

# Agenda

## 8:30 AM Morning Session

### **Why Breastfeeding Promotion Matters for Everyone**

#### **Does breastfeeding really make a difference?**

- Species specificity
- Development of the immune system

#### **Making breastfeeding an expectation**

- Communicating without a turnoff
- Putting “culture” in perspective
- Honest education, expectations

### **Getting Breastfeeding Started with Evidence-based Care**

#### **Importance of prenatal care in setting the hospital stage**

- Tradition versus “best practice”
  - Labor routines
  - Effect of pain medications on breastfeeding
  - Newborn recovery

#### **Care that makes sense for good breastfeeding outcomes**

- Making feeding a priority
- Skin to skin care and breastfeeding responses
- What about cesarean birth?
- How our care influences milk supply

12:00 PM -1:00 PM Lunch (on your own)

## 1:00 PM Afternoon Session

### **Patterns of Feedings and Predictable Breastfeeding Hurdles in the Early Weeks**

#### **What to expect the first few days**

- How often should a newborn eat?
- How much should a newborn eat?
- Normal newborn behavior

#### **Avoiding, identifying and treating early challenges**

- Importance of early follow-up
- Is it a challenge or a serious problem?
  - Sore nipples – Is it latch, infection, or what?
  - My baby wants to eat all the time
  - I don’t have enough milk

#### **Motivated to make it matter**

- Keep it short and simple

#### **How to keep moms going**

### **Honor the Parent, Honor the Child: The Search for Excellence**

#### **The conflict of culture and biology**

- Messages to new families that make breastfeeding/parenting difficult
  - Issues of crying babies
  - Issues of sleep
  - Issues of dependency

#### **Can we make a difference?**

- Looking at what’s important
  - Getting rid of the turf
  - Anger, whining dragging us down

#### **What women really need from us**

- Looking at what’s important
- What parents need from the system