

## Registration

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Postcode \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Occupation \_\_\_\_\_

Place of work \_\_\_\_\_

Special dietary needs \_\_\_\_\_

### Pricing (please tick)

2 days

Full Registration – **\$450** | Earlybird Price – **\$420**  
(Earlybird Registrations by Dec 1st 2017)

1 day (tick which day)

Day 1  Day 2

Full Registration – **\$265** | Earlybird Price – **\$245**  
(Earlybird Registrations by Dec 1st 2017)

**TOTAL AMOUNT: \$** \_\_\_\_\_

### Payment options

Cheque  Money Order  Credit Card

Card type:  Visa  Mastercard

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
Credit Card Number Expiry Date

CW

Card Holder's Name \_\_\_\_\_

### It's easier to book online!

To book online go to: [www.breastfeedingconferences.com.au](http://www.breastfeedingconferences.com.au)

Cheque or Money order can be made payable to:  
Australian Lactation Management Associates (ALMA)

Please forward completed form and payment to:  
41 Heath Marsh Road, Panmure, Vic 3265  
ABN 83 820 560 346 – Barbara Glare

**Accreditation:** IBCLC and MidPLUS points have been applied for.

**At Breastfeeding Conferences we are all about supporting the people who support breastfeeding mothers, offering a wide range of educational opportunities for health professionals.**

Director of Breastfeeding Conferences, Barb Glare is an International Board Certified lactation Consultant with more than 15 years experience as an IBCLC working in a large rural hospital. She is in touch with the issues that face health professionals working with breastfeeding mums.

Breastfeeding Conferences aims to offer quality educational programs in a variety of formats including online and face to face, because networking and sharing ideas are an important feature of our seminars.

### Upcoming Seminars

Conference/Seminar	Date	City
<i>Infant Feeding: In whose Interest?</i>	Oct 12th and 13th, 2017	Melbourne plus online
<i>Turning the Tide for Birth and Breastfeeding</i>	Feb 16th and 17th, 2018	Warrnambool, Vic
<i>Breastfeeding Professional Practice update</i>	Feb 20th, 2018 Feb 22nd, 2018	Adelaide Hobart

[www.breastfeedingconferences.com.au](http://www.breastfeedingconferences.com.au)

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# It's Just Breastfeeding: How did it get so complicated?

**Melbourne** – Feb 1st and 2nd 2018  
**Gold Coast** – Feb 5th and 6th 2018  
**Sydney** – Feb 8th and 9th 2018



### Venues:

**Melbourne**  
Novotel Melbourne on Collins  
270 Collins Street  
Melbourne VIC 3000

**Gold Coast**  
Hotel QT  
7 Staghorn Avenue  
Surfers Paradise QLD 4217

**Sydney**  
Rydges World Square  
389 Pitt Street  
Sydney NSW 2000

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## Speakers



**Molly Pessl,**  
RN, BSN, IBCLC, FILCA

Molly is the owner/director of Evergreen Perinatal Education. She received her nursing degree from the University of Michigan where she first learned the importance

of breastfeeding, during a time when few women were encouraged or chose to breastfeed. Throughout her long career, Molly has focused on family-centered maternity and pediatric care and then became a board certified lactation consultant in 1986, soon after the profession was created.

Before the formation of Evergreen Perinatal Education, Molly worked at EvergreenHealth from 1985 – 2003, following 5 years as a health educator, clinician and lactation consultant for a hospital-based nurse-midwifery service. During her years at EvergreenHealth, Molly developed comprehensive parent and professional education programs, a regional breastfeeding center, a postpartum follow-up clinic and Parent-Baby Groups. These programs contributed to EvergreenHealth achieving the first US designation of “Baby Friendly.”



**Ginna Wall, RN, MN, IBCLC**

Ginna received her master’s degree in nursing from the University of Washington in Seattle and has been an IBCLC since 1987. Ginna founded the lactation program at UW 31 years ago and continues

there as coordinator of Lactation Services bringing evidence-based, family- friendly care to the hospital setting. She led the University of Washington Medical Center to Baby Friendly recognition in 2009. Ginna has served as faculty for Evergreen Perinatal Education since its inception.

## Program – Day 1

**Registrations 8.00am for an 8.45am start – Tea and coffee served.**

**Lunch will be 12.30 and there will be 15 minute breaks for morning and afternoon tea.**

**Conference ends at 4.45pm each day.**

### Talking to women about breastfeeding

- Barriers to promoting breastfeeding
- Making breastfeeding an expectation
- How culture influences breastfeeding promotion
- Dealing with the tough questions – Knowing the scripts

### Breast assessment

- Providing confidence to women about their bodies’ ability to birth and feed babies
- Internal anatomy and understanding where and how milk is made
- Understanding breastmilk production
  - Hormones of milk production
  - Prolactin
  - Oxytocin – The most potent of female hormones
- Identifying potential physical problems
- Anticipatory treatment of flat and inverted nipples

### Why it matters what we feed babies

- Species-specificity of mammal milks
- Critical components of human milk
- The human microbiome – Human milk and the immune system
- Influence of antibiotics and gut flora
- Influence of formula marketing on human health

### Getting feedings started with evidence-based care

- Evaluating birth practices
  - Labor routines
  - Medications
  - Newborn recovery
- Skin to skin care and breastfeeding responses
  - Postpartum practices
  - Making feeding a priority
- Cesarean birth as an obstacle to best practice

## Program – Day 2

### Positioning and attaching babies at the breast: Can we lighten up a bit?

- There are many ways to breastfeed
- What do we really know?
- Newborn reflexes enhance early feeds
- Positioning multiple babies
- Assessment of a feeding: Are we so wise we can eliminate all pain, discomfort?
  - LATCH score practice

### Normal patterns of early breastfeeding

- Growth and development of babies 0-3 months
- Expectations for early feedings
- How often should a newborn eat?
- The confusion of research numbers
- The “Cuddlers”
  - Nesting vs. holding, carrying
  - Crying babies
  - The sleepy or hysterical baby
  - The “Arsenic Hours”

### Challenging early feedings

- When things aren’t coming together
  - The “Take Charge” routine - When is it OK to help out?
  - 15 minutes of breastfeeding help
- Infant oral anatomy issues
- Tools and techniques of the trade

### Late preterm/early term: Somewhere between preterm and term infants

- Innovative care to prevent problems (More on tools here)

### Insufficient milk – Intake and/or supply?

- What is normal weight gain?
- How much milk is enough?
- Assessment and treatment when there is a problem
- Keeping women going when breastfeeding is hard