

Infant feeding: In whose interest?

This two day conference will bring together some of the world's most respected researchers and thinkers in the field of human lactation and public health.

Goals

- Identify the role of the infant formula and baby food industries in undermining a breastfeeding culture and describe strategies to protect parents and health workers from their influence
- Raise awareness of potential conflicts of interest involving the baby food industry and how to avoid them
- Identify strategies in Australia and internationally which have been shown to support breastfeeding rates and increase breastfeeding initiation and duration
- Identify barriers to the lack of investment into breastfeeding support and promotion
- Explore the health and economic cost of sub-optimal breastfeeding.
- Promote policy, social and economic environments that enable parents and caregivers to make well informed infant and young child feeding decisions

Twenty percent of profits from the conference will be used to start a “Breastfeeding Innovation and Promotion Fund” to assist groups who have an innovative approach to supporting breastfeeding.

Online Webinar

VIEW FROM – 20 October - 31 December 2017

You can access all the great information, speakers and atmosphere of the conference right from your computer or mobile device by registering for our Online webinar. The Online webinar is a great option for those who are unable to attend in person and you will still earn your accreditation points.

Accreditation:

IBLCE CERPs and MidPLUS points have been applied for.



Program

Day 1 – (Thurs October 12th)

- 7.45 am Registrations open; Tea and coffee served
- 8.30 am Alison Stuebe – Reframing the right to breastfeed as a women’s health imperative
- 9.30 am Kimberly Seals Allers – Putting an End to THE BIG LETDOWN
- 10.30 am Morning tea
- 11.00 am Karen Campbell – Protein in infant formula: A link to obesity?
- 11.30 am Jennifer Grayson – Beyond the controversy: Restoring human milk as the human norm in the 21st century
- 12.30 pm Rachel McDonald – The fine line between pleasure and pain: Infant feeding in the workplace, laws and corporate lactation programs. The intersection of state, corporate and maternal interests
- 1.15 pm Lunch
- 2.15 pm Julie Smith – Economic perspectives on breastfeeding
- 3.00 pm Naomi Hull – The Australian National Breastfeeding Strategy (2010-2015) - The view from the coalface
- 3.45 pm Afternoon tea
- 4.00pm Syed Aamir Raza Hussain – The true story behind Tigers
- 4.45pm Maureen Minchin – Myths that matter: Ignorance protects the norm
- 5.30pm Close



Program

Day 2 – (Friday October 13th)

- 8.00 am Arrival tea and coffee
- 8.30 am David Clark (via Skype) – Conflict of interest in Infant and Young Child Feeding (IYCF)
- 9.15 am David Clark (via Skype) – A formula for every purpose; How formula companies have tried to confuse regulators with new formulas
- 10.00 am Morning tea
- 10.30 am Peter Hartmann – Ethics, research, research funding and the challenges ahead for lactology
- 11.30 am Valérie Verhasselt – Mother-child interaction through breastfeeding: impact on immune development and education
- 12.15 pm Lunch
- 1.15 pm Jennifer Grayson – Re-latching in the modern world: What can we learn from traditional societies?
- 2.15 pm Kimberly Seals Allers – No mother left behind: Reducing racial disparities in breastfeeding rates
- 3.15 pm Afternoon tea
- 3.30 pm Alison Stuebe – In whose best interest? The ethics of autonomy, coercion and informed consent in infant feeding
- 4.30 pm Panel
- 5.00 pm Close

Speaker Biographies

David Lawson Clark

David Clark is an international lawyer working with the Nutrition Section, UNICEF, New York. Prior to that he worked for the United Nations Interregional Crime and Justice Research Institute in Rome, Italy. Since 1995, David has assisted more than 60 countries in drafting legislation to implement the International Code of Marketing of Breastmilk Substitutes, and has been instrumental in bringing a human-rights based approach to the protection, promotion and support of breastfeeding. He has contributed to the development of international policy guidelines in the area of HIV and infant feeding and infant feeding in emergencies. David has written and contributed to many articles and publications on health and nutrition policy, developed courses and training materials on the implementation of the International Code and maternity protection and has facilitated numerous workshops on the issue.

Jennifer Grayson

Jennifer Grayson is an award-winning environmental journalist and author of the book *Unlatched: The Evolution of Breastfeeding and the Making of a Controversy*, which has been widely covered in the media since its HarperCollins release. Her incisive investigative reporting coupled with her deeply personal writing has been lauded by luminaries from Pulitzer Prize-winning journalist Michael Moss to renowned food activist Marion Nestle to Oscar-winning actress and UN Women ambassador Anne Hathaway, and the book was the recipient of a 2016 Nautilus Book Award. Her other writings have appeared in numerous publications, including *The Washington Post*, the *Los Angeles Times*, *USA Today* and *The Huffington Post*, where she wrote the long-running Innovation Earth and Eco Etiquette columns for the Green section. Jennifer will be unveiling a new podcast this fall, about restoring our time's vanishing connection to the natural world. She lives in Los Angeles with her screenwriter husband and two daughters—her most important life's work.

Kimberly Seals Allers BA, MS

Kimberly Seals Allers is an award-winning journalist, author and a nationally recognised media commentator, consultant and advocate for breastfeeding and infant health. Kimberly's fifth book, *The Big Let Down—How Big Business, Medicine and Feminism Undermine Breastfeeding*, was released to high acclaim. Kimberly most recently served project director of the First Food Friendly Community Initiative (3FCI), an innovative pilot project funded by the W.K. Kellogg Foundation, designed to understand the impact of "place" as a social determinant of breastfeeding success and to engage multiple stakeholders to create a national accreditation for breastfeeding friendly communities. She currently leads nationwide workshops for health care professionals on cultural competency in breastfeeding support and is a prominent speaker on community-based strategies to reduce the racial disparities in breastfeeding and infant mortality rates.

Dr Alison Stuebe MD, MSc

Dr Alison Stuebe is Associate Professor of Maternal Fetal Medicine at the University of North Carolina (UNC) School of Medicine. She has published multiple peer-reviewed articles on the association between lactation and long-term maternal health outcomes. Her current research includes the clinical management of breastfeeding difficulties and the role of oxytocin in women's health. In the clinical arena she serves as Medical Director of Lactation Services for UNC Healthcare, where she leads an interdisciplinary team of UNC clinicians that is developing new approaches to management of



breastfeeding difficulties. Dr. Stuebe is a member of the American College of Obstetrics and Gynecology Committee on Obstetric Practice, chairs the External Communications Committee of the Society for Maternal-Fetal Medicine, and is a member of the board of the Academy of Breastfeeding Medicine. She has been American Board of Obstetrics and Gynecology certified since 2010.

Professor Karen Campbell BSc MPH PhD

Dr Campbell is the Professor of Population Nutrition in the School of Exercise and Nutrition Science and the Institute for Physical Activity and Nutrition (IPAN) at Deakin University. She also co-directs the national Early Prevention of Obesity in Childhood Centre for Research Excellence. She has developed a profile nationally and internationally for her work in early childhood, heading a program of research on early childhood nutrition. Public health utility is a key feature of Professor Campbell's research and is evidenced by the State level adoption of the largest of her intervention studies, The Infant Program.

Peter Hartmann BRurSc NE, PhD

Professor Hartmann completed his PhD at the University of Sydney in 1967. After postdoctoral positions at NIRD in the UK, University of Pennsylvania, and University of Sydney, he was appointed to a lectureship in biochemistry at The University of Western Australia in 1972. He has been Head of Department of Biochemistry and Dean of the Faculty of Science at The University of Western Australia. His initial research interest was in lactation in dairy animals, and in 1973 commenced studies on the biochemistry and physiology of lactation in women. He has published extensively on the synthesis and secretion of milk over the entire lactation cycle of women – from conception to weaning. Over the last 48 years he has published 180 papers in peer-reviewed journals, 21 book chapters, and 62 review papers.

Dr Julie Smith BEc (Hons)/BA (Asian Studies), PhD

Julie Smith is an Australian Research Council (ARC) Future Fellow, and Professor (Associate) at the Australian National University (ANU). She was formerly a senior economist in Australian and New Zealand treasuries and department of finance. Dr Smith has been an expert advisor on economic aspects of breastfeeding to the WHO and the US Department of Health and Human Services, and led a consultancy for WHO on marketing of commercial complementary foods for infants and young children. Her invited expertise has contributed to several parliamentary inquiries on breastfeeding, tax expenditures reporting, and tax policy. She has published on public finance and health issues in journals across several disciplines, with a strong interest in public policy. She has published two books on tax policy (*Taxing Popularity and Gambling Taxation in Australia*), and is currently researching a book on the economics of mothers' milk.

Maureen Minchin BA(Hons), MA

Maureen Minchin is a medical historian and pioneer lactation consultant who has been involved globally at the highest levels with infant feeding issues since the 1970s. Her books *Food for Thought* (1982-1992) and *Breastfeeding Matters* (1985-1998) have been influential world-wide. Her latest book is *Milk Matters: infant feeding and immune disorder*. This multi-disciplinary text argues that a milk hypothesis encompasses the hygiene hypothesis, and documents the many risks and harms of artificial feeding, while also providing practical strategies for parents struggling with the unhappy food-hypersensitive babies common in communities where formula feeding is entrenched.

Naomi Hull RN, BN, IBCLC, Grad Cert Nrs (Critical care),
Cert IV Breastfeeding Ed (Counselling)

Naomi Hull is a Registered Nurse of many years, and an IBCLC of 7 years. She maintains a small but growing Private Practice in Brisbane and is currently the Qld Branch President of the Australian Breastfeeding Association. She recently attained a Masters of Public Health (Nutrition) where she chose to look at the implementation of the Australian National Breastfeeding Strategy (2010-2015) as the topic of her dissertation. Naomi continues to feel strongly about finding a way to improve the breastfeeding experience for families by way of affecting policy change in Australia.

Rachel McDonald BA LLB(Hons.Class 1) GDLP PhD

Rachel qualified as a Barrister and Solicitor in the ACT in 1995. After 5 years of practice as a litigation lawyer with the Commonwealth Government, Rachel had her first baby and joined the Australian Breastfeeding Association. Rachel qualified as a Breastfeeding Counsellor in 2003. The legal issues of breastfeeding have interested Rachel since she became a breastfeeding mother, particularly the issues of breastfeeding in public, breastfeeding at work, family law and the regulation of the marketing of artificial breastmilk substitutes. Rachel's PhD concerns the regulation and legislation of issues concerning breastfeeding. Rachel aims to publish a book addressing these issues.

Syed Aamir Raza Hussain

Syed Aamir Raza Hussain of Mississauga is a former Nestlé salesman and whistle blower who spent 17 years railing against the giant food company's baby milk marketing practices in Pakistan. Toronto International Film Festival's film *Tigers* is based on Hussain's story of personal sacrifice, to defend the health of mothers and babies.

Valérie Verhasselt MD, PhD

Valerie holds the Larsson-Rosenquist Chair in Human Lactology at the University of Western Australia, School of Molecular Science, since August 2017. Her translational research is aimed at understanding how maternal milk impacts on immune development, education and long term homeostasis. A major objective guiding her work is the identification of factors which could endow breastfeeding with the capacity to prevent allergic disease as potently as it does for infectious disease.

Valérie Verhasselt trained at the University of Medicine of Brussels (ULB, Belgium) where she obtained the diploma of Medical Doctor (1992), Specialist in Internal Medicine (2000) and a PhD in Immunology (1999). In 2004, she moved to France (Université de Nice Sophia-Antipolis) and developed the concept of breastfeeding induced tolerance for prevention of allergy. Her research has been published in prestigious reviews such as *Nature Medicine*, *Gut*, *Journal of Allergy and Clinical Immunology*, *Lancet Infectious Disease*. The French Académie Nationale de Médecine (2012) and Académie des Sciences (2008) have acknowledged her major contribution in the field of prevention of allergy through maternal milk

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(including complimentary access to online conference) – **\$520** _____

2 days earlybird (Includes complimentary access to online
conference (Register before September 10th 2017) – **\$450** _____

2 days student/unwaged price – **\$245** _____

1 day full price – **\$260** _____

1 day earlybird (Register before September 10th 2017) – **\$225** _____

Online Conference:

Full price – **\$405** _____

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