

ATTEND ONE OR BOTH DAYS!

33rd ANNUAL
Art of Breastfeeding
CONFERENCE

Improving Breastfeeding Outcomes

Current Evidence and Practical Approaches

WEDNESDAY, NOVEMBER 1, 2023

REGISTRATION AND LUNCH 11:15 am

PROGRAM 12 – 4:30 pm

THURSDAY, NOVEMBER 2, 2023

REGISTRATION 8:00 am

PROGRAM 8:30 am – 4:15 pm

McKimmon Conference and Training Center
1101 Gorman Street
Raleigh, NC 27606

The purpose of this conference is to provide practical and evidence-based approaches, tools, and techniques to improve the practice of healthcare professionals supporting breastfeeding* families.

DAY I will focus on comprehensive assessment as the foundation for successful interventions and outcomes. In addition, motivational interviewing will be introduced as an evidence-based approach for establishing realistic and patient-centered goals.

DAY II will shift to complex and often requested topics impacting breastfeeding success such as ankyloglossia, milk over-supply, pump types and indications, birth trauma, grieving infant loss and unrealized breastfeeding expectations. A highlight of the afternoon will be a panel sharing their unique experiences, insights into their "breastfeeding journeys" and valuable take-aways intended to improve lactation support practice.

* For brevity, the term "breastfeeding" is being used in written materials and by speakers, however, that is understood to include all possible ways of providing human milk to infant.

WAKE AHEC
PART OF NC AHEC

**RECRUIT
TRAIN
RETAIN**

Target Audience

Audiences benefiting from this conference will include:

Lactation consultants, nurses, nurse practitioners, nurse midwives, physicians, physician assistants, chiropractors, dentists, pediatric occupational therapists, pediatric physical therapists, speech pathologists, nutritionists, dietitians, health educators, doulas, public health practitioners, peer counselors, breastfeeding support volunteers and healthcare profession students.

Learning Objectives

At the conclusion of this educational activity, the participant should be able to:

DAY I – WEDNESDAY, NOVEMBER 1

- Discuss the importance of building relationships with breastfeeding families as a pre-requisite for effective assessment and intervention.
- Recognize the value of motivational interviewing as a technique for developing patient-centered breastfeeding goals.
- Describe the key components of a comprehensive assessment for breastfeeding families.

DAY II – THURSDAY, NOVEMBER 2

- Articulate various treatment options for newborns presenting with ankyloglossia.
- Explain practical guidance for diagnosing and managing the different types of hyperlactation provided by the Academy of BreastFeeding Medicine's Protocol #32.
- Compare types of breast pumps and how their differences can guide pump choices for breastfeeding families.
- Recognize the impact of loss, grief and trauma on the care and support offered to families with unrealized expectations around childbirth and breastfeeding.
- Describe specific approaches and interventions to support and comfort families experiencing unexpected outcomes in their childbirth experiences.

Speakers In order of their appearance

DAY I – WEDNESDAY, NOVEMBER 1

Rachel M. Dean, MPH, RDN, LDN, IBCLC, RLC

Owner, Registered Dietitian and Lactation Consultant
Harmony Nutrition and Lactation, LLC
Charlotte, NC

Andrea B. Dotson, MD, IBCLC, MSPH

Family Medicine and Primary Care Doctor
Duke Family Medicine and Duke Regional Hospital
Durham, NC

Roxanne Rosenberg, LCMHC, PMH-C

Co-Owner and Clinical Director
Anchor Perinatal Wellness
Raleigh, NC

Megan Stauffer, MSW, LCSWA, IBCLC, LCCE

Program Therapist
Anchor Perinatal Wellness
Raleigh, NC

DAY II – THURSDAY, NOVEMBER 2

Shaina Holman, D.D.S., Ph.D.

Owner and Practicing Dentist
Holman Family Dental Care
Chapel Hill, NC

Lillian Scott, MS, CCC-SLP, IBCLC

Lactation and Infant Swallowing Resources and Services for Families
UNC Hospitals Children's Specialty Clinic
Chapel Hill, NC

Emma Burrell, MPH, IBCLC

Clinical Coordinator
NC A&T State University Pathway II Human Lactation Training Program
Greensboro, NC

Rebecca Costello, IBCLC

Perinatal Health Specialist, Teacher, and Speaker
In the Flow
Ithaca, NY

Victoria Facelli, IBCLC

Lactation Consultant, Author, and Certified Postpartum Doula
Durham, NC

TO REGISTER, VISIT
www.wakeahec.org

AGENDA

DAY I – NOVEMBER 1

11:15 am	Registration and Lunch
12:00 pm	Relationship Building Establishing Patient-Centered Goals Comprehensive Assessment Part I: Family Dynamics/Structure and Breastfeeding History Rachel M. Dean MPH, RDN, LDN, IBCLC, RLC
1:15	BREAK
1:30	Comprehensive Assessment Part II: Functional and Physical Andrea B. Dotson, MD, IBCLC, MSPH
3:00	BREAK
3:15	Comprehensive Assessment Part III: Behavioral Health and Trauma Roxanne Rosenberg, LCMHC, PMH-C Megan Stauffer, MSW, LCSWA, IBCLC, LCCE
4:30 pm	Adjournment



DAY II – NOVEMBER 2

8:00 am	Registration and Continental Breakfast Visit Exhibitors
8:30	Treatment Options for the Newborn with Ankyloglossia Shaina Holman, D.D.S., PH.D Lillian Scott, MS, CCC-SLP, IBCLC
10:00	BREAK/Visit Exhibitors
10:15	Milk Over-Supply Emma Burress, MPH, IBCLC
11:30	Pumps: Types, Purposes and Options Rebecca Costello, IBCLC
12:30	LUNCH/Visit Exhibitors
1:30	Breastfeeding Journeys: Unique Stories Panel Discussion Moderator: Christina Williams, BSN, RN, IBCLC, CLC
3:00	BREAK
3:15	Loss and Grieving: PTSD, Trauma Informed Care and Birth Trauma Victoria Facelli, IBCLC
4:15 pm	Adjournment

Planning Committee

Olivia Bell, BSN, RN, IBCLC
Pediatric Population Health
Nurse and Lactation
Consultant
Duke Primary Care Pediatrics
at Sage Road
Durham, NC

Emma Burress, MPH, IBCLC
Clinical Coordinator
NC A&T State University
Pathway II Human Lactation
Training Program
Greensboro, NC

Sandy Coleman, MAEd.
Associate Director CME and
Pharmacy
Wake AHEC
Raleigh, NC

**Hannah Edens, MPH, RD,
LDN, IBCLC, RLC**
NC WIC LATCH Director
Lead Regional Lactation
Trainer, Region 2
Greenville, NC

Elaina Lee, MD
Course Director
Family Care, PA
Durham, NC

**Barbara McNeill, MSN, RN,
NPD-BC**
Associate Director, Nursing
Wake AHEC
Raleigh, NC

Bonnie Moore, RN, IBCLC
Longs, SC

**Margie Mould, RN, IBCLC,
RLC**
Lactation Consultant
Neonatal Intensive Care Unit
WakeMed Health & Hospitals
Raleigh, NC

Mary Overfield, MN, RN
Nursing Mothers of Raleigh
Raleigh, NC

Sharri D. Oxendine, MBA
Project Coordinator, Perinatal
& Allied Health
Wake AHEC
Raleigh, NC

**Christina Williams, BSN, RN,
IBCLC, CLC**
Lactation Services, Raleigh
Campus
Birth and Family Education
WakeMed Health & Hospitals
Raleigh, NC



Credit

CME Credit: The Wake Area Health Education Center (Wake AHEC) designates this live activity for a maximum of 10.25 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.



Wake AHEC is accredited by the North Carolina Medical Society to provide continuing medical education for physicians.

ANCC Credit: Nursing Contact Hours

Both Days 10.25 hours. Day I: 4.0 hours. Day II: 6.25 hours.

Wake Area Health Education Center (AHEC) Nursing Education is approved as a provider of nursing continuing professional development by the North Carolina Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

IBCLE Credit:

Both Days L CERPS 10.25

Day I L CERPS 4.0

Day II L CERPS 6.25

Dietitian Credit: (Pending Approval) Both Days: 10.25 CPEU hours. Day I: 4.0 CPEU hours. Day II: 6.25 CPEU hours.

A participant must attend 100% of each day in order to receive specialty credit for that day. No partial credit will be awarded.

Contact Hours: Wake AHEC will provide up to 4.0 Contact Hours for attendance at Day I, 6.25 Contact Hours for attendance at Day II and 10.25 Contact Hours for attendance at Days I and II.

Registration

ATTENDING BOTH DAYS

- **Early fee** – \$190; after October 18, 2023 - \$200

ATTENDING DAY I ONLY

- **Early fee** – \$80; after October 18, 2023 - \$90
- Lunch will be provided.

ATTENDING DAY II ONLY

- **Early fee** – \$120.00; after October 18 2023 - \$130.00
- Continental Breakfast and Lunch will be provided.
- Reduced registration rates are available for students and groups of 25 or more. Contact Sharri Oxendine, (soxendine@wakeahec.org) for details.
- Wake AHEC Vouchers will be accepted.
- Fee will include online handouts/online certificate of completion.
- Nursing babies may attend.
- Call 919-350-8547 for our Inclement Weather Updates.

Cancellations and Refunds

Registrants cancelling between October 18 and October 27, 2023 will incur a 30% cancellation fee based on the registration fee paid. No refunds or credits will be given for cancellations received after October 27, 2023. Substitutions are encouraged.

Photo Policy

Attendance at this activity grants permission for Wake AHEC to use any photographs, audio, video, or other images from this activity for promotional or educational purposes. Please notify an AHEC staff member if you have concerns.

ADA Statement

Visit www.wakeahec.org for our ADA statement.

Hotel Arrangements

Holiday Inn Express & Suites

Raleigh SW NC State

(2 miles from the McKimmon Center)

3741 Thistledown Drive Raleigh, NC 27606

919.854.0001

\$125 per night for double or king bed, plus tax.

Hotel reservations must be made by October 11, 2023 to receive the discounted rate. When making a phone reservation, use the reference code "Wake AHEC ABC Group." To book online, please access the following link: [Click here to reserve for ABC.](#)

Questions?

Contact Sharri Oxendine at 919-350-0461 or soxendine@wakeahec.org.

TO REGISTER, VISIT
www.wakeahec.org.