive Breastfeeding At Discharge

Our interdisciplinary approach began by addressing whether the implementation of Baby-Friendly Hospital Initiative (BFHI) strategies versus current practice effectively increases exclusive breastfeeding and breast milk rates at discharge. At Sharp Grossmont Hospital there were policies and procedures promoting exclusive breastfeeding; however, we did not have an interdisciplinary, evidence-based approach to support exclusive breastfeeding at discharge. By creating an interdisciplinary taskforce utilizing representatives from each of the Women’s Center departments we were able to incorporate BFHI strategies to increase our exclusive breast milk feeding at discharge. After implementing these strategies, our healthy newborn exclusive breastfeeding rate at discharge increased from 49% to 67%.

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The Breastfeeding Coalition of Greater Sacramento
Hosting California’s First Breast Milk Donation Drive
The Breastfeeding Coalition of Greater Sacramento will share details about our 1st Annual Breast Milk Donation Drive, which was also the first Breast Milk Drive in California, which took place on December 10, 2012 in Sacramento County. Teaming up with CRP WIC, Sac County WIC and Sutter Memorial Hospital, the Coalition drew in moms throughout the Sacramento region to donate breast milk to infants in need, bringing in more than 4,500 ounces of breast milk for the milk bank. In addition, the Coalition has purchased a freezer and has recruited a local hospital to act as a Depot site for the Milk Bank, with plans for additional Depot sites throughout Sacramento in the future.

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The Resource Connection WIC Program
Returning to Exclusive Breastfeeding
Sometimes babies need to be supplemented with formula for a short time after birth. Most babies can change to fully breastfeeding once the need for supplementation is over. We have developed an easy to use pamphlet to assist mothers with the transition safely and effectively.

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