Creating a Constellation: Charting the Course for Breastfeeding Success

Sixth Annual California Breastfeeding Summit

February 3-5, 2016
DoubleTree by Hilton
Sacramento, CA
Summit Goal

The goal of the 2016 California Breastfeeding Summit is to issue a call to action to offer professionals and mothers a “constellation” of breastfeeding support and to “chart” a course that addresses barriers and infant feeding disparities.

Summit Objectives

After attending the California Breastfeeding Summit, attendees will be able to:

- Utilize state and local breastfeeding data to measure and improve lactation support services for improved mother-baby outcomes.
- Promote policy and practice improvements in their discipline to remove barriers to providing a strong foundation of mother-baby centered breastfeeding support services.
- Interpret how the Surgeon General’s Call to Action to Support Breastfeeding can increase exclusive breastfeeding rates through active support from families, friends, communities, clinicians, health care leaders, employers and policymakers.
- Employ the changing paradigm of breastfeeding support from one of individual behavior to collective responsibility, with particular emphasis on the role of families, communities, clinicians, health care leaders, employers and policymakers to increase exclusive breastfeeding rates and prolong duration and support mother’s breastfeeding goals.

Who Should Attend?

Approximately 450 participants are expected to attend, including:

- Hospital administrators, maternity department managers and hospital nurses who want tools and resources to implement the Baby-Friendly Hospital Initiative and comply with SB 402 and SB 502 to increase exclusive breastfeeding and improve Joint Commission measures.
- Physicians and advanced practice healthcare providers who want to create breastfeeding-friendly practices to support mothers prenatally and beyond hospital discharge.
- Leaders of community-based organizations, public health professionals, and WIC leaders and staff members who want clinical updates to improve support for breastfeeding mothers and to collaborate with hospitals and health care providers.
- Breastfeeding Coalition members (breastfeeding advocates and professionals) who want to network, and share best practices across professional disciplines to improve collective efforts to support breastfeeding mothers.
- Community educators, advocates and supporters such as the La Leche League Leaders, Nursing Mother’s Counsel and Breastfeeding USA counselors.
Program Agenda at Glance

This is our draft agenda as of October 31, 2015 and is subject to change. Please check the Coalition website or the Summit page on Eventbrite for updates.

Tuesday, February 2, 2016
8:00 AM—5:00 PM Regional Breastfeeding Liaison Meeting, CDPH WIC

Wednesday, February 3 2016

California Breastfeeding Coalitions: A Galaxy of Stars, To Infinity and Beyond!
Invitation Only—for 3-5 Local Coalition Leaders from each county
9:00 AM Registration
9:30 AM Welcome and Introductions, Ernie Navarro, DM, BCC, LCSW, Robbie Gonzalez-Dow, MPH, RD, CLE
10:00 AM Coalitions Using Data to Remove Breastfeeding Barriers, Connie Mitchell, MD, MPH, Carina Saraiva, MPH
10:45 AM Re-Energizing with Coalition Needs Assessment
11:25 AM Break
11:40 AM Building Collaborations and Lasting Partnerships
12:15 PM Sustaining Your Coalition
1:00 PM End of Program and Lunch on your own

Full Summit Starts
1:30 PM Registration
2:30 PM Welcome
2:45 PM Conducting a Community Breastfeeding Needs Assessment, Kimberly Seals Allers
4:15 PM Break
4:30 PM Social Media—"Layer Cake: Mobilizing Mothers and Communities for Social Change,"
          Anayah Sangodele-Ayoka, MomsRising
5:00 PM Closing

Gala and Awards Dinner
6:30 PM Welcome, Ernelyn Navarro, Chair of the Board of Directors, California Breastfeeding Coalition
6:45 PM Dinner
7:15 PM Celebrating our Successes! Golden Nugget Awards
8:00 PM Closing

Thursday, February 4, 2016
7:00 AM Registration and Continental Breakfast
7:00 AM Exhibits, Posters, Coalition Sharing Tables, Silent Auction
8:00 AM Welcome, Ernelyn Navarro, DM, BCC, LCSW
8:15 AM Opening Plenary: Let’s Get Healthy California—Healthy Beginnings, Karen Smith, MD, California Department of Public Health Director and State Health Officer
8:45 AM Plenary: Meeting Challenges, Managing Change, California Leads the Nation
          Jane Heinig, PhD, IBCLC, UC Davis Human Lactation Center
9:45 AM Break
10:00 AM Celebrating Newly Designated Baby-Friendly Hospitals: Sharing Best Practices for Change
10:30 AM Plenary: Removing Barriers to Breastfeeding, Simran Noor, Center for Social Inclusion
11:30 AM Introduction to the Baby-Friendly Initiative for Neonatal Units, Trish MacEnroe, BS, Baby-Friendly USA
12:00 PM Lunch on your own. Exhibits, Posters, Coalition Sharing Tables, Silent Auction
1:30 PM Concurrent Workshop Tracks
          • Neonatal Intensive Care Units: The Baby-Friendly Hospital Initiative for Neonatal Units, Trish MacEnroe, BS
          • Healthcare Systems: Inpatient & Outpatient: Supporting Lactation Across the Continuum: Northern California Kaiser Model, Kristin Steuerle, MD, Kimberly Klein, MD, IBCLC, FAAP
          • Mothers, Families and Communities: Protecting Nursing in Public: It’s a CIVIL RIGHT!, Robin Kaplan MED, IBCLC
          • Clinical Practice: The Effect of Tongue/Lip Tie on Breastfeeding, Bobby Ghaheri, MD
2:30 PM Break—Exhibits, Posters, Coalition Sharing Tables, Silent Auction

February 3 - 5, 2016, 6th Annual Summit
californiabreastfeeding.org
Program Agenda at Glance Continued

Thursday, February 4, 2016 continued

2:45 PM Concurrent Workshop Tracks

- **Neonatal Intensive Care Units:** *Lactation in the Neonatal Intensive Care Unit: Physician Engagement is Well-Worth the Effort*, Christine Bixby, MD, FAAP, Caroline Steele, MS, RD, CSP, IBCLC
- **Healthcare Systems: Inpatient & Outpatient:** Navigating from Hospital to Home: A Continuity of Care Pilot with WIC and First 5 (BFHI Step 10), Jeanne Kettles, MA, CLE, S-IBCLC, June Jenkins Allen, MBA
- **Mothers, Families and Communities:** Community-Based Doula Program: Innovative Program Model that Supports Families, Brenda Reyes, RN, CLC

3:45 PM Break—Exhibits, Posters, Coalition Sharing Tables, Silent Auction

4:00 PM Concurrent Workshop Tracks

- **Neonatal Intensive Care Units:** *Targeted Interventions to Increase Breastmilk at Discharge in Extremely-Low-Birth-Weight (ELBW) Infants*, Caroline Steele, MS, RD, CSP, IBCLC, Crystal Deming, RN, IBCLC
- **Healthcare Systems: Inpatient & Outpatient:** Meeting the Needs of the Latino Community: Improving Culturally Appropriate Breastfeeding Support, Jeannette Panchula, BSW, RN, PHN, IBCLC
- **Mothers, Families and Communities:** Babywearing=A Key to Longer Breastfeeding: A Tool Everyone Should be Promoting, Ann-Marie Jane Christian, LLLL, IBCLC
- **Employment:** Overcoming Barriers to Implementing a Program and Policy in the Largest Employer in Los Angeles County, Helen O’Connor, MSPH, MA, Cindy Young, MPH, RD, CLE

5:00 PM Break—Exhibits, Posters, Coalition Sharing Tables, Silent Auction

7:00 PM **Movie Night:** Microbirth and a special presentation on “The Imprint Study” from UC Davis, Mark Underwood, MAS, MD and Jennifer Smilowitz, PhD

Friday, February 5, 2016

7:00 AM Registration and Continental Breakfast

7:00 AM Exhibits, Posters, Coalition Sharing Tables, Silent Auction

7:30 AM – 10:30 AM Healthcare Provider Frenotomy Clinical Training, Bobby Ghaheri, MD [download the flyer here](#)

8:00 AM Welcome, Breastfeeding Coalition of San Joaquin County

**Plenary—Opportunities for Breastfeeding Teens: Implementation of AB 302**
American Civil Liberties Union
California Latinas for Reproductive Justice and

9:00 AM Break—Exhibits, Posters, Coalition Sharing Tables, Silent Auction

9:15 AM Concurrent Workshop Track Sessions

- **Neonatal Intensive Care Units:** *Lactation After Loss: the Role of the Lactation Team*, Rose DiVigne Jackiewicz, RN, MPH, IBCLC, Gail Dacayanan, RD, IBCLC
- **Healthcare Systems: Inpatient & Outpatient:** Baby-Friendly Hospital Initiative and Beyond, Trish MacEnroe, BS
- **Mothers, Families and Communities:** Safe Infant Sleep: What Health Professionals Need to Know to Promote Safe Sleep Environments, Dia L. Michels

10:15 AM Break—Exhibits, Posters, Coalition Sharing Tables, Silent Auction

10:45 AM Concurrent Workshop Track Sessions

- **Neonatal Intensive Care Units:** Lactation Care Map for the Neonatal Intensive Care Unit, Cindy Baker-Fox, RN, BSN, IBCLC, Crystal Deming, RN, IBCLC
- **Healthcare Systems: Inpatient & Outpatient:** Are We Moving Forward or Sliding Back? Having the Data Skills to Know the Difference, Carol Lopez Melcher, MPH, BS, RN
- **Mothers, Families and Communities:** TBD

11:45 AM Networking lunch provided; sitting by county

1:00PM **Plenary—9 Steps to Breastfeeding-Friendly: Guidelines for Community Health Centers and Outpatient Care Settings**, Linda Cowling, MPH, RD, Shana Wright Bruno, MPH, CHES, Brenda Flores, NP, Jessica Jolley, IBCLC

2:45 PM **Keynote—How Mothers Can Nurse Themselves Healthy**, Eleanor Bimla Schwarz, MD

3:15 PM **Closing—Breastfeeding Campaigns Around the World**, Rebeca Pastrana-Sheng, BS, IBCLC

3:30 PM Adjourn
Continuing Education Units

CME

For 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. Applying for CMEs. Final count pending.

CEU

For 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. Applying for CEUs. Final count pending.

CERP

For IBCLC: Application for CERPs will be submitted to the International Board of Lactation Consultant Examiners by the California WIC Association, Summit Co-sponsor. Final count pending.

CPEU

For Registered Dietitians: California WIC Association, Summit Co-sponsor, provider of Commission on the Dietetic Registration hours. Final count pending.

Special Discounts

GROUPS: 10% DISCOUNT is available if five or more people are attending from the same agency/organization or community breastfeeding coalition. Email Robbie at robbiegdc.ca@gmail.com to request the promotional code with a list of names of the people attending. Each person can register themselves and enter the promotional code at the time of registration.

STUDENTS: Students who are currently working towards a bachelor’s, master’s, PhD or attending academic approved program for IBCLC can receive a $50 discount. To access the discount code, please email Robbie Gonzalez-Dow at robbiegdc.ca@gmail.com requesting the discount code and listing where you attend school and the degree you are seeking.

Cancellation Policy

It is the policy of the CBC to assess a processing fee for all cancelled registrations. To cancel your registration, a written request must be received by Robbie via e-mail to: robbiegdc.ca@gmail.com no later than 5:00 p.m. PT on January 19, 2016.

Cancellations received on or before January 19, 2016 will be refunded, less a $50 processing fee. No refunds will be granted for cancellations received after January 19, 2015. NO EXCEPTIONS. CBC regrets that refunds will not be granted for “no-shows.”
Healthcare Provider Frenotomy Clinical Training, February 5
$35
After January 19, 2016
$45
Starts at 7:00 AM and ends at 10:30 AM. Includes breakfast and CMEs. Healthcare provider (MD, DO, PA, NP, DDS) special clinical training on frenotomy.

Coalition Gala and Awards Dinner
$40
After January 19, 2016
$50
If your ticket does not include the Gala Dinner and Awards, please purchase a ticket to attend. Family members are welcome with purchase of ticket.

California Breastfeeding Coalitions:
A Galaxy of Stars, To Infinity and Beyond!

Special Meeting for Coalition Leaders from each County
February 3, 9:00 AM – 1:00 PM, No Charge
This meeting is invitation only for 3-5 leaders from each county or regional breastfeeding coalition or taskforce. Each county should determine who to invite for this meeting. It is our hope to build, nurture, and strengthen our local breastfeeding coalitions! We want attendees to leave with a renewed sense of enthusiasm for their coalitions and communities; tools to identify gaps in their communities and resources and strategies to address these gaps; connections with local, regional, and state coalition members; and examples on how to identify key community stakeholders for collaboration.

Register for the California Breastfeeding Summit here:
https://www.eventbrite.com/e/6th-annual-california-breastfeeding-summit-creating-a-constellation-charting-the-course-for-registration-18920103539

Registration

Register at: www.eventbrite.com

All registration is online. Credit cards, checks, and invoice payments accepted. Early-bird registration through January 19, 2016.

Full Summit Three Days, February 3, 4, 5
BEST DEAL $300
After January 19, 2016
$350
Starts at 2:00 PM on February 3 and ends at 3:30 PM on February 5. Includes Coalition Gala Dinner and Awards, Workshops, Exhibit Viewing, Movie Night, Continental Breakfast each day, Lunch on Friday, and Continuing Education Units. Optional healthcare provider (MD, DO, PA, NP, DDS) special clinical training on frenotomy Friday morning. BEST VALUE!

Summit Two Days, February 3 and 4
$250
After January 19, 2016
$300
Starts at 2:00 PM on February 3 and ends at 9:00 PM on February 4. Includes Coalition Gala Dinner and Awards, Workshops, Exhibit Viewing, Movie Night, Continental Breakfast, and Continuing Education Units.

Summit Two Days, February 4 and 5
$250
After January 19, 2016
$300
Starts at 7:00 AM on February 4 and ends at 3:30 PM on February 5. Includes Workshops, Exhibit Viewing, Movie Night, Continental Breakfast each day, Lunch on Friday, and Continuing Education Units. Optional healthcare provider (MD, DO, PA, NP, DDS) special clinical training on frenotomy Friday morning.

Summit One Day, February 3
$100
After January 19, 2016
$125
Starts at 2:00 PM and ends at 8:30 PM. Includes Continuing Education Units, and Coalition Gala Dinner and Awards.

Summit One Day, February 4
$150
After January 19, 2016
$175
Starts at 7:00 AM and ends at 9:00 PM. Includes Workshops, Exhibit Viewing, Movie Night, Continental Breakfast, and Continuing Education Units.

Summit One Day, February 5
$150
After January 19, 2016
$175
Starts at 7:00 AM and ends at 3:30 PM. Includes Workshops, Exhibit Viewing, Continental Breakfast, Lunch, and Continuing Education Units. Optional healthcare provider (MD, DO, PA, NP, DDS) special clinical training on frenotomy Friday morning.
The DoubleTree Sacramento is conveniently located next to the Cal Expo and a quick five-minute drive to downtown Sacramento. Enjoy our free three-mile-radius shuttle to visit Arden Fair Mall, Sutter’s Landing Regional Park, and more!

Check In/Out Times

Check-in time is at 4:00 PM with checkout at 11:00 AM. Guest arriving before 4:00 PM will be accommodated as rooms become available.

Parking

Overnight self-parking is $4 per evening.

Transportation

If flying to the DoubleTree Hotel, the Sacramento International Airport is just 15 miles away. For more information about direct flights from each airport and ground transportation, please visit the airport website.

Lactation Room / Babies

A lactation room is available for pumping or breastfeeding. Please ask the registration desk for information and help with access to the room.

Babies are welcome. We ask parents to please tend to baby outside of the workshop rooms if the baby is displaying discomfort or making noise that can disrupt workshops. Please feel free to breastfeed baby anywhere.

For questions contact Robbie Gonzalez-Dow:
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