

Annual Breastfeeding Conference

Achieving Breastfeeding/Chestfeeding Success in Unique Situations

September 9 & 10, 2021

WebEx 9:00am - 12:30pm EST

Sponsored by:
Baystate Health Lactation Services
Baystate Continuing Interprofessional Education

September 16, 2021

Live WebEx Question & Answer Session
10:00am - 11:00am EST

STATEMENT OF NEED:

In the dawn of a new decade, the evolving definition of family, the growing incidence of maternal co-morbidities during pregnancy and lactation, and increased social media presence demands that lactation care must diversify and expand to meet these growing needs. Healthcare providers, counselors and educators must be equipped with the practical skills and knowledge necessary to meet the unique needs and goals of all breastfeeding/chestfeeding situations. This is in line with the Academy of Breastfeeding Medicine's position on breastfeeding which states "As breastfeeding is both a woman's and a child's right, it is therefore the responsibility of the healthcare system, the media, business and marketing sectors, government, and society in general to inspire, prepare, and empower as well as support and enable each woman to fulfill her breast-feeding goals and to eliminate obstacles and constraints to initiating and sustaining optimal breastfeeding practices." (Academy of Breastfeeding Medicine, Position on Breastfeeding, 2015)

TARGET AUDIENCE

This course is designed for nurses in the following practice settings: OB/GYN, maternal child, pediatrics, neonatal intensive care unit/critical care nursery, postpartum, LDRP, newborn nursery, infants and children's unit; visiting nurses caring for mother/baby dyads, doulas, mid-wives, WIC counselors, La Leche League leaders, physicians in the following specialties: (pediatricians, OB/GYN, family practice, nurse practitioners, resident physicians in medicine-pediatrics, pediatrics, and obstetrics/gynecology); parent educators, childbirth and breastfeeding instructors, lactation consultants, lactation counselors. The audience was determined based upon their proximity to the care of healthy and sick mother/baby dyads.

GOAL

This educational program is designed to provide attendees with evidenced based research and skills that will support knowledge for optimum support and guidance of breastfeeding families.

THURSDAY, September 9, 2021

Webinar

Alyssa Schnell, MS, IBCLC

- 9:00 Opening remarks, introduction of speaker
- 9:15 An Individualized Approach to Induced Lactation and Relactation, Part 1
- 10:30 Break
- 11:00 An Individualized Approach to Induced Lactation and Relactation, Part 2
- 12:15 Introduction of Pre-recorded Sessions and Wrap up
 - Session 1:** ReLATCHtation (75 min)
 - Session 2:** Unique Needs of Parents Inducing Lactation or Relactation (90 min)
- 12:30 Adjourn

FRIDAY, September 10, 2021

Webinar

Laurel Wilson, IBCLC, BSc, CCCE, CLC, CLD, CLE

- 9:00 Opening remarks, introduction of speaker
- 9:15 A Gentle Touch: The Unique Breastfeeding Needs of Post Cesarean Mothers
- 10:30 Break
- 11:00 Express Yourself: The Latest and Greatest on Hand Expression
- 12:15 Introduction of Pre-recorded Sessions and Wrap up
 - Session 1:** The Impact of Social Media on New Parents (75 min)
 - Session 2:** Success in Early Postpartum: Causes and Current Evidence-Based Practices for Sore Nipples, Thrush, Edema, Engorgement, Mastitis, and Plugged Ducts (75 min)
- 12:30 Adjourn

FRIDAY, September 16, 2021

Webinar

10:00 - 11:00am EST Live Question & Answer session with both speakers.

PLANNING COMMITTEE

Kimberly Congden, RN, MSN, IBCLC
Erika LaChance, MD, IBCLC
Brenda Walto, RN, IBCLC

For the most current information on course content, faculty disclosure, credits, tuition and to register go to www.education.baystatehealth.org or call (413) 322-4242

FACULTY



Alyssa Schnell, MS, IBCLC

Alyssa has been helping parents and babies with breastfeeding for the past 15 years and she has been accredited as an International Board Certified Lactation Consultant (IBCLC) since 2009. Her private practice, Sweet Pea Breastfeeding Support,

provides individual lactation consultations either in person or by phone for parents around the country. Alyssa is also the co-host of the Breastfeeding Outside the Box podcast geared towards families breastfeeding in extraordinary situations. Alyssa enjoys working with all parents and babies, but she has an extra special place in her heart for helping non-birthing parents to breastfeed their babies. She is the author of *Breastfeeding Without Birthing: A Breastfeeding Guide for Mothers Through Adoption, Surrogacy, and Other Special Circumstances*. Alyssa is the proud mother of three breastfed children, two by birth and one by adoption.



Laurel Wilson, IBCLC, BSc, CCCE, CLC, CLD, CLE

Laurel Wilson has twenty-six years of experience working with families in the childbearing year and perinatal professional and currently travels the world speaking about the importance of human milk and attachment. She is co-author of best-selling books, *The Greatest Pregnancy Ever: The Keys to the MotherBaby Bond* and *The Attachment Pregnancy: The Ultimate Guide to Bonding with Your Baby*, original Editor of the CAPPALactation Educator Manual, and contributing author to *Round the Circle: Doulas Talk About Themselves*. Laurel is a board-certified as a lactation consultant, childbirth educator, labor doula, lactation educator, Prenatal Parenting™ Instructor, and Pre and Postpartum fitness educator. She served as the CAPPAL Executive Director of Lactation Programs for 16 years. She served on the Board of Directors for the United States Breastfeeding Committee from 2016-2019. Her current service roles include acting as a Senior Advisor for CAPPAL and being on the Advisory Board for InJoy Health. Laurel has been joyfully married to her husband for more than 28 years and has two amazing sons, whose difficult births led her on a path towards helping emerging families create positive experiences. She believes that the journey towards and into parenthood is a life-changing rite of passage that should be deeply honored and celebrated.

FACULTY DISCLOSURE

The design and content of Baystate Continuing Interprofessional Education (CE) activities support quality improvement in health-care and provide fair and balanced views of therapeutic options. Faculty or planner conflicts of interest are resolved before the educational activity.

Alyssa Schnell has written the book, *Breastfeeding Without Birthing: A Breastfeeding Guide for Mothers Through Adoption, Surrogacy, and Other Special Circumstances*, Preclarus Press and receives royalties through its sales and has developed online training for professionals through her company Sweet Pea Breastfeeding Support.

Laurel Wilson has written the book, *The Attachment Pregnancy*, Simon and Schuster and receives royalties through its sales.

None of the members of the planning committee for this educational event have commercial relationships with any entity producing, marketing, re-selling or distributing health care goods and services consumed by or used on patients.

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Credits



JOINTLY ACCREDITED PROVIDER™
INTERPROFESSIONAL CONTINUING EDUCATION

In support of improving patient care, Baystate Health is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

PHYSICIANS

Baystate Health designates this live activity for a maximum of 5.25 *AMA PRA Category 1 Credit(s)*[™] (Sept 9), and a maximum of 5 *AMA PRA Category 1 Credit(s)*[™] (Sept 10).*

Physicians should claim only the credit commensurate with the extent of their participation in the activity.

NURSES

This activity carries a maximum of 5.25 contact hours (Sept 9), and 5 contact hours (Sept 10).*

Nurses should only claim credit commensurate with the extent of their participation in the activity.

LACTATION CONSULTANTS

Application for CERPs has been submitted to the International Board of Lactation Consultant Examiners. The IBCLE approval number and number of CERPs will be posted in the learner portal at education.baystatehealth.org

***Maximum credit includes two pre-recorded lectures for each day, available for viewing for three weeks after the conference. Credit may be claimed for recorded lectures after viewing each lecture and completing the evaluation and post test.**

SPECIFIC AIDS OR SERVICES

Please call Baystate Continuing Interprofessional Education at 413-322-4242 if, under the Americans with Disabilities Act, you require specific aids or services during your visit to this continuing education program.

CANCELLATIONS:

If you must cancel, email your cancellation / refund request to Marion.Talbot@baystatehealth.org

All cancellations will incur a \$25 fee. We cannot refund cancellations received less than two weeks (10 business days) before the program date.

Registration

TUITION

\$95.00 - Choice of One Day

One Live Lecture plus two pre-recorded sessions* by the speaker on the date chosen. This includes the option to join a one-hour Live Q&A with both speakers on September 16, 2021

\$175.00 - Both Days Use coupon code **BF2DAY** at checkout

Two mornings of Live Lectures plus four pre-recorded sessions*, two by each speaker. This includes the option to join a one-hour Live Q&A with both speakers on September 16, 2021

* Pre-recorded sessions will be available for three weeks after the conference and are not available for downloading.

All registrations must be made online.

Read *Payment Information* below for the enrollment / registration process.

LOGGING IN:

Go to our website at education.baystatehealth.org or [click here](#) to navigate directly to the course.

1. **BAYSTATE EMPLOYEES** log in using your network username and password.
2. **ALL OTHERS:** If you have not already done so, create your account under the visitor section.
If you have already created a visitor account, log in using the username and password you created.

NOTE: If you have forgotten your username or password, Do Not create a new account. Please call 413-794-9783 or email Marion.Talbot@baystatehealth.org.

PAYMENT INFORMATION

All enrollments must be paid prior to the conference date. Payment by credit card is preferred as the office is not regularly staffed at this time.

a. **Credit card** payments (preferred) will receive immediate confirmation of registration and payment.

b. **Check payments and Interdepartmental Transfers** will generate a status of **"Pending"** and will be registered and confirmed upon receipt of payment. Please allow time for the check to arrive and be processed at least one week prior to the conference date.

Check payments: Make payable to: Baystate Health
Mail to:
Baystate Continuing Interprofessional Education
3601 Main Street, 3rd Fl, Springfield, MA 01199

c. **Interdepartmental Transfers:** Notify your education coordinator of your registration so that payment can be processed. BCIPE interdepartmental transfers should be emailed to Marion.Talbot@Baystatehealth.org.