

California Breastfeeding Coalition Presents

**California Breastfeeding Summit**  
**Call to Action: Gold Rush of Breastfeeding Support**

TUESDAY AGENDA AT A GLANCE

Tuesday, January 27, 2015

1:00 – 5:00

**WIC Regional Breastfeeding Liaison Meeting**

*Grant Writing for Regional Breastfeeding Liaisons - Monique Sims Harper*

*Regional Hospital Breastfeeding Consortiums, Why They Work – Rebeca Pastrana-Sheng*

*Agency Sharing – all RBLs*

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**WEDNESDAY AGENDA AT A GLANCE**

**Wednesday, January 28, 2015**

8:00 – 8:20	Registration <span style="float: right;"><i>Catalina Ballroom Pre-Function Area</i></span>
8:30 – 5:00	<i>Catalina Ballroom</i>  <b>Breastfeeding Coalitions’ Pre-conference: Addressing Breastfeeding Inequities: One Community at a Time</b>
8:20 – 8:30	<b>Welcome</b> <i>Ifeyinwa Asiodu, PhD, RN, IBCLC, Board Member, California Breastfeeding Coalition</i>
8:30 – 9:30 1.0 CME 1.0 CEU 1.0 R-CERP 1.0 CPEU Moderator	<b>Data Talks: Steering Change to Decrease Infant Feeding Disparities</b> <ul style="list-style-type: none"> <li>• <i>Carina Saraiva, MPH</i></li> <li>• <i>Suzanne Haydu, MPH, RD</i></li> <li>• <i>Barbara Longo, RD</i></li> </ul> <i>Jeanette Panchula, Solano County</i>
9:30 – 10:30 1.0 CME 1.0 CEU 1.0 L-CERP 1.0 CPEU Moderator	<b>What You Don't Know Hurts Us: Understanding How Racism and White Privilege affect Breastfeeding Disparities</b> <i>Sherry Payne, MSN, RN, CNE, IBCLC</i>  <i>Tamesha Valverde, San Joaquin County</i>
10:30 – 10:45	<b>Break</b>
10:45 – 12:00 1.0 CEU 1.25 L-CERP 1.0 CPEU Moderator	<b>Panel and Discussion – African American Population</b> <ul style="list-style-type: none"> <li>• <i>Monique Sims, DrPH, RD, IBCLC - Contra Costa County WIC Program</i></li> <li>• <i>Lydia Boyd, CLE – Soul Food for Your Baby</i></li> <li>• <i>Brandi Gates, IBCLC – West Oakland Health Center</i></li> </ul> <i>Denise Breheny, Los Angeles County</i>
12:00 – 1:00	<b>Lunch on Your Own</b> (lunch available on-site or at the restaurant)
1:00 – 2:00 1.0 CME 1.0 CEU 1.0 L- CERP 1.0 CPEU Moderator	<b>Panel and Discussion – Latino Populations</b> <ul style="list-style-type: none"> <li>• <i>Diane Dooley, MD – Contra Costa County</i></li> <li>• <i>Ana Villalobos, RN – Monument Impact</i></li> <li>• <i>Vanessa Annibali, MS, IBCLC - PHFE WIC</i></li> </ul> <i>Lisa Robinson, Nevada County</i>

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WEDNESDAY AGENDA AT A GLANCE continued

**Wednesday, January 28, 2015**

2:00 – 3:15 1.0 CEU 1.25 L- CERP 1.0 CPEU  Moderator	<p><b>Panel and Discussion – Adolescents, Social Media and Resources</b></p> <ul style="list-style-type: none"> <li>• <i>Sharen Anthony, MFCC, RD – Public Health Foundation Enterprises WIC</i></li> <li>• <i>Martha Dominguez, MA, MPH – CDPH, Maternal, Child and Adolescent Health</i></li> <li>• <i>Anna Hoff – National Health Mothers, Healthy Babies Coalition</i></li> <li>•</li> </ul> <p>Fran Buche, Orange County</p>
3:15– 3:30	<b>Break</b>
3:30 – 4:30 1.0 CEU 1.0 L-CERP 1.0 CPEU  Moderator	<p><b>Communities Matter: Shifting the Conversation</b></p> <p><i>Kimberly Seals Allers, BA, MS</i></p> <p>Ifeyinwa Asiodu, San Mateo County</p>
4:30– 5:00	<b>Break</b>
5:00 – 8:00	Santa Rosa Ballroom
	<p><b><i>Working Together: California Breastfeeding Coalitions Can Make a Collective Impact</i></b></p> <p><b><i>Coalitions’ Dinner, Awards and Our Collective Impact</i></b></p>
5:00 – 5:30	<b>Meet Breastfeeding Influencers, Advocates, and Supports!</b>
5:30 – 5:35	<p><b>Welcome</b></p> <p><i>Gini Baker, Mistress of Ceremonies</i></p>
5:35 – 5:55	<p><b>Connection Before Content</b></p> <p><i>Ernie Navarro, California Breastfeeding Coalition Board Chair</i></p>
5:55 – 6:45	<b>Dinner</b>
6:45 – 7:00	<p><b>Keynote</b></p> <p><i>Beverly Curtis, APRN, PNP-BC, IBCLC</i>  <i>United States Breastfeeding Committee President</i></p>
7:00 – 8:00	<b>Celebrating our Successes! Golden Nugget Awards</b>
8:00	<b>Closing</b>

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**THURSDAY AGENDA AT A GLANCE**

<b>Thursday, January 29, 2015</b>	
7:00 – 4:00	Registration <span style="float: right;"><i>Catalina Ballroom Pre-Function Area</i></span>
7:00 – 8:00	<b>Continental Breakfast</b> <span style="float: right;"><i>Santa Rosa Ballroom Pre-Function Area</i></span>
7:00 – 8:00	<b>Exhibits &amp; Posters Open</b> <span style="float: right;"><i>Santa Rosa Ballroom and Catalina Pre-Function Areas</i></span> <b>Hospitals, Coalitions, and Community Agencies Sharing Tables</b>
8:00 – 12:00	<b>Morning Opening Session</b> <span style="float: right;"><i>Santa Rosa Ballroom</i></span>
8:00 – 8:15 Opening	<b>Welcome</b> <i>Ernelyn Navarro, DM, LCSW, BCC, Chair, California Breastfeeding Coalition</i> <i>Connie Mitchell, MD, MPH, Deputy Director, CDPH Center for Family Health</i>
8:15 – 8:45	<b>Celebrating California’s Baby-Friendly Hospitals!</b> <i>Induction of 2014 Designated Baby-Friendly Hospitals</i> <b>Golden Wave Award!</b> <i>Ernelyn Navarro, DM, LCSW, BCC, Chair, California Breastfeeding Coalition</i> <i>Connie Mitchell, MD, MPH, Deputy Director, CDPH Center for Family Health</i>
8:45 – 9:45 Opening Plenary	1.0 CME/1.0 CEU/1.0 CERP-L/1.0 CPEU <b>California Breastfeeding Rates: Where Are We on Our Journey?</b> <i>Jane Heinig, PhD, IBCLC, UC Davis Human Lactation Center</i>
9:45 – 10:00	Stretch Break
10:00 – 11:00 Plenary Session	1.0 CEU/1.0 CERP-L/1.0 CPEU <b>United States Breastfeeding Committee Strategic Framework</b> <i>Beverly Curtis, APRN, PNP-BC, IBCLC, USBC Board President</i>
11:00 – 12:00 Plenary Session	1.0 CME/1.0 CEU/ 1.0 CERP-R/ 1.0 CPEU <b>Collective Impact</b> <i>Cheryl Moder</i>
12:00 – 1:30	Lunch on Your Own <b>Exhibits &amp; Posters Open</b> <span style="float: right;"><i>Santa Rosa Ballroom and Catalina Pre-Function Areas</i></span> <b>Hospitals, Coalitions, and Community Agencies Sharing Tables</b> <b>Action Learning Teams</b>

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THURSDAY AGENDA AT A GLANCE continued

**Thursday, January 29, 2015**

1:30 – 3:00	CONCURRENT WORKSHOP TRACK SESSIONS			
1:30 – 3:00	Health Care Systems Status	Mothers, Families and Communities	Environments and Employment	Clinical Updates and Services
Education Units:	1.5 CME/ 1.5 CEU/ 1.5 CERP-L/ 2.0 CPEU	1.5 CME/ 1.5 CEU/ 1.5 CERP-L/ 2.0 CPEU	1.5 CEU/ 1.5 CERP-L/ 2.0 CPEU	1.5 CME/ 1.5 CEU/ 1.5 CERP-L/ 2.0 CPEU
Session Title:	<b><i>Providing and Evaluating Effective Prenatal Education for Baby-Friendly Step 3</i></b>	<b><i>Supporting All: The LGBTQ Community</i></b>	<b><i>Making Lactation Accommodations Work at School and Airports</i></b>	<b><i>Treatment of the Hypoglycemic Infant (and his Mother!)</i></b>
Speaker:	Trish MacEnroe, BS Amita Graham, IBCLC, MPH Helen O'Connor, MA, MSPH Carol Thomason, CNM, MSN, IBCLC	Gail Newel, MD	Joan Ortiz, RN, IBCLC Genevieve Colvin, IBCLC Naomi Billups, RD	Nancy Wight, MD, IBCLC, FABM, FAAP
Room:	Catalina A	Catalina B	Catalina C	Santa Rosa Ballroom
Moderator:	Lisa Robinson	Mary Woelfel	Tamesha Valverde	Sherri Mendelson
3:00 – 3:30	<b>Break –dedicated time for Exhibits, Posters &amp; Hospitals, Coalitions and Community Agencies Sharing Tables</b> <i>Santa Rosa Ballroom and Catalina Pre-Function Areas</i>			

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THURSDAY AGENDA AT A GLANCE continued

<b>Thursday, January 29, 2015</b>				
3:30 – 5:00	<b>CONCURRENT WORKSHOP TRACK SESSIONS</b>			
3:30 – 5:00	<b>Health Care Systems Status</b>	<b>Mothers, Families and Communities</b>	<b>Environments and Employment</b>	<b>Clinical Updates and Services</b>
Education Units:	1.5 CME/ 1.5 CEU/ 1.5 CERP-L/ 2.0 CPEU	1.5 CME/ 1.5 CEU/ 1.5 CERP-L/ 2.0 CPEU	1.5 CEU/ 1.5 CERP-L/ 2.0 CPEU	1.5 CME/ 1.5 CEU/ 1.5 CERP-L/ 2.0 CPEU
Session Title:	<b><i>Continuity of Breastfeeding Care in the Postpartum Period (BFHI Step 10)</i></b>	<b><i>Demystifying Human Milk Donation and Casual Milk Sharing</i></b>	<b><i>Legal Protections for Breastfeeding Women in California: Making Sense of it All!</i></b>	<b><i>Improving Breastfeeding Rates in Neonatal Abstinence Syndrome Infants in the NICU, and Milk and Marijuana: What to do?</i></b>
Speaker:	Trish MacEnroe, BS Elaine Robertson, IBCLC, LCCE Joy Knaptan, CLE/CLC Adrienne Guirguis, IBCLC, CCE Christina Staricka, IBCLC, RLC, CCE	Pauline Sakamoto, RN, MS Krista Sigurdson, PhD(c)	Giselle Olmedo, Attorney at Law	Lisa Stellwagen, MD Donna Garey, MD, MPH
Room:	Catalina A	Catalina B	Catalina C	Santa Rosa Ballroom
Moderator:	Sherri Mendelson	Ifeyinwa Asiodu	Mary Woelfel	Gloria Pierson
5:00 – 6:30	<b>Reception</b> <span style="float: right;"><i>Santa Rosa Ballroom and Catalina Pre-Function Areas</i></span> <b>Exhibits, Posters</b> <b>Hospitals, Coalitions, and Community Agencies Sharing Tables</b>			
7:00 – 9:30	<b>Movie Gala:</b> <span style="float: right;"><i>Santa Rosa Ballroom</i></span> <b><i>The Milky Way - Every Mother Has a Story</i></b> <b>Meet the Producers</b> <i>Chantal Molnar, RN, IBCLC and Jennifer Davidson RN IBCLC</i> Sponsored by UC San Diego Extension			
Moderator	Fran Buche, Orange County Breastfeeding Coalition			

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**FRIDAY AGENDA AT A GLANCE**

<b>Friday, January 30, 2015</b>				
7:00 – 9:30	Registration <span style="float: right;"><i>Catalina Ballroom Pre-Function Area</i></span>			
7:00 – 8:00	<b>Continental Breakfast in the Exhibit Show Room</b> <span style="float: right;"><i>Santa Rosa Ballroom Pre-Function Area</i></span>			
7:00 – 12:00	<b>Exhibits &amp; Posters Open</b> <span style="float: right;"><i>Santa Rosa Ballroom and Catalina Pre-Function Areas</i></span> <b>Hospitals, Coalitions, and Community Agencies Sharing Tables</b>			
8:00 – 9:00 Plenary  Moderator	1.0 CME/ 1.0 CEU/ 1.0 CERP-L/ 1.0 CPEU <b>Systems Change at the County Level to Support Breastfeeding</b> <span style="float: right;"><i>Santa Rosa Ballroom</i></span> <i>Dean E. Sidelinger, MD, MEd, Child Health Officer, San Diego Health and Human Services</i>  Patty Zoll, CLE, Board Member, California Breastfeeding Coalition			
9:00 – 9:15	<b>Break – dedicated time for Exhibits, Posters &amp; Hospitals, Coalitions and Community Agencies Sharing Tables</b> <span style="float: right;"><i>Santa Rosa Ballroom and Catalina Pre-Function Areas</i></span>			
9:15 – 10:45	<b>CONCURRENT WORKSHOP TRACK SESSIONS</b>			
9:15 – 10:45	<b>Health Care Systems Status</b>	<b>Mothers, Families and Communities</b>	<b>Environments and Employment</b>	<b>Clinical Updates and Services</b>
Education Units:	1.5 CEU/ 1.5 CERP-L/ 2.0 CPEU	1.5 CME/ 1.5 CEU/ 1.5 CERP-L/ 2.0 CPEU	1.5 CME/ 1.5 CEU/ 1.5 CERP-L/ 2.0 CPEU	1.5 CME/ 1.5 CEU/ 1.5 CERP-L/ 2.0 CPEU
Session Title:	<b><i>Update on Affordable Care Act for Breastfeeding and Lactation Services, and How to Obtain Breast Pumps through Insurance</i></b>	<b><i>The Next Generation in Breastfeeding Support: Telehealth</i></b>	<b><i>Changing the OR Environment: Skin to Skin After Cesarean</i></b>	<b><i>Preterm and VLBW Babies: Going Home Breastfeeding</i></b>
Speaker:	Beverly Curtis, APRN, PNP-BC, IBCLC Yvonne Lau, BS, IBCLC	Rose deVigne Jackiewicz, RN, MPH, IBCLC	Trish MacEnroe, BS Marietta Sperry, RNC, MNN	Eyla Boies, MD, FAAP, FABM Yvonne Vaucher, MD Caroline Steele, MS, RD, CSP, IBCLC Christine Bixby, MD
Room:	Catalina A	Catalina B	Catalina C	Santa Rosa Ballroom
Moderator:	Karen Farley	Denise Breheny	Sherri Mendelson	Sudha Rani Narasimhan
10:45 – 11:15	<b>Break – dedicated time for Exhibits, Posters &amp; Hospitals, Coalitions and Community Agencies Sharing Tables</b> <span style="float: right;"><i>Santa Rosa Ballroom and Catalina Pre-Function Areas</i></span>			

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11:15 – 12:30	CONCURRENT WORKSHOP TRACK SESSIONS			
11:15 – 12:30	Health Care Systems Status	Mothers, Families and Communities	Environments and Employment	Clinical Updates and Services
Education Units:	1.0 CME/ 1.0 CEU/ 1.25 CERP-L/ 1.0CPEU	1.0 CEU/ 1.25 CERP-L/ 1.0 CPEU	1.0 CEU/ 1.25 CERP-E/ 1.0 CPEU	1.0 CME/ 1.0 CEU/ 1.25 CERP-L/1.0 CPEU
Session Title:	<b>Local WIC Agencies Partnering with Hospitals on Step 10 of BFHI</b>	<b>Supporting Incarcerated Moms and Involving At-Risk Dads</b>	<b>Formula Marketing in the Information Age: A Moving Target</b>	<b>Obesity, Gastric Bypass Surgery and Breastfeeding</b>
Speaker:	Trish MacEnroe, BS Elizabeth Bilek, RD, IBCLC Jeanne Kettles, MA, DEM, CLE	Tina Lavy, IBCLC Samuel Nunez	Jennie Bever Babendure, PhD, IBCLC	Erin Garcia, MAS, RD, IBCLC
Room:	Catalina A	Catalina B	Catalina C	Santa Rosa Ballroom
Moderator:	Ifeyinwa Asiodu	Tamesha Valverde	Denise Breheny	Gloria Pierson
12:30 – 1:00	<b>Networking Lunch Provided</b> (sitting by county)			<i>Santa Rosa Ballroom</i>
1:00 – 3:15	2.0 CME/ 2.5 CEU/ 2.25 CERP-L/ 2.0 CPEU <b>Let's Talk Breastfeeding: Strategic Communication</b>			<i>Santa Rosa Ballroom</i>
Moderator:	Kara Palmer, BS, Pyramid Communications Kathy Reincke, W.K. Kellogg Foundation Kimberly Seals Allers, BA, MS, W.K. Kellogg Foundation Fellow Denise Breheny			
3:15 – 3:30	<b>Closing and Evaluation</b>			<i>Santa Rosa Ballroom</i>
	Nancy Wight, MD, IBCLC, FABM, FAAP, 2014 Recipient of the Golden Wave Award			



<b>Total Potential Education Units Per Day</b>				
	<b>CME</b>	<b>CEU</b>	<b>CERPs</b>	<b>RD CPEUs</b>
<b>Day 1</b>	3.0	6.0	1.0-R/5.5-L	6.0
<b>Day 2</b>	5.0	6.0	1.0-R/5.0-L	7.0
<b>Day 3</b>	5.5	6.0	6.0-L or 5.0-L/1.0-E	6.0
<b>TOTAL</b>	<b>13.5</b>	<b>18.0</b>	<b>2-R/16.5-L/1-E</b>	<b>19.0</b>
<b>Total Education Units Per Day</b>				
	<b>CME</b>	<b>CEU</b>	<b>CERPs</b>	<b>RD CPEUs</b>
<b>Day 1</b>	3.0	6.0	6.5	6.5
<b>Day 2</b>	11.0	15.0	15.0	19
<b>Day 3</b>	9.5	13.0	14.25	15
<b>TOTAL</b>	<b>23.5</b>	<b>34.0</b>	<b>35.75</b>	<b>40.0</b>

*\*FINAL CME COUNT IS PENDING APPROVAL*

*\*FINAL CERP COUNT IS PENDING APPROVAL*