USLCA Regional Workshop:
Advancing Best Practices

Date: November 2, 2016, 7:30 am-4:30 pm
Credits: 6 L CERPs & 6 nursing contact hours
Location: Blue Cross Blue Shield of Western New York Heritage Conference Center 257 W Genesee St Buffalo, NY 14202
Contact: www.USLCA.org/regional-workshops info@uslca.org 202-738-1125

• Non-Members $120
• Members $90
• WIC/Baby Cafe Employees eligible for a 15% Discount

Contact the USLCA office for more information.

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Registration Deadline: Wednesday, October 26
Refund Policy: If you need to cancel your registration for any reason, you may do so until the registration deadline, October 26, minus a $10 handling fee. After this date, no refunds will be issued.

REGISTER ONLINE AT: www.uslca.org/regional-workshops
Schedule:

7:30-8:20  Registration and Continental Breakfast
8:20-8:30  Introduction
8:30-9:30  **LOL, FOMO, BFF: Using Social Media to Reach Moms and Expand your Business**
*Presenter: Christine Staricka, BS, IBCLC, RLC, CCE*
*Credit: 1 L CERP and 1 Nursing Contact Hour*

Objectives:
1. The learner will be able to identify 3 social media platforms which breastfeeding mothers use.
2. The learner will be able to discuss how to identify an intended audience for social media communication.
3. The learner will be able to identify 3 potential breastfeeding promotion messages which could be shared via social media and the appropriate platform for sharing them.
4. The learner will be able to compare potential sources for content to be shared.

9:30-10:30  **Nipple Shields: More Questions than Answers**
*Presenter: Marsha Walker, RN, IBCLC, RLC*
*Credit: 1 L CERP and 1 Nursing Contact Hour*

Objectives:
1. Participants will be able to discuss nipple shield use and maternal physiological responses, the outcome with preterm infants, infant weight gain, the effect on breastfeeding duration, mothers’ own experiences, and health professionals’ experiences.
2. Participants will be able to summarize 3 of the unknown effects of nipple shield use.

10:30-10:45  Break

10:45-11:45  **Speaking Clearly to Help Families Meet Their Own Breastfeeding Goals: Counseling Skills to Improve Breastfeeding Duration**
*Presenter: Christine Staricka, BS, IBCLC, RLC, CCE*
*Credit: 1 L CERP and 1 Nursing Contact Hour*

Objectives:
1. The learner will be able to define breastfeeding duration as recommended by the World Health Organization and the American Academy of Pediatrics.
2. The learner will be able to describe differences in language used to promote initiation of breastfeeding vs duration of breastfeeding.
3. The learner will be able to summarize ways to support breastfeeding families to meet their own goals.

11:45-1:00  Lunch -- will be provided
1:00-2:00  **The Infant Gut Microbiome: Origin of Immunity and Do We Really Want to Put Formula in There?**
*Presenter: Marsha Walker, RN, IBCLC, RLC*
*Credit: 1 L CERP and 1 Nursing Contact Hour*

Objectives:
1. Participants will be able to describe the infant gut microbiome.
2. Participants will be able to describe the effects of supplementing the breastfed infant with infant formula.

2:00-3:00  **Hands-On Ways to Improve Milk Supply: Breast Massage, Hand Expression and Other “Handy” Techniques**
*Presenter: Christine Staricka, BS, IBCLC, RLC, CCE*
*Credit: 1 L CERP and 1 Nursing Contact Hour*

Objectives:
1. The learner will be able to name 3 indications for employing manual expression of breastmilk.
2. The learner will be able to identify 2 indications for instructing a mother in appropriate use of breast massage techniques.
3. The learner will be able to list 3 non-pharmaceutical methods of increasing milk production.

3:00-3:15  Break

3:15-4:15  **Top 10 New Lactation Tidbits**
*Presenter: Marsha Walker, RN, IBCLC, RLC*
*Credit: 1 L CERP and 1 Nursing Contact Hour*

Objectives:
1. The learner will be able to summarize 3 new clinical techniques to support the breastfeeding infant.
2. The learner will be able to summarize 3 new clinical techniques to support the breastfeeding mother.

4:15-4:30  Closing