Welcome Summit Attendees!

Welcome to San Diego and the 8th Annual California Breastfeeding Summit, “Advocacy, Breastfeeding and Communication.” The California Breastfeeding Summit is the state’s premier gathering of breastfeeding and lactation clinicians, advocates, community leaders, researchers, and stakeholders.

The goal of the 2018 California Breastfeeding Summit is to create a strong community of breastfeeding advocates to work together on common actions to remove barriers to breastfeeding and advance breastfeeding equity. As in previous years, the 2018 Summit will provide a forum to evaluate the current status of breastfeeding in our state, inspire and motivate a catalyst for change, explore best practice, acquire new skills, present networking opportunities, and share resources and tools to make a collective impact. Through these collective efforts we can reduce and remove the barriers to breastfeeding.

An incredibly dedicated multi-disciplinary and diverse planning committee put together a dynamic Summit program. This year’s Summit will feature a new and exciting format. We invited local and national speakers and knowledge cafes that will inspire and equip California hospitals and community partners to strengthen breastfeeding support throughout the continuum of care. After attending the Summit, participants will be able to:

- Examine state and local breastfeeding data and resources to measure disparities and improve equity for lactation support services and maternal and child health.
- Interpret state and local breastfeeding practices, policies and laws to support and advocate for lactation accommodations to increase exclusive breastfeeding rates, prolong duration and support families’ breastfeeding goals.
- Identify educational tools, resources and strategies to promote and support exclusive breastfeeding management in hospitals, clinics and community settings.
- Employ the changing paradigm of communication to promote and protect breastfeeding, with particular emphasis on the use of language, the role of social media platforms and viral/digital campaigns.

To get the most out of your learning experience, be sure to view the poster presentations, exhibit tables, the local agency and coalition sharing tables and meet our “Golden Nugget Award” recipients. They have information, resources, services, and experiences that will help our collective efforts with Advocacy, Breastfeeding and Communication.

Please enjoy the 2018 California Breastfeeding Summit. Enjoy your time in beautiful San Diego. Your attendance over the next two days is an indication of your commitment to addressing and removing barriers to breastfeeding in California. On behalf of the California Breastfeeding Coalition Board of Directors and our Executive Director, I thank you for coming, and urge you to share the ideas, inspiration, and resources you find here at the Summit with your colleagues, stakeholders and community collaborators back home.

Sincerely,

Ifeyinwa Asiodu

Ifeyinwa Asiodu, PhD, RN, IBCLC
Board Chair, California Breastfeeding Coalition

Robbie Gonzalez-Dow, MPH, RD, CLE
Executive Director

and the 2018 Board:

Gini Baker, RN, MPH, IBCLC
Denise Breheny, BSN, RNC-MNN, IBCLC
Susan Crowe, MD
Oky Gerell, MD

Kelly Philipson, MSN, RN, CNML, MBA
Devona Robertson, IBCLC
Grace Yee, IBCLC
Special Thanks & Acknowledgements

The California Breastfeeding Coalition would like to thank and acknowledge the following individuals for their hard work and dedication to our common vision that there are no barriers to breastfeeding in California and for planning a successful California Breastfeeding Summit!

Adrienne Guirguis  Anna Sadovnikova  Arissa Palmer
Brandi Muro  Carol Melcher  Carolyn Sanders
Catherine Burmeister Loera  Cathy Porter  Christine Staricka
Christine Decker-Hughes  Cindy Stade  Cindy Young
Deborah Albert  Denise Breheny  Devona Robertson
Ericka Dorsey  Erin Garcia  Ernelyn Navarro
Felicia Esqueda  Fran Buche  Gloria Pierson
Grace Yee  Ifeyinwa Asiodu  Jeanne Kettles
Karen Foster  Krisi Richey  Leonila Rivera
Lizeth Betancourt  Luz De Leon  Mary Woelfel
Mary Radinsky  Maryleah Needles  Michelle Lee
Rebeca Pacheco Hidalgo  Rebeca Pastrana Sheng  Samantha Slaughter
Sara Stone  Sherri Mendelson  Sudha Rani Narasimhan
Susan Crowe  Susana Berumen  Tina Levy
Vernay Ramsey
The California Breastfeeding Coalition would like to thank our Sponsors for their generous support!

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FIRST5 CALIFORNIA

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Team Tongue Tie

Injoy Health Education
Plumtree Baby

Lactation Education Resources
General Information

Registration & Information Desk Hours
The Registration & Information Desk is in the Golden Foyer. The staff is available to answer questions and provide assistance to summit attendees in the morning during registration and at schedule break times.

Seating Policy
Seating for all sessions is on a first-come, first-served basis. If your first choice is at its capacity, we would appreciate your cooperation in attending the session of your second choice.

Evaluations
Evaluations will be completed online after the Summit.

Messages
A message board will be located by the registration desk.

Lactation Room / Babies
A lactation room is available. 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. Please feel free to breastfeed baby anywhere.

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.

Hotel & Contact Information
Town and Country
500 Hotel Circle North
San Diego, CA 92108
800-772-8527

3:00 PM Check-in
11:00 AM Check-out

Hotel Dining
Town and Country features two delicious on-site restaurants for your enjoyment.

CHARLIES: Enjoy house-made Texas style barbecue at Charlie’s, a Hotel Circle, San Diego restaurant, where you can watch the big game, play a game of pool, and refresh with a cocktail or beer. Charlie’s offers a full bar and has over 20 beers to choose from, including local micro-brews. Appetizers, burgers, salads, savory barbecue will satisfy any craving. This Mission Valley restaurant is open daily.

THE MARKET: Breakfast and snacks on the go – that’s The Market. From Locally brewed Cafe Moto coffee, pastries and fruit, to salads, sandwiches and even pizza. The Market is centrally located on property, close to meeting and event facilities. Open daily.

Parking
Parking is $10 daily for hotel guest staying overnight and local guest driving.
Continuing Education Units

For Nurses: The California WIC Association is an approved provider by the California Board of Registered Nursing, Provider Number: CEP 16525. Offering a maximum of 14.25 contact hours. RNs need to sign the daily sign in sheet at the registration desk for each of your days of attendance. Include your license number.

- Sign in at the registration desk each day & check that we have your correct email address as this is where your certificate will be sent.
- You must complete our online evaluation in order to receive your certificate. We provide a link to this evaluation after the conference & will email certificates to those who have completed the evaluation within a month after the training.

For International Board Certified Lactation Consultants: The California WIC Association is an approved provider with the International Board of Lactation Consultant Examiners, Long Term Provider Number: CLT115-01. Offering a Maximum of 14.25 units. Sign the daily sign in sheet at the registration desk for each of your days of attendance.

- Sign in at the registration desk each day.
- Please pick up your certificate on the last day of your summit attendance.
- Complete the online evaluation, link will be provided.

For Registered Dietitians: California WIC Association, Summit Co-sponsor, provider of Commission on Dietetic Registration. Offering a maximum of 17.25 units.

- RD’s do not need to sign in.
- Please pick up your certificate on the last day of your summit attendance.
- Complete the online evaluation, link will be provided.

Partners

The California Breastfeeding Coalition would like to express its deep appreciation for the collaborative support provided by:

Thank you for your support!
### 2017 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 remove all barriers to breastfeeding by achieving the Baby-Friendly Designation.*

<table>
<thead>
<tr>
<th>COUNTY</th>
<th>HOSPITAL</th>
<th>MONTH</th>
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<tbody>
<tr>
<td>Los Angeles</td>
<td>Ronald Reagan UCLA Medical Center</td>
<td>January</td>
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<tr>
<td>Los Angeles</td>
<td>Memorial Hospital of Gardena</td>
<td>February</td>
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<tr>
<td>Marin</td>
<td>Marin General Hospital</td>
<td>February</td>
</tr>
<tr>
<td>San Luis Obispo</td>
<td>Sierra Vista Regional Medical Center</td>
<td>April</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>Centinela Hospital Medical Center</td>
<td>May</td>
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<tr>
<td>Santa Clara</td>
<td>El Camino Hospital Los Gatos</td>
<td>May</td>
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<tr>
<td>Tulare</td>
<td>Tulare Regional Medical Center</td>
<td>June</td>
</tr>
<tr>
<td>Sacramento</td>
<td>Methodist Hospital of Sacramento</td>
<td>September</td>
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<tr>
<td>Los Angeles</td>
<td>Citrus Valley Medical Center</td>
<td>October</td>
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<tr>
<td>Santa Clara</td>
<td>Saint Louise Regional Hospital</td>
<td>November</td>
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<tr>
<td>Orange</td>
<td>UC Irvine Medical Center</td>
<td>November</td>
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<tr>
<td>Fresno</td>
<td>Saint Agnes Medical Center</td>
<td>December</td>
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### 2017 California Re-Designated Baby-Friendly Hospitals

*Baby-Friendly designation is a global symbol of providing world-class maternity care.*

<table>
<thead>
<tr>
<th>COUNTY</th>
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<th>YEARS</th>
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<tbody>
<tr>
<td>Los Angeles</td>
<td>LAC + USC Medical Center</td>
<td>2017-2022</td>
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<tr>
<td>Los Angeles</td>
<td>Harbor UCLA Medical Center</td>
<td>2017-2022</td>
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</tbody>
</table>
Visit the California Breastfeeding Coalition at
http://californiabreastfeeding.org/focus-areas/hospitals/
to view the list of all the designated Baby-Friendly Hospitals in California.
## California Breastfeeding Summit

### Wednesday, January 24, 2018—Agenda

**California Breastfeeding Coalition Presents**

**8th Annual California Breastfeeding Summit**  
*Advocacy, Breastfeeding, Communication*

### WEDNESDAY AGENDA AT A GLANCE

**Wednesday, January 24, 2018**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:00a – 6:00p</td>
<td>Registration</td>
<td>Golden Foyer</td>
</tr>
<tr>
<td>7:00a—8:00a</td>
<td>Continental Breakfast</td>
<td>Town and Country Room</td>
</tr>
<tr>
<td>7:00a—8:00a</td>
<td>Exhibits/Sharing Tables/ Photo Booth/Silent Auction &amp; Raffle Posters</td>
<td>Town and Country Room</td>
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<tr>
<td></td>
<td>Posters</td>
<td>Golden Foyer</td>
</tr>
<tr>
<td>8:00a—8:15a</td>
<td>Summit Welcome/Opening</td>
<td>California Breastfeeding Coalition Board</td>
</tr>
<tr>
<td>8:15a—9:00a</td>
<td>State of the State: California In-hospital Breastfeeding Rates</td>
<td>M. Jane Heinig, PhD, IBCLC, UC Davis Human Lactation Center</td>
</tr>
<tr>
<td>9:00a—10:15a</td>
<td>The Status of Improving Hospital Breastfeeding Support Policies and Practices in California</td>
<td>Karen C. Ramstrom, DO, MSPH, California Department of Public Health</td>
</tr>
<tr>
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<td>The Evidence for the New World Health Organization Maternity &amp; Newborn Care Breastfeeding Guidelines</td>
<td>M. Jane Heinig, PhD, IBCLC, UC Davis Human Lactation Center</td>
</tr>
<tr>
<td>11:15a—12:00p</td>
<td>Factors Underlying Racial and Ethnic Disparities in Breastfeeding</td>
<td>Jennifer Hahn-Halbrook, PhD, UC Merced</td>
</tr>
<tr>
<td>12:00p – 1:30p</td>
<td>Lunch on your own—Terrace Café has Soup, Salad, and Sandwich Buffet at $20/person inclusive of Tax &amp; Tip or grab a sandwich or salad at the Market</td>
<td>Golden Foyer</td>
</tr>
<tr>
<td>1:30p – 2:15p</td>
<td>Do Formula Marketers Use Social Media to Undermine Breastfeeding?</td>
<td>Pamela Mejia, MS, MPH, Berkeley Media Studies Group</td>
</tr>
<tr>
<td>2:15p – 3:15p</td>
<td>Mobilizing Mothers and Communities for Social Change Using Social Media</td>
<td>Anayah Sangodele-Ayoka, CNM, MomsRising</td>
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### ALL DAY IN THE GOLDEN PACIFIC BALLROOM

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<thead>
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<tbody>
<tr>
<td>10:15a–10:30a</td>
<td>Break</td>
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<tr>
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<td>Break</td>
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<td>Posters</td>
<td>Golden Foyer</td>
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<tr>
<td>3:30p—5:00p</td>
<td>Facts vs. FIB: Countering Misinformation and Fear-Based Anti-Breastfeeding Campaigns</td>
<td>Kimberley Seals-Allers</td>
</tr>
<tr>
<td>5:00p—5:30p</td>
<td>Break</td>
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<tr>
<td>5:30p—7:00p</td>
<td>Reception with food and no-host bar</td>
<td>Town and County Room</td>
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<td>Posters</td>
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<tr>
<td>7:00p—8:00p</td>
<td>Knowledge Café Specialty Meetings</td>
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<td></td>
<td>1) Current Issues Facing the US Baby-Friendly Hospital Initiative,</td>
<td>Golden Pacific Ballroom</td>
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<td></td>
<td>Trish McEnroe, Baby-Friendly USA</td>
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<td></td>
<td>2) Depression &amp; Breastfeeding: The Impact of Oxytocin and Stress,</td>
<td>Royal Palm Salon 1,2</td>
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<td>Kathleen Kendall-Tackett, PhD, IBCLC, FAPA</td>
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<td>3) Coalition Projects: Childcare toolkit &amp; Advocacy Training,</td>
<td>Royal Palm Salon 3</td>
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<td></td>
<td>Jeanne Kettles &amp; Tonya Lang and Arissa Palmer &amp; Katie Waters-Smith</td>
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<td>4) Milk Banking 2018, Pauline Sakamoto, Mother’s Milk Bank</td>
<td>Royal Palm Salon 4</td>
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<td></td>
<td>5) How to Choose the Right Breastfeeding App,</td>
<td>Royal Palm Salon 5,6</td>
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<td>Anna Sadovnikova, Suhail Sidhu, Dalia Kaakour</td>
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### PJ’s Serenity
- Designed by moms for moms!
- Revolutionary technology that truly mimics your baby’s natural nursing pattern
- The first and only breast pump with patented compression and vacuum motion proven to establish milk supply in mothers of premature and very low-birth-weight infants*
- Highest-grade closed system safety components
- Unique comfort with Sof-Touch®, silicone breast cups
- Unparalleled customer service!

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Wednesday, January 24, 2018—Plenary Descriptions

8:15 AM – 9:00 AM
Golden Pacific Ballroom

State of the State: California In-hospital Breastfeeding Rates

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

In this session, attendees will be provided with outcomes from the 2016 Newborn Screening In-hospital breastfeeding data and learn how these data compare to trends and ongoing disparities in California breastfeeding rates.

Learning Objectives
By the end of this session, participants should be able to:
• Describe trends in both any and exclusive in-hospital breastfeeding rates in California since 2010.
• List at least 2 potential opportunities and challenges that may influence future hospital breastfeeding rates in California.

9:00 AM – 10:15 AM
Golden Pacific Ballroom

The Status of Improving Hospital Breastfeeding Support Policies and Practices in California

Presenter: Karen C. Ramstrom, DO, MSPH, California Department of Public Health

The presentation will provide an overview of the Hospital Infant Feeding Act including the status of California birthing hospitals meeting the Ten Steps to Successful Breastfeeding or comparable model policies. Also included will be an overview of California Department of Public Health efforts to promote breastfeeding in California.

Learning Objectives
By the end of this session, participants should be able to identify:
• The goal of the Hospital Infant Feeding Act.
• The current status of California birth hospital compliance with the Act.
• Three strategies used by the California Department of Public Health to promote breastfeeding.
Wednesday, January 24, 2018—Plenary Descriptions

10:30 AM – 11:15 AM
Golden Pacific Ballroom

The Evidence for the New World Health Organization Maternity & Newborn Care Breastfeeding Guidelines

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

In this presentation, attendees will receive an overview of the recently revised WHO recommendations for the Baby-Friendly Hospital Initiative including the process for their development and the research basis.

Learning Objectives
By the end of this session, participants should be able to:
• Describe the process used by WHO to develop the revised recommendations.
• Define the levels of evidence included in the document.
• Describe the research evidence used to support selected recommendations.

11:15 AM – 12:00 PM
Golden Pacific Ballroom

Factors Underlying Racial and Ethnic Disparities in Breastfeeding

Presenter: Jennifer Hahn-Halbrook, PhD, UC Merced

The Centers for Disease Control (CDC) have known for decades that Black mothers in the United States are less likely to breastfeed than White mothers, whereas Hispanic mothers are relatively more likely to breastfeed than White mothers. Research indicates that these breastfeeding disparities are not fully accounted for by group differences in poverty or education. This presentation focuses on the role that the introduction of formula in hospitals may play in creating racial and ethnic disparities in breastfeeding. In a study of 1,636 women, Black mothers were nine times more likely to be given formula in the hospital than White mothers, even after statistically adjusting for mothers’ intentions to breastfeed, education, poverty status, and infant heath. Moreover, the greater tendency for hospitals to administer formula to new Black mothers accounted for approximately 20% of the breastfeeding gap between Black and White mothers. Hispanic mothers were also 6 times more likely to be given formula in the hospital than White mothers, partially accounting for the reductions in breastfeeding rates observed in second-generation compared to first-generation Hispanic mothers. The implications of these findings for pediatricians, nurses and lactation professionals will be discussed.

Learning Objectives
By the end of this session, participants should be able to:
• Identify 5 causes of racial and ethnic disparities in breastfeeding in the United States,
• Quantify the role that in-hospital formula introduction plays in creating racial and ethnic breastfeeding disparities
• Identify strategies to reduce potential racial and ethnic biases in the introduction of formula in hospital settings.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Description</th>
<th>Presenter</th>
</tr>
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<td>Anayah Sangodele-Ayoka, CNM</td>
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</tbody>
</table>

**Do Formula Marketers Use Social Media to Undermine Breastfeeding?**

**Presenter:** Pamela Mejia, MS, MPH

Infant formula marketers create barriers to successful breastfeeding by spending millions on direct-to-consumer advertising each year. How are marketers using sophisticated mobile techniques to target new parents and undermine breastfeeding around the clock? What are the implications for the health of mothers and children? And what can advocates and practitioners do about it?

**Learning Objectives**

By the end of this session, participants should be able to:

- List three marketing claims that infant formula marketers make in digital spaces
- Discuss the implications that digital infant formula marketing may have for breastfeeding adoption and duration.

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**Mobilizing Mothers and Communities for Social Change Using Social Media**

**Presenter:** Anayah Sangodele-Ayoka, CNM

In this workshop, Anayah Sangodele-Ayoka, CNM, and co-founder of Black Breastfeeding Week, reviews the origins and progression of BBW. Black Breastfeeding Week is a public health campaign championing the Black breastfeeding families and the community initiatives supporting them. Over 5 years, BBW has both celebrated our breastfeeding history and culture and helped shape national conversation about the state of lactation and lactation support for Black families.

**Learning Objectives**

By the end of this session, participants should be able to:

- Identify 3 axes of collaborative power
- Recognize sources of community powered innovation
- Identify two tools they can use to mobilize constituents to advocate for breastfeeding
**Facts vs. FIB: Countering Misinformation and Fear-Based Anti-Breastfeeding Campaigns**

**Presenters:** Kimberly Seals Allers

The recent spate and frequency of anti-breastfeeding campaigns is a threat to infant and maternal health and the significant breastfeeding gains that have been achieved. Learning how to address and counter this messaging is a public health imperative and critical learning for all breastfeeding supporters and has implications for reducing racial disparities in breastfeeding. In this session, we’ll deconstruct recent mainstream campaigns and discuss tactics to counter and respond organizationally and to mothers. The presentation will analyze the use of narrative and detail appropriate response mechanisms online and on social media. Seals Allers will also lead an interactive session on communication tactics and a Q&A.

**Learning Objectives**

By the end of this session, participants should be able to:

- Learners will be able to identify common tactics of misinformation campaigns and how they contribute to racial disparities
- Learners will be able to identify 3 strategies for countering anti-breastfeeding campaigns
- Learners will analyze narrative forms of storytelling as a tool
- Learners will create social media protocols

**Knowledge Café Specialty Meetings**

**Current Issues Facing the US Baby-Friendly Hospital Initiative**

**Presenter:** Trish McEnroe, Executive Director Baby Friendly USA

This presentation will focus on 2 key challenges facing the US Baby-Friendly Hospital Initiative and strategies currently being undertaken by Baby-Friendly USA and other partners to address them.

**Learning Objectives**

By the end of this session, participants should be able to:

- Identify 3 significant changes to the BFHI proposed by the WHO.
- Describe tentative plans and timelines in the US for moving forward with any changes to the BFHI.
- Describe strategies for addressing Fed Is Best assertion
Knowledge Café Specialty Meetings

Depression & Breastfeeding: The Impact of Oxytocin and Stress

Royal Palm Salon 1,2

Presenters: Kathleen Kendall-Tackett, PhD, IBCLC, FAPA

Depression research contains many conclusions that appear to contradict each other. For example, breastfeeding lowers the risk of depression, but depression increases the risk that breastfeeding will fail. Moreover, breastfeeding problems increase women’s risk of depression. By understanding the underlying physiological mechanism, we can understand these seemingly paradoxical findings. This presentation will describe the link between the stress and oxytocin systems, and how they relate to both maternal mental health and breastfeeding. When the stress system is upregulated, depression and breastfeeding difficulties follow. Conversely, when oxytocin is upregulated, maternal mental health and breastfeeding rates improve. This talk also includes the role of birth interventions and mother-infant sleep, as well as practical strategies that increase oxytocin.

Learning Objectives

By the end of this session, participants should be able to:

- Describe the stress and oxytocin systems and how they are governed by the paraventricular nucleus
- Understand how birth interventions, such as Pitocin and epidurals, increase the stress response and decrease naturally occurring oxytocin
- Discuss the role of exclusive breastfeeding in better maternal sleep and mental health
Coalition Projects: Alameda County & Breastfeed LA  

Presenters:  Jeanne Kettles & Tonya Lang, Alameda County: Using the power of a breastfeeding coalition to transform child care practices

Alameda County Breastfeeding Coalition Chair and Regional Breastfeeding Liaison share the process and impact of collaborative development of a toolkit for child care providers. Learn about the players, resources, and criteria involved in creating the award-winning "Supporting Breastfeeding Families: A Toolkit for Child Care Providers" and the expert webinar used in ongoing trainings by community care licensing. Discover how you can use these resources in your region.

Learning Objectives
By the end of this session, participants should be able to:
• Identify where to find the toolkit, webinar, and other resources for child care providers.
• Describe the roles of the various stakeholders in collaborative development of the toolkit and webinar.
• Understand how Child Care Licensing, the Department of Education, and Public Health guidelines for breastfeeding support were integrated.
• Describe the impact of the toolkit and training on child care providers and the families they serve.

Presenter: Arissa Palmer: Advocating for Reduced Breastfeeding Disparities

California has the most comprehensive laws protecting breastfeeding in the nation. However, even the most comprehensive law is ineffective if it is unknown, inaccessible and not enforced. Knowledge of legal protections and strategies for advocating for one’s legal rights is critical to addressing breastfeeding disparities. When advocates are aware of breastfeeding laws they can better support new parents in meeting their breastfeeding goals. BreastfeedLA organized an Advocacy Day training on August 31, 2017 and developed a comprehensive advocacy toolkit to give advocates the knowledge and skills needed to inform parents about their breastfeeding rights with the purpose of reducing breastfeeding disparities

Learning Objectives
By the end of this session, participants should be able to:
• Identify 3 ways to create an advocacy training at low cost.
• Create a plan of action to support advocacy efforts in their community
Milk Banking 2018

Presenters: Pauline Sakamoto

The landscape of milk banking has changed dramatically in the past recent years. The ethical implications and marketing has left the consumer and donors confused. What is new for donor screenings, recipient and hospital requirements, and safety standards will be discussed.

Learning Objectives
By the end of this session, participants should be able to:

- Advocate for their clients who need donor milk.
- Involve the milk bank in community development to support breastfeeding
- Communicate the necessity for donor milk as bridge to successful breast milk feeding
How to Choose the Right Breastfeeding App

Presenters: Anna Sadovnikova, MPH, MA

There are hundreds of breastfeeding and pumping apps to choose from. How do you know which one is the right one for you or your patient? Should you pay for an app or download a “free” app with pesky advertisements? Are you looking for evidence-based content to share with your client or do you just need a simple way to track your newborn’s sleep schedule? During this presentation, we will share preliminary results from three years’ worth of data collection from over 100 breastfeeding Android and iOS apps. Our two main focus areas will be on the key differences between the free and for-purchase apps and on the trends in engagement, education, and technology over the last three years. All attendees will learn how to use the LiquidGoldConcept Lactation Mobile Health Criteria to screen and evaluate apps.

Learning Objectives
By the end of this session, participants should be able to:
- Identify key differences between for-purchase and free breastfeeding apps
- Summarize trends in engagement, education, and technology seen in breastfeeding apps in the past three years
- Define the key concepts of the Social Cognitive Theory and the WHO mERA checklist and the relevance of these two frameworks to breastfeeding success
- Explain the challenges associated with developing an evidence-based rating system like the LiquidGoldConcept Lactation mHealth Criteria
- Use the LiquidGoldconcept Lactation mHealth Criteria to evaluate breastfeeding apps
# Thursday January 25, 2018—Agenda

**California Breastfeeding Coalition Presents**

8th Annual California Breastfeeding Summit  
Advocacy, Breastfeeding, Communication

## THURSDAY AGENDA AT A GLANCE

### Thursday, January 25, 2018

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00a – 4:30p</td>
<td>Registration</td>
<td>Golden Foyer</td>
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<tr>
<td>7:00a–8:00a</td>
<td>Continental Breakfast</td>
<td>Town and Country Room</td>
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<tr>
<td>7:00a–8:00a</td>
<td>Exhibits/Sharing Tables/Photo Booth/Silent Auction &amp; Raffle</td>
<td>Town and Country Room</td>
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<td></td>
<td>Posters</td>
<td>Golden Foyer</td>
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<tr>
<td>8:00a – 8:30a</td>
<td>Golden State of Births: Who are our Moms?</td>
<td>Town and Country Room</td>
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<td></td>
<td>Laura Farnsworth, MPH &amp; Carina Saraiva, MPH</td>
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<tr>
<td>8:30a – 9:30a</td>
<td>Culture, Trauma and Breastfeeding: How it is all Connected</td>
<td>Town and Country Room</td>
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<td>Camie Jae Goldhammer, MSW, LICSW, IBCLC</td>
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<tr>
<td>9:30a – 10:00a</td>
<td>Using Videos to Provide Breastfeeding Education</td>
<td>Town and Country Room</td>
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<td>Peter Cardellichio, Associate Director, Global Health Media Project</td>
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<tr>
<td>10:00a – 10:30a</td>
<td>Exhibits/Sharing Tables/Photo Booth/Silent Auction &amp; Raffle</td>
<td>Town and Country Room</td>
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<td>Posters</td>
<td>Golden Foyer</td>
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<tr>
<td>10:30a – 12:00p</td>
<td>Opportunities for Strengthening Lactation Accommodation Enforcement and Implementation</td>
<td>Golden Foyer</td>
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<td>Julia Parish &amp; Labor Commissioner’s Office (invited)</td>
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<tr>
<td>12:00p – 12:30p</td>
<td>Exhibits/Sharing Tables/Photo Booth/Silent Auction &amp; Raffle</td>
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<td>12:30p – 1:30p</td>
<td>Golden Nugget Awards: Lunch Provided</td>
<td>Golden Foyer</td>
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<tr>
<td>1:30p – 2:20p</td>
<td>Strategies for Providing Inclusive Care for LGBTQ Families</td>
<td>Golden Foyer</td>
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<td>Gina Marie Buccolo, IBCLC</td>
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<td>2:20p – 2:35p</td>
<td>Break</td>
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<td>2:35p – 3:30p</td>
<td>The Roll Up: Marijuana Use &amp; Breastfeeding Moms</td>
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<td>Kerri Bertrand, MPH</td>
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<tr>
<td>3:30p – 4:30p</td>
<td>The Future of Breastfeeding Promotion and Support in the Current Political Environment</td>
<td>Golden Foyer</td>
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<td></td>
<td>Mona Liza Hamlin, Chair United States Breastfeeding Committee</td>
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<td>4:30p – 4:45p</td>
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Lactation Education Programs

Quality Instruction, Flexible Format, 24/7 Access to Online Courses
Learn from home, work or any place that is convenient for you.

Lactation Consultant - Pathway 1 (online)
Starts every quarter - 2 quarters in length
Meets the IBLCE pathway 1 didactic/course requirement for pre-exam education in human lactation & BF.
(Candidate must meet other IBLCE requirements prior to course enrollment).

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Offered once a year in Fall - 3 quarters in length
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Comprehensive, 45-hour course, designed for healthcare professionals working with pregnant and lactating women.

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For More Information:
Email: ucsdlactation@ucsd.edu
Call: (858) 534-9262
Visit program website at
www.breastfeeding-education.com
Thursday January 25, 2018—Plenary Descriptions

8:00 AM – 8:30 AM  
Golden Pacific Ballroom

**Golden State of Births: Who are our Moms?**

**Presenters:**  Laura Farnsworth, MPH & Carina Saraiva, MPH

The California Department of Public Health routinely uses surveillance data to monitor births in California. In this session, participants will gain insight into who is giving birth, including breakdowns by maternal characteristics such as race and ethnicity, age, education, indicators of socio-economic status, trends, and projections for the future.

**Learning Objectives**

By the end of this session, participants should be able to:

- Identify two data sources used to monitor who is giving birth in California.
- Describe the birthing population in California and plan for future changes in birthing populations.

8:30 AM – 9:30 AM  
Golden Pacific Ballroom

**Culture, Trauma and Breastfeeding: How it is all Connected**

**Presenter:**  Camie Jae Goldhammer, MSW, LICSW, IBCLC

Camie Jae Goldhammer, MSW, LICSW, IBCLC will discuss intergenerational trauma and how it affects parenting practices, specifically breastfeeding in Communities of Color. While breastfeeding is often discussed in mainstream culture as a health choice, Camie will discuss how breastfeeding is a cultural practice that has been lost through policies and systems of oppression. The flip side of this is, of course, that to heal from these traumas we must reclaim the practice of breastfeeding. She will finish by discussing how to work with families with complex trauma histories using a strengths based perspective.

**Learning Objectives**

By the end of this session, participants should be able to:

- Understand how trauma is passed down from generation to generation.
- Communicate how intergenerational trauma impacts parenting practices, specifically breastfeeding.
Thursday January 25, 2018—Plenary Descriptions

9:30 AM – 10:00 AM  Golden Pacific Ballroom

Using Videos to Provide Breastfeeding Education

Presenter: Peter Cardellichio, Associate Director, Global Health Media Project

Breastfeeding support professionals and health providers in general need more effective teaching tools to help mothers achieve breastfeeding success. Breastfeeding is a learned skill where guidance in the first days has a significant impact on success rates. Global Health Media Project has developed 16 high-quality live-action videos to train those providing breastfeeding support and to teach mothers in a way they can follow and put into practice immediately. This presentation describes how and why these videos are effective in supporting breastfeeding, how they are being utilized and received in the US and other countries, and efforts underway to increase distribution to improve breastfeeding success worldwide.

Learning Objectives
By the end of this session, participants should be able to:

- Be able to explain the value of breastfeeding teaching videos for staff training and patient education
- List three reasons these videos are effective teaching tools
- Describe how to introduce videos for teaching and training relevant to the needs

10:30 AM – 12:00 PM  Golden Pacific Ballroom

Opportunities for Strengthening Lactation Accommodation Enforcement and Implementation

Presenters: Julia Parish, Staff Attorney, Legal Aid at Work & Labor Commissioner’s Office (invited)

Workplace rights impact a new parent's ability to breastfeed. Learn about the laws, remedies, enforcement, and gaps in lactation policies and how to help guide clients facing barriers at work. In addition, we will discuss local and statewide efforts to improve workplace rights for lactating parents, including recently enacted improvements to Paid Family Leave and job-protection, comprehensive local advancements in San Francisco, and current pending legislation at the state level.

Learning Objectives
By the end of this session, participants should be able to:

- Understand legal rights and claims related to lactation and the workplace
- Advocate for effective local policy to facilitate lactation accommodation in the workplace
Thursday January 25, 2018—Plenary Descriptions

1:30 PM – 2:20 PM

Golden Pacific Ballroom

Strategies for Providing Inclusive Care for LGBTQ Families

Presenters: Gina Marie Buccolo, IBCLC

In the lactation world we encounter the full spectrum of humanity. This presentation will give you the language and the tools to provide kind, respectful, and supportive care to LGBTQ families.

Learning Objectives

By the end of this session, participants should be able to:

- Identify respectful terminology to use for LGBTQ persons, specifically transgender and gender non-conforming persons
- List three barriers that exist to providing inclusive care in their work environment.
- List three points of advocacy or change that they could bring back to their work environment.

2:35 PM – 3:30 PM

Golden Pacific Ballroom

The Roll Up: Marijuana Use & Breastfeeding Moms

Presenter: Kerri Bertrand, MPH, Research Manager, Mommy’s Milk, The Human Milk Biorepository

Marijuana is the most commonly used recreational drug among breastfeeding women. With legalization of marijuana for recreational use in six U.S. states, and for medicinal use in 29 U.S. states, plus the District of Columbia, there is a need for information on the risk of exposure to the infant via human milk. This presentation highlights various cannabinoids, the various methods of using marijuana reported by breastfeeding women and the research surrounding marijuana and breastfeeding.

Learning Objectives

By the end of this session, participants should be able to:

- Identify the two most commonly used cannabinoids by breastfeeding women
- Identify various methods of using marijuana reported by breastfeeding women
- Describe the current literature on maternal marijuana use among breastfeeding women.
Thursday January 25, 2018—Plenary Descriptions

3:30 PM – 4:30 PM
Golden Pacific Ballroom

The Future of Breastfeeding Promotion and Support in the Current Political Environment

Presenter: Mona Liza Hamlin, Chair, United States Breastfeeding Committee

This discussion will bring the Summit to a close with a close look at ways in which each of us can spread knowledge and engage others in the movement of breastfeeding.

Learning Objectives
By the end of this session, participants will be able to:
• Learners will be able to identify 3 ways to participate with the USBC.
• Learners will be able to identify 2 actions they can take to educate and engage others in supporting breastfeeding.
Posters

Lactation Supportive Campus: An Analysis of Student Breastfeeding Experiences on CSUSM
Lisa Hammond

Breastfeeding Policy Implementation in LA County Health Care Medical Groups
Genevieve Thomas Colvin

Longitudinal Systematic Review of Breastfeeding Mobile Applications Using LiquidGoldConcept Lactation mHealth Criteria
Dalia Kaakour, Suhail Sidhu & Anna Sadovnikova

Adjusting the Time of the Newborn Bath to Improve Hospital Breastfeeding Rates
Kathleen Long, Ashley Kim, Catherine Cariou

Social and Structural Factors that Impact Diverse Young Mothers’ Infant Feeding Behaviors
Ruth Konoff, Tina Benitez

Impact of a Prenatal Breastfeeding Education Program on Medical Office Staff Self-Efficacy
Lucy Van Otterloo, Connie Von Kohler

Development of Novel, Evidence-Based Guidelines for Breastfeeding Smartphone Application Evaluation: the LiquidGoldConcept Lactation mHealth Criteria
Dalia Kaakour, Suhail Sidhu, Anna Sadovnikova

Early Childhood Obesity and Breastfeeding Status in a California WIC Child Cohort
Patricia Gradziel & Susan Sabatier

Establishing Donor Breastmilk Depots to Bridge the Supply Gap
Arissa Palmer, Cindy Young

Increasing Community Exposure to Breastfeeding Using a Bus Advertisement
Diana Hallare
Clip and Pump™
Hands-Free Nursing Bra Accessory

Pumping Made Easy!

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Team Tongue Tie

Alisa Sacker MD
Rosanne Berger DDS
Rachel Beaubier RN, IBCLC
www.TeamTongueTie.com
(858) 480-9454

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Breastfeeding
Your Essential Guide
## Exhibitors

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<thead>
<tr>
<th>Company</th>
<th>Contact</th>
<th>Address</th>
<th>Phone</th>
<th>Email</th>
<th>Website</th>
<th>Products/Services</th>
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</thead>
<tbody>
<tr>
<td>Ameda</td>
<td>Leslie Trush</td>
<td>485 Half Day Rd STE 320, Buffalo Grove, IL 60089</td>
<td>818-272-3383</td>
<td><a href="mailto:leslietrush@gmail.com">leslietrush@gmail.com</a></td>
<td><a href="http://www.ameda.com">http://www.ameda.com</a></td>
<td>Breast Pumps and Breast milk warmers</td>
</tr>
<tr>
<td>Bravado Designs</td>
<td>Lesley Wuls</td>
<td>60 Scarsdale Rd, Toronto, ON, m3b2r7, Canada</td>
<td>416-466-8652</td>
<td><a href="mailto:lesley.wuls@bravadodesigns.com">lesley.wuls@bravadodesigns.com</a></td>
<td><a href="http://bravadodesigns.com">http://bravadodesigns.com</a></td>
<td>Nursing Bras</td>
</tr>
<tr>
<td>California Department of Public Health MCAH Division</td>
<td>Martha Dominguez</td>
<td>1615 Capitol Ave, Sacramento, CA 95899</td>
<td>916-552-8742</td>
<td><a href="mailto:martha.dominguez@cdph.ca.gov">martha.dominguez@cdph.ca.gov</a></td>
<td>MCAH program information and data</td>
<td>MCAH program information and data</td>
</tr>
<tr>
<td>California Department of Public Health WIC Division</td>
<td>Paul Smith</td>
<td>3901 Lennane Drive, Sacramento, CA 95834</td>
<td>916-928-8671</td>
<td><a href="mailto:paul.smith@cdph.ca.gov">paul.smith@cdph.ca.gov</a></td>
<td><a href="http://www.wicworks.ca.gov">http://www.wicworks.ca.gov</a></td>
<td>Nutrition education, breastfeeding, and outreach materials promoting healthy habits and the WIC Program</td>
</tr>
<tr>
<td>DandleLION Medical</td>
<td>Cathy Bush</td>
<td>22 Shelter Rock Lane, Danbury, CT 06810</td>
<td>203-791-9001</td>
<td><a href="mailto:cathy.bush@dandlelionmedical.com">cathy.bush@dandlelionmedical.com</a></td>
<td><a href="http://www.dandlelionmedical.com">http://www.dandlelionmedical.com</a></td>
<td>Breastfeeding support kits, organic skin care for hospitalized babies, Dandle Wrap</td>
</tr>
<tr>
<td>California WIC Association</td>
<td>Karen Farley</td>
<td>3120 Freeboard Dr. #101, West Sacramento, CA 95651</td>
<td>916-572-0700</td>
<td><a href="mailto:kfarley@calwic.org">kfarley@calwic.org</a></td>
<td><a href="http://calwic.org/">http://calwic.org/</a></td>
<td>Men and Dads, African Americans, Hospital Report</td>
</tr>
<tr>
<td>Global Health Media</td>
<td>Peter Cardellichio</td>
<td>30 Common Road, Waitsfield, VT 05673</td>
<td>617-876-0778</td>
<td><a href="mailto:peter@globalhealthmedia.org">peter@globalhealthmedia.org</a></td>
<td><a href="http://www.globalhealthmedia.org">www.globalhealthmedia.org</a></td>
<td>Healthcare videos</td>
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## Exhibitors

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<tr>
<th><strong>GOLD Learning Online Education</strong></th>
<th><strong>Heal</strong></th>
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<tr>
<td><strong>Contact:</strong> Fiona Lang-Sharpe</td>
<td><strong>Contact:</strong> Lanie West</td>
</tr>
<tr>
<td>300 1201 West Pender Street</td>
<td>1880 Century Park East Suite 711</td>
</tr>
<tr>
<td>Vancouver, BC, Canada, V6E2V2</td>
<td>Los Angeles, CA 90067</td>
</tr>
<tr>
<td>Phone: 780-886-6818</td>
<td>Phone: 405-476-9075</td>
</tr>
<tr>
<td>Email: <a href="mailto:fionalangshalpe@gmail.com">fionalangshalpe@gmail.com</a></td>
<td>Email: <a href="mailto:marketing@heal.com">marketing@heal.com</a></td>
</tr>
<tr>
<td>Website: <a href="http://www.GOLDLearning.com">www.GOLDLearning.com</a></td>
<td>Website: <a href="http://www.heal.com">www.heal.com</a></td>
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<tr>
<td><em>Online breastfeeding training</em></td>
<td><em>In home Physician Services</em></td>
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<th><strong>Hygeia Breast Pumps</strong></th>
<th><strong>Injoy Birth and Parenting Education</strong></th>
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<tr>
<td><strong>Contact:</strong> Tom Dempski</td>
<td><strong>Contact:</strong> Jessica VonFeldt</td>
</tr>
<tr>
<td>6241 Yarrow Drive, Suite A</td>
<td>7107 La Vista Place, Longmont, CO 80503</td>
</tr>
<tr>
<td>Carlsbad, CA 92011</td>
<td>Phone: 720-330-9699</td>
</tr>
<tr>
<td>Phone: 714-515-7571</td>
<td>Email: <a href="mailto:jvonfeldt@injoyhe.com">jvonfeldt@injoyhe.com</a></td>
</tr>
<tr>
<td>Email: <a href="mailto:tom.dempski@hygeiababy.com">tom.dempski@hygeiababy.com</a></td>
<td>Website: <a href="http://injoyvideos.com">http://injoyvideos.com</a></td>
</tr>
<tr>
<td>Website: <a href="http://www.hygeiahealth.com">http://www.hygeiahealth.com</a></td>
<td><em>Pregnancy, Childbirth and Parenting Educational Material</em></td>
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<tr>
<td><em>Breast Pumps</em></td>
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<tr>
<th><strong>Kentec Medical, Inc. Limerick</strong></th>
<th><strong>LactaMed Inc.</strong></th>
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<tbody>
<tr>
<td><strong>Contact:</strong> Joan Ortiz</td>
<td><strong>Contact:</strong> Bre Bell</td>
</tr>
<tr>
<td>2150 N. Glenoaks Blvd., Burbank, CA 91504</td>
<td>1084 N. El Camino Real Suite B375, Encinitas, CA 92024</td>
</tr>
<tr>
<td>Phone: 818-566-3060</td>
<td>Phone: 866-322-2471</td>
</tr>
<tr>
<td>Email: <a href="mailto:joan.ortiz@limerickinc.com">joan.ortiz@limerickinc.com</a></td>
<td>Email: <a href="mailto:Richard.Weston@lactamed.com">Richard.Weston@lactamed.com</a></td>
</tr>
<tr>
<td>Website: <a href="http://limerickinc.com">http://limerickinc.com</a></td>
<td>Website: <a href="http://www.lactamed.com">http://www.lactamed.com</a></td>
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<tr>
<td><strong>Contact:</strong> Nekisha Killings</td>
<td><strong>Contact:</strong> Julia Parish</td>
</tr>
<tr>
<td>6329 Genoa Rd, Tracys Landing, MD 20779</td>
<td>180 Montgomery Street, Suite 600</td>
</tr>
<tr>
<td>Phone: 443-203-8553</td>
<td>Phone: 415-864-8848</td>
</tr>
<tr>
<td>Email: <a href="mailto:customerservice@lactationtraining.com">customerservice@lactationtraining.com</a></td>
<td>Email: <a href="mailto:jparish@legalaidatwork.org">jparish@legalaidatwork.org</a></td>
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<tr>
<td><strong>Contact:</strong> Anna Sadovnikova</td>
<td><strong>Contact:</strong> Tina Sherman</td>
</tr>
<tr>
<td>105 Pleasant Place, Ann Arbor, MI 48103</td>
<td>2251 Toad Hollow Trail</td>
</tr>
<tr>
<td>Phone: 408-417-0855</td>
<td>Phone: 919-539-3639</td>
</tr>
<tr>
<td>Email: <a href="mailto:info@liquidgoldconcept.com">info@liquidgoldconcept.com</a></td>
<td>Email: <a href="mailto:tina@momsrising.org">tina@momsrising.org</a></td>
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<tr>
<td>Website: <a href="http://liquidgoldconcept.com">http://liquidgoldconcept.com</a></td>
<td>Website: <a href="http://www.momsrising.org">www.momsrising.org</a></td>
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<td><em>Lactation Simulation Model</em></td>
<td><em>Non-Profit creating a family-friendly America</em></td>
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*Non-Profit creating a family-friendly America*
Exhibitors

Mothers’ Milk Bank
Contact: Pauline Sakamoto
1887 Monterey RD, suite 110
San Jose, CA 95113
Phone: 408-887-5364
Email: Pauline.Sakamoto@mothersmilk.org
Website: http://www.mothersmilk.org
*Milk Banking Service*

Pacify Health
Contact: Laura Stokes
1726 Connecticut Avenue, NW, Suite 400
Washington, DC 20009
Phone: 844-834-7105
Email: Laura@pacify.com
Website: http://www.pacify.com
*Pacify is a mobile application that new parents download to their smart phones for video access to lactation consultants, dietitians and nurses 24/7*

Plumtree Baby
Contact: Julie Olson
PO Box 1281, Parker, CO 80134
Phone: 720-231-0742
Email: julie@plumtreebaby.com
Website: http://www.plumtreebaby.com
*breastfeeding education resources (books, charts, etc.)*

Praeclarus Press
Contact: Ken Tackett
2504 Sweetgum Lane, Amarillo, TX 79124
Phone: 916-552-8742
Email: ken@praeclaruspress.com
Website: http://praeclaruspress.com/
*Women’s Health books, webinars, education*

Team Tongue Tie
Contact: Alisa Sacker
12625 High Bluff Drive, Suite 313,
San Diego, CA 92130
Phone: 858-480-9242
Email: drsacker@teamtonguetie.com
Website: Teamtonguetie.com
*Physician practice specializing in tie releases & breastfeeding support*

The Milk Mob
Contact: Anne Eglash
1935 N. Kollath Road
Verona, WI 53593
Phone: 608-577-2127
Email: anne@themilkmob.org
Website: www.themilkmob.org
*2 day outpatient training, Physician Education workshops, education resources*

UC Davis Human Lactation Center
Contact: Jennifer Banuelos
Department of Nutrition, One Shields Avenue
Davis, CA 95616
Phone: (530) 754-5364
Email: jenbanuelos@ucdavis.edu
Website: http://lactation.ucdavis.edu/
*Lactation training, research, policy & reporting*

UC San Diego Extension
Contact: Nicole Mitchell
9500 Gilman Dr.
La Jolla, CA 92093
Phone: 858-534-9276
Email: nmitchell@ucsd.edu
Website: https://extension.ucsd.edu/courses-and-programs/lactation-and-perinatal-education
*Online Breastfeeding Education*

West Coast University
Contact: Tonya Plong, 151 Innovation Drive, Irvine, CA 92617, Phone: 949-783-4800
Email: tPlong@westcoastuniversity.edu
Website: http://westcoastuniversity.edu/
*Online & In-Person Education*
1) CDPH MCAH
2) Plumtree Baby
3) Lamaze International
4) Lactation Education Resources
5) California WIC Association
6) Pacify
7) UC San Diego
8) UC San Diego
9) Heal
10) BF TF of Santa Clara Valley
11) Baby-Friendly USA
12) Legal Aid at Work
13) Global Health Media Project*
14) Ameda*
15) BFLA
16) Injoy*
17) Limerick*
18) West Coast University
19) Liquid Gold Concept
20) San Diego BFC
21) IEBC
22) CA State WIC
23) CA State WIC
24) Bravado
25) Mother's Milk Bank
26) Kaiser Permanente
27) Dandle-LION medical
28) Hygeia
29) MomsRising
30) GOLD Learning
31) Merced Co PHD/TriCounties
32) UC Davis
33) The Milk Mob
34) Photo Booth
35) LactaMed
36) Preclarus Press

* = electricity

Exhibitors

Advocacy, Breastfeeding, Education

ENTRANCE

Service Door
Sharing Tables

BreastfeedLA
Contact: Arissa Palmer
Phone: 714-702-4433
Email: apalmer@breastfeedLA.org

Information on how to set up an Advocacy Day in a local community. We will include all materials we used to market the event and ask for sponsorships, the program agenda for the meeting, the give-away bags, etc. We would also like to share other information that would be helpful to other coalitions such as our webinars, and information about our milk depots. All of this information may be helpful to other local coalitions across the state.

Breastfeeding Task Force of Santa Clara Valley
Contact: Karen Foster
Phone: 510-928-3605
Email: kafphn2@sbcglobal.net

The Breastfeeding Task Force of Santa Clara Valley has developed two effective ways to decrease barriers that Breastfeeding Mothers come across. The first is our Mother Friendly Designated Employer Designation which supports mothers returning to work after maternity leave to have an area that can be used to pump her milk. Also that the mother will return and find support for her to continue to breastfeed her child. The second is the Networking Event which brings together individuals and agencies which help to decrease and/or take down barriers to breastfeeding. This can be medical professionals including chiropractors, occupational therapists and others who aren't usually considered to assist breastfeeding families. The last event was so popular that we are doing our second event on 5/3/18.

Inland Empire Breastfeeding Coalition
Contact: Mandy Lindberg
Phone: 909-528-8964
Email: mandy@iebreastfeeding.org

We would love to share our online course, our upcoming education sessions, Lactation Accommodation Program, and our membership.
Sharing Tables

Kaiser Permanente
Contact: Peggy Makie
Phone: (916) 474-7136
Email: peggy.e.makie@kp.org

Every year lactation instructor Carol Thomason, CNM, invites librarians into her classroom. Kaiser Permanente librarians support lactation students at many Kaiser Permanente facilities as they study for the IBCLC exam. By making the students aware of information resources available to them, students become more fluent in the culture of breastfeeding, are more prepared for their exam and readied to become better teachers to new mothers. Many of the books the students need for the course are provided by the library online or in print for loan. A LibGuide created by the librarians steers them to articles, websites and organizations relevant to breastfeeding. Students also hear about levels of evidence and how to evaluate articles for credibility in lectures given by the Librarians.

Merced County Department of Public Health
Contact: Donna Chin, SPHN
Phone: 209-381-1244
Email: dchin@co.merced.ca.us

Merced County Public Health would like to share their brand new Latch Clinic information. Our goal is to make breastfeeding the norm for our county. Two contracted IBCLC’s in the interim help staff the clinic. The clinic is open 3 days a week by appointment and on a drop-in basis. We began with a work group consisting of our partners approximately 2 years prior to opening the clinic. We have developed our own lactation assessment form, lactation progress notes, referral form, and Latch recommendation form-discharge and plan of care for home. After the visit, we make a follow up call or email each mother the following day. Outreach has been county-wide.

San Diego County Breastfeeding Coalition
Contact: Heidi Burke-Pevney
Phone: 760-443-8683
Email: heidiburke@cox.net

Mission: The San Diego County Breastfeeding Coalition is a non-profit association whose mission is to protect, promote and support breastfeeding through education, outreach and advocacy in our community.

TriCounties Breastfeeding Alliance
Contact: Tina Lavy
Phone: 530-822-5951
Email: tlavy@co.sutter.ca.us

Thinking out of the box for coalition ideas to promote breastfeeding? Contact your local Pink October committee and be part of the planning for any events they host. Relate breastfeeding support to breast cancer awareness at those events. Use the theme: "Wrap your pink package with a gold bow to support breastfeeding mothers".
Presenter Biographies

**Kerri Bertrand**
Kerri Bertrand is a Research Manager at the Center for Better Beginning located at the University of California, San Diego. She manages research for Mommy’s Milk, a breast milk biorepository solely for research purposes and for MotherToBaby California. Kerri graduated with a Bachelor of Science in Biology and Chemistry from Florida Gulf Coast University and received a Master of Public Health with a concentration in Epidemiology from San Diego State University. Kerri’s research focuses on medication and substance use during pregnancy and breastfeeding, with an emphasis on alcohol and marijuana exposures. Kerri oversees the recruitment and enrollment of breastfeeding mothers, collection of biospecimens, and data management.

**Gina Buccolo**
Ms. Buccolo is an international board certified lactation consultant, a writer, a teacher, a mother, and a passionate advocate for babies and families. She used to be an engineer and intelligence analyst in the defense industry. After becoming disillusioned with her work and longing to help people with real world problems, she left the field of engineering for a new career in parent-child health. She currently works as an inpatient and outpatient lactation consultant at UCLA Health, as a private practice lactation consultant, and for the UCSD lactation education program. She is particularly passionate about working with families with complex medical issues, such as autoimmune conditions and depression, as well as LGBTQ families.

**Peter Cardellichio**
Peter Cardellichio is the Associate Director of Global Health Media Project, a USA-based non-profit that designs and produces video and animation to train frontline health workers and teach caregivers. Peter is involved in all aspects of the organization, with special focus on strategic planning, partnership development, and monitoring and evaluation. Peter received his PhD in economics and resource management from Yale, and his bachelor’s degree from Harvard.

**Laura Farnsworth**
Laura is a current California Epidemiologic Investigation Service Fellow placed in the Maternal, Child and Adolescent Health Division at the California Department of Public Health. She recently graduated with her Masters of Public Health degree from UC Davis. While completing her MPH at UC Davis, she interned at CDPH in the Nutrition Education and Obesity Prevention Branch to complete her final practicum project on childhood obesity prevention interventions in early care and education environments. Prior to starting graduate school, Laura served as a Peace Corps Volunteer in Guatemala. In Guatemala, she started a health education program aimed at improving the health of indigenous youth and their families. This experience inspired Laura to continue addressing the social determinants of health. Laura graduated with her B.A. in International Relations and Anthropology from the University of Virginia.
Presenter Biographies

**Camie Jae Goldhammer**

Camie Jae Goldhammer, MSW, LICSW, IBCLC, (Sisseton-Wahpeton) is a Clinical Social Worker and Lactation Consultant. Camie received her Master of Social Work degree from the University of Washington in 2006, specializing in Maternal Mood Disorders and the affects of complex/Intergenerational trauma on attachment, bonding and the parenting practices of Native families.

Camie is the founder and chair of the Native American Breastfeeding Coalition of Washington. She is also a founding mother and President Elect of the National Association of Professional and Peer Lactation Supporters of Color. In 2013 she became Washington state’s first Native American IBCLC. Camie is a consultant with Center for Health Equity, Education and Research CHAMPS program. She is a member of the Center for Social Inclusion’s First Food Racial Equity Cohort. Recently she worked as a Campaign Director with MomsRising working to bring paid family and medical leave to Washington State which was signed into law in July 2017. She is now a member of the MomsRising breastfeeding team. In fall 2017 Camie launched the Indigenous Breastfeeding Counselor Certification (IBC) which is a 45 hour foundational lactation counselor program for those that identify as Native/Indigenous/First Nations. She is a National leader on topics of racial equity and first food justice.

**Jennifer Hahn-Holbrook**

Jennifer Hahn-Holbrook is the director of the Lactation, Attachment, Technology and Health (LATCH) Lab at UC Merced, where she investigates the influences of psychological, biological and environmental factors on the health of mothers and their children. Dr. Hahn-Holbrook employs interdisciplinary methods to explore ways in which our world’s rapid changes (e.g., with regard to nutrition, technology, employment patterns, etc.) impact maternal-child health. Currently, the LATCH Lab is primarily focusing on the social determinants of breastfeeding outcomes and how hormonal components of breast milk shape infant development.
Mona Liza Hamlin

Mona Liza Hamlin, MSN, RN, IBCLC is the nurse manager of the Postpartum units and Perinatal Services at Christiana Care Hospital in Newark, Delaware. Through both her professional experience as a NICU nurse and her personal experience as a breastfeeding mother, Mona realized the importance of breastfeeding support. Fueled by her professional and personal passions to ensure that all mothers have access to quality and breastfeeding support and resources, Mona used her experience to segue from bedside nursing to lactation to perinatal care. Mona’s fundamental belief is that equitable access and quality care are provided to all women and families, especially those at highest risk. Mona serves as Chair to the United States Breastfeeding Committee. Mona is proud to be a founding member of the National Association of Professional & Peer Lactation Supporters of Color (NAPPLSC), an organization aimed at addressing breastfeeding disparities and improving breastfeeding amongst families of color. She also serves as a member of the Delaware Healthy Mother & Infant Consortium and is a board member for the Breastfeeding Coalition of Delaware. Mona’s hope is to always be the change she wishes to see in the world and empower others to do the same.

Jane Heinig

Dr. Jane Heinig an International Board Certified Lactation Consultant on the faculty in both the Departments of Nutrition and Public Health Sciences at UC Davis where she conducts research in the areas of public health nutrition, maternal and child nutrition, and infant behavior. She received her PhD in Nutrition Science from UC Davis and has been an IBCLC for nearly 25 years. Dr. Heinig is the former Editor-in-Chief of the Journal of Human Lactation, is the current 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.
Presenter Biographies

Kathleen Kendall-Tackett

Dr. Kendall-Tackett is a health psychologist and International Board Certified Lactation Consultant, and the Owner and Editor-in-Chief of Praeclarus Press, a small press specializing in women’s health. Dr. Kendall-Tackett is Editor-in-Chief of two peer-reviewed journals: Clinical Lactation and Psychological Trauma. She is Fellow of the American Psychological Association in Health and Trauma Psychology, Past President of the APA Division of Trauma Psychology, and a member of the APA’s Board for the Advancement of Psychology in the Public Interest. Dr. Kendall-Tackett specializes in women’s-health research including breastfeeding, depression, trauma, and health psychology, and has won many awards for her work including the 2017 President’s Award for Outstanding Service to the Field of Trauma Psychology from the American Psychological Association’s Division of Trauma Psychology. Dr. Kendall-Tackett has authored more than 420 articles or chapters, and is author or editor of 35 books. Her most recent books include: Depression in New Mothers, 3rd Edition (2017, Routledge UK), Women’s Mental Health Across the Lifespan (2017, Routledge US, with Lesia Ruglass), The Phantom of the Opera: A Social History of the World’s Most Popular Musical (2018, Praeclarus), Psychology of Trauma 101 (2015, Springer, with Lesia Ruglass) and The Science of Mother-Infant Sleep (2014, Praeclarus, with Wendy Middlemiss). Her websites are UppityScienceChick.com, Breastfeeding-MadeSimple.com, KathleenKendall-Tackett.com, and PraeclarusPress.com.

Jeanne Kettles

Jeanne Kettles, MA, IBCLC is the WIC Regional Breastfeeding Liaison or “RBL” for Alameda County. As RBL she facilitates partnerships between seven local WIC agencies, hospitals, Community Health Care Centers, public health programs and other community partners to improve access to WIC and quality breastfeeding care for WIC eligible families. Jeanne served most of her professional career as a Midwife, has been a Certified Lactation Educator for over 28 years, and IBCLC since 2016. She holds a Masters in Integrative Health, and applies her experience and integrative team-building skills to the development of culturally responsive programs in which mothers and care providers feel empowered to thrive.

Tonya Lang

Tonya Lang has supported breastfeeding families for the past eleven years as a La Leche League Leader in Oakland. She served as Area Coordinator of Leaders for LLL of Northern California, Northern Nevada, and Hawaii. Her public health experience includes positions at the Centers for Disease Control and Prevention and Asian Pacific Partners for Empowerment and Leadership. Currently, she is Co-Chair of the Alameda County Breastfeeding Coalition. Ms. Lang received her MPH in Health Promotion/Disease Prevention from The George Washington University School of Public Health and Health Services. She is a Certified Health Education Specialist.
**Presenter Biographies**

**Trish MacEnroe**

Trish MacEnroe, BS, is Executive Director of Baby-Friendly USA, Inc. Chair of the International BFHI Network, former chair of the NYS Breastfeeding Coalition, and former chair of the WIC Association of NYS. At Baby-Friendly USA, Trish has reorganized the Baby-Friendly designation process and created tools to assist facilities pursuing designation. She has overseen the designation of approximately 477 facilities (as of 1/3/18), resulting in the achievement of the HP 2020 goals for births in Baby-Friendly designated hospitals 6 years early (8.1% in August 2014). This % was doubled in 2015 to 16.2% and as of Jan 2018 – was at 22.7%). She has also reorganized the re-designation process as well as implemented an annual QI program for designated facilities. This entails ongoing monitoring of facilities to ensure maintenance of standards. There are approximately 400 hospitals participating in these processes. Previously, Trish worked for the WIC program, most recently as Director of the NYS WIC Training Center, and oversaw development of training programs for all aspects of a comprehensive system to certify and issue benefits to WIC participants and to provide program management information. Trish received her Bachelor of Science degree in Food Science and Nutrition from the University of Rhode Island.

**Pamela Mejia**

Pamela Mejia is Head of Research at Berkeley Media Studies Group, where she leads qualitative and quantitative analyses of how the media portrays public health and social justice issues, including infant formula marketing, food and beverage marketing to kids, sugary drink regulation, and maternal and child health issues. Prior to joining the BMSG staff in 2010, she worked for the Alameda County WIC Program. She holds a bachelor's degree in human nutrition from Washington State University, as well as a master's degrees in biochemistry, and another in public health from the University of California at Berkeley.

**Arissa Palmer**

Arissa Palmer, MHS, CLEC, is the Executive Director for BreastfeedLA. Previously, she served as the Outreach Education Director for a federally qualified health center in Los Angeles. Arissa’s responsibilities included providing transformational leadership and strategic direction; leadership coaching and development, grant writing and fundraising for the organization. Prior to her efforts at the clinic, she worked as Development Director for an HIV Service Organization, and many years at the Baltimore City Health Department in various leadership roles. Arissa holds a Master’s Degree in Health Science with an emphasis in Health Administration and Community Health from Towson University.
Presenter Biographies

**Julia Parish**
Julia is a staff attorney with the Work and Family Program at Legal Aid at Work. She assists with the project helplines and provides legal advice, know-your-rights workshops and direct legal services for workers struggling with family and medical crises. She also directs the Healthy Mothers Workplace Coalition, which includes numerous government and community partners, and helped launch the Medical Legal Partnership with perinatal services at Zuckerberg San Francisco General. She helps lead policy advocacy to improve rights for working families. Julia received her J.D. from Berkeley Law at the University of California in 2011. She also received her B.A. in Political Science and Spanish from UC Berkeley, where she graduated summa cum laude with Departmental Honors and is a member of Phi Beta Kappa. She holds a master’s degree in teaching from Pace University. Before attending law school, she was a high school sports coach and Spanish teacher.

**Karen Ramstrom**
Dr. Karen Ramstrom is a Preventive Medicine/Public Health and Family Medicine physician. She has practiced primary and women’s health care and worked in both local and state public health departments. Dr. Ramstrom has worked with the California Department of Public Health since 2006, primarily in the programs serving women, children and families. She currently is positioned at the Center for Family Health where she works across the Center’s three Divisions including WIC, MCAH and the Genetic Disease Screening Program.

**Anna Sadovnikova**
Anna Sadovnikova is a mammary gland biology and breastfeeding medicine trainee at UC Davis. In 2014, as a dual-masters student at the University of Michigan, she co-founded LiquidGoldConcept, a breastfeeding education company. Through LiquidGoldConcept, Anna runs a Breastfeeding Business and Research Internship to inspire young people to pursue careers in maternal/child health research and entrepreneurship. Suhail Sidhu, an undergraduate psychology student at UC Davis, and Dalia Kaakour, a MD/MPH student at the University of Miami School of Medicine, have been working with Anna for over a year. Together, their goal is to understand how to create evidence-based apps for breastfeeding education.

**Pauline Sakamoto**
It has been my pleasure serving the infants of California for over 31 years, first as a volunteer donor, then a volunteer bottle washer and lab assistant, and Executive Director for 25 years. Volunteered as Human Milk Banking Association of North America’s Executive Board as Vice President for 6 years and two terms President. Currently serving a second term on the Board of the US Breastfeeding Committee.
Presenter Biographies

Anayah Sangodele-Ayoka
Anayah Sangodele-Ayoka, CNM, MSN, RN, MSEd is a nurse-midwife and innovative culture worker leveraging digital media to impact health and parenting. Clinically, she cares for women across the life span at an independent birth center in Charlotte, NC. Anayah also writes, speaks and consults with organizations on using social media to deepen community building and leverage social change. Anayah is a co-founder of Black Breastfeeding Week, co-editor of Free to Breastfeed: Voices from Black Mothers (Praeclarus Press), and consultant with MomsRising. Her work has been written about on Salon.com, HuffPost, Ms. Magazine, mater mea, MyBrownBaby and Think Progress.

Carina Saraiva
Carina Saraiva, MPH, earned a master’s in public health with an emphasis in Nutrition from UC Berkeley. Ms. Saraiva has been a researcher with the California Department of Public Health for ten years, providing the Maternal, Child and Adolescent Health Division and statewide advisory groups with scientific information to support the planning, implementation, monitoring and evaluation of public health nutrition programs.

Kimberly Seals-Allers
Kimberly Seals Allers is an award-winning journalist and an internationally recognized advocate for infant and maternal health.

★ SAVE THE DATE ★

9th Annual
California Breastfeeding Summit
January 29-31, 2019
Wyndham Anaheim Garden Grove

www.californiabreastfeeding.org
APRIL 10–12, 2018
HILTON LOS ANGELES NORTH/GLENDALE

First 5 California's 2018 Summit theme, “California – Leading the Way for Children” represents the natural evolution of this statewide event – from building partnerships and promoting collective impact, to providing leadership around critical programs and investments designed to benefit young children. The Summit provides the perfect forum for the spectrum of early childhood stakeholders to learn from, collaborate with, and empower one another.

The event will feature dynamic, inspirational keynote, innovative and informative workshops, and plenty of time for networking with family advocates, health professionals, program directors, philanthropists, and many others who share interests and commitment to improving the lives of California's children and families, and to support our vision that “California’s children receive the best possible start in life and thrive.”

We hope you will join us in Glendale for this educational and exciting event.

Camille Maben, Executive Director
First 5 California

REGISTRATION NOW OPEN!
Register early and enjoy lower rates through March 5, 2018:
Pre-Summit only $100 – Summit Only $225 – Full Registration $275

To register for the Summit, please go to the First 5 California Events Site: https://apps.ccfc.ca.gov/First5CAEvents/

WHO SHOULD ATTEND?
Professionals who care for or work with young children and families:
Administrators
Directors
Commissioners/Board Members
Child Care Providers
Foster Care/Resource Parents
Parents and Caregivers
Social Workers
Teachers/Professors
Special Education Teachers
Pediatricians
Psychiatrists/Psychologists
Speech Therapists

KEYNOTE SPEAKERS
Dr. Dana Suskind, Founder of the Thirty Million Words Initiative
Andrew N. Melzoff, Professor of Psychology, Job and Gertrud Tamaki Endowed Chair, Co-Director, Institute for Learning and Brain Sciences
Dr. Vincent Felitti, Physician and Health Researcher; Expert on Early Childhood Trauma
Dowell Myers, Professor, Sol Price School of Public Policy
Ajay Chaudry, Co-author of "Cradle to Kindergarten: A New Plan to Combat Inequality"