



## United States Lactation Consultant Association **2019 CONFERENCE REGISTRATION** MAY 16-18, 2019



### **NEW HORIZONS** *... in Clinical Lactation ...*

The Scottsdale Resort at McCormick Ranch in Scottsdale, Arizona will serve as home to USLCA's 2019 national conference and we invite you to join us!

This clinically-focused conference is designed to meet the needs of everyone. Whether you're an aspiring or recertifying lactation care provider, new to the profession, or a seasoned member of the field, this conference is for you. With 25 hours of high-quality education, hands-on clinical skills day, and networking events, each participant can attend a customized conference that maximizes their time and educational needs.

*Register today to reserve a space in your preferred sessions.*



# USLCA

**DO YOU COME FOR.....**

**CUTTING-EDGE CONTINUING EDUCATION?**

**INTERACTIVE AND HANDS-ON SESSIONS?**

**NETWORKING OPPORTUNITIES?**

*A lactation conference built your way!*





## IMPORTANT DATES

**DECEMBER 1, 2018** ..... Registration opens  
**FEBRUARY 28, 2019** ..... Early bird deadline  
**MARCH 31, 2019** ... Last day for a full refund  
**APRIL 17, 2019** ..... Hotel deadline  
**MAY 3, 2019** .. Standard registration deadline  
 Last day for 50% refund



## CONFERENCE HIGHLIGHTS

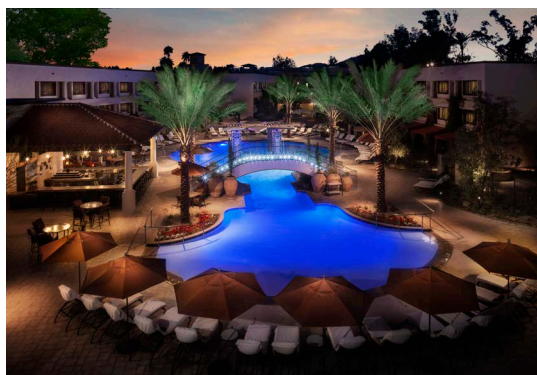
<b>EARLY BIRD/ NIGHT OWL BREAKOUTS</b>	Do you want to pack your conference experience with credits? Early morning and late night sessions will be offered each day to allow you to max out your CEUs.
<b>CLINICAL SKILLS DAY</b>	Are you looking for clinically-based, hands-on education? Add on the Clinical Skills Day to your conference registration to rotate through four 90-minute sessions and receive six CEUs while advancing your clinical practice. Separate registration fee applies.
<b>PLENARIES</b>	This USLCA conference includes three plenary sessions addressing hot topics in lactation including: <i>America's Healthcare System and the Future of Breastfeeding</i> , <i>The Challenges of Substance Use and Breastfeeding</i> , and <i>The Amazing Human Breast</i> .
<b>INTENSIVES</b>	Looking for a new experience? USLCA's brand-new intensive sessions are designed to provide an interactive deep-dive into five areas of lactation. These sessions are sure to send you home with practical, real-life ways to spice up your practice.
<b>BREAKOUTS</b>	Customize your conference by attending up to eight breakout sessions. Choose from 20 topic areas focusing on clinical, functional, cultural, or social aspects of lactation practice.
<b>POSTERS</b>	Expand your knowledge through unpublished lactation-related research and visit USLCA's poster sessions.
<b>EXHIBITS</b>	Take a walk through the exhibit trade show from Thursday evening to Saturday at noon to visit with a wide variety of vendors, learn about new products, and connect with others in the field! The exhibit hall will provide you with new ideas and solutions for your clinical practice.
<b>EVENTS</b>	<p><b>Welcome Reception / Exhibit Hall Grand Opening</b> - Join us and the conference exhibitors in kicking off the 2019 conference on Thursday evening from 6:00-8:00 PM.</p> <p><b>Breakfast Special Interest Groups</b> - Looking to network around a certain topic? USLCA will designate topic-based breakfast tables to encourage networking and discussion. Send suggestions to <a href="mailto:conference@uslca.org">conference@uslca.org</a></p> <p><b>Networking Happy Hour</b> - Friday evening is a prime opportunity to connect with those at the conference and enjoy the amenities of the Scottsdale Resort at McCormick Ranch. Join us at the pool starting at 6:30 PM for a Networking Happy Hour!</p>

# GENERAL INFORMATION

## HOTEL RESERVATIONS

### *Scottsdale and the Resort*

Combining modern accommodations with amenities that capture the elegance of historic haciendas of the past, the Scottsdale Resort at McCormick Ranch is an exceptional meeting destination in the Phoenix area. Attendees will have access to the resort's many amenities, including the Luna Spa and Fitness Center, two on-property swimming pools with full cabana service, and preferred rates and tee times at the McCormick Ranch Golf Club. Enjoy the dramatic beauty of the pristine Sonoran Desert and the burgeoning shopping, restaurant, and gallery district of Scottsdale. Located just 10 minutes from Downtown Scottsdale and 20 minutes from the Phoenix International Airport, your time at the conference will be well spent learning, networking, relaxing, and enjoying the area.



# THE SCOTTSDALE

RESORT AT MCCORMICK RANCH

A DESTINATION HOTEL®

### THE SCOTTSDALE RESORT

7700 E McCormick Parkway  
Scottsdale, AZ 85258

Phone reservations: 800-540-0727

Hotel main line: 480-991-9000

Hotel website:

<https://www.destinationhotels.com/scottsdale-resort>

**Stay within the block!** Staying within the block is a convenient way to maximize your conference allowing you to stay connected with the informal activities and networking opportunities that occur between sessions.

The special USLCA conference rate is \$157+tax per night for either a single or double room and is available for room stays between May 15 and May 19. The special room rate will be available until April 17th or until the group block is sold-out, whichever comes first.

Hotel reservations may be made by phone 800-540-0727 (be sure to reference the USLCA conference) or via the hotel's secure website at: [http://bit.ly/conference\\_hotel](http://bit.ly/conference_hotel)



## INVESTMENT OPPORTUNITIES

*Reserve your space today!*



### EXHIBIT

Attend the 2019 *New Horizons in Clinical Lactation* conference as an Exhibitor to highlight your brand and connect with the lactation community. Reserve your booth space early to ensure high visibility of your products and services.



### SPONSOR

Take this valuable opportunity as a conference sponsor to position yourself as a lactation industry leader! Your sponsorship dollars help keep registration fees affordable and ensure delivery of high quality education. All sponsors will be listed on the USLCA website. Visit <https://uslca.org/conference-investment-opportunities> for a full list of benefits.



### ADVERTISE

Full color ads may be purchased for placement in a variety of platforms including the Conference Syllabus, USLCA website, eNewsletter, or *Clinical Lactation* journal. Review the advertising opportunities to find a size and publication to fit your budget. Please note, advertising in our conference app is reserved for our conference sponsorship partners.



### SILENT AUCTION/RAFFLE DONATION

Consider donating an item to the Silent Auction or raffle for an added opportunity to highlight a product or service. Email [conference@uslca.org](mailto:conference@uslca.org) for details.

*Diamond sponsor*



## NEW HORIZONS

*... in Clinical Lactation ...*

### EXHIBITOR SCHEDULE

#### Thursday, May 16, 2019

12:00PM-4:00PM	Exhibit Hall setup
4:00PM-6:00PM	Code Walk through
6:00PM-8:00PM	Welcome Reception/ Exhibit Hall Grand Opening

#### Friday, May 17, 2019

7:00AM-8:00AM	Breakfast/Exhibits
8:00AM-10:00AM	Sessions (Hall closed)
10:00AM-11:00AM	Break/Exhibits
11:00AM-12:00PM	Sessions (Hall closed)
12:00PM-1:15PM	AGM/Lunch (Exhibit hall open)
1:15PM-2:00PM	Exhibits/Posters

#### Saturday, May 18, 2019

7:00AM-8:00AM	Breakfast/Exhibits
8:00AM-11:00AM	Session (Hall closed)
11:00AM-12:00PM	Break/Exhibits
12:00PM-2:00PM	Exhibit Hall move out

*\*Exhibit Hall hours subject to change*

# CLINICAL SKILLS DAY | THURSDAY MAY 16, 2019

## NEW HORIZONS

... in Clinical Lactation ...

7:00 AM-8:00 AM	Breakfast
8:00 AM-9:30 AM	CLINICAL - 1.5 CEUs
	HELPING PARENTS USE PUMPS EFFECTIVELY
	UNLOCKING THE LATCH: A DEVELOPMENTAL APPROACH
	SHOULD THIS STUDY CHANGE MY PRACTICE? THE NON-RESEARCHER'S GUIDE TO EVALUATING RESEARCH FINDINGS
	STANDARDIZED CARE PLANS FOR LACTATION
9:30 AM-10:00 AM	Break
10:00 AM-11:30 AM	CLINICAL - 1.5 CEUs
	HELPING PARENTS USE PUMPS EFFECTIVELY
	UNLOCKING THE LATCH: A DEVELOPMENTAL APPROACH
	SHOULD THIS STUDY CHANGE MY PRACTICE? THE NON-RESEARCHER'S GUIDE TO EVALUATING RESEARCH FINDINGS
	STANDARDIZED CARE PLANS FOR LACTATION
11:30 AM-12:30 PM	Lunch
12:30 PM-2:00 PM	CLINICAL - 1.5 CEUs
	THE GREAT TOOL DEBATE: NIPPLE SHIELDS, NIPPLE CREAMS, AND MORE
	INFANT ORAL EVALUATION: NORMAL VARIATIONS OR CLINICAL SITUATIONS?
	INTERACTIVE COMPLEX CASE REVIEWS: USING CRITICAL THINKING SKILLS TO PRIORITIZE CARE
	THE ART AND SCIENCE OF HAND EXPRESSION
2:00 PM-2:30 PM	Break
2:30 PM-4:00 PM	CLINICAL - 1.5 CEUs
	THE GREAT TOOL DEBATE: NIPPLE SHIELDS, NIPPLE CREAMS, AND MORE
	INFANT ORAL EVALUATION: NORMAL VARIATIONS OR CLINICAL SITUATIONS?
	INTERACTIVE COMPLEX CASE REVIEWS: USING CRITICAL THINKING SKILLS TO PRIORITIZE CARE
	THE ART AND SCIENCE OF HAND EXPRESSION
6:00 PM-8:00 PM	Welcome Reception/Exhibit Hall Grand Opening

## HELPING PARENTS USE PUMPS EFFECTIVELY

*with Dee Kassing, BS, MLS, IBCLC, RLC*

Learn how to spot the clues that a parent may need different pump flanges and how to achieve the perfect fit. Do you know how to check pump suction levels and how to use pump's cycling effectively? Learn this and more, including choosing retail vs. rental pumps, suggestions for parents who have trouble letting down to the pump and the opportunity to interact via hands-on pumping stations.

## UNLOCKING THE LATCH: A DEVELOPMENTAL APPROACH

*with Jada Wright Nichols, MS, OTR/L, IBCLC*

Although you may know what a "proper" latch looks like for a typical infant, there are many anatomical, neurological, and developmental factors that may change the infants' connection to breast. In this session these variables will be reviewed and discussed so participants will have tools for working with these infants when they return home.

## SHOULD THIS STUDY CHANGE MY PRACTICE?

### THE NON-RESEARCHER'S GUIDE TO EVALUATING RESEARCH FINDINGS

*with Kathy Kendall-Tackett, PhD, IBCLC, FAPA*

Hundreds of breastfeeding studies are published every year. How do you determine if findings from a particular study should change your practice? This session will focus on what every clinician should know about interpreting research results. You will learn how to evaluate the quality of studies and determine whether they apply to your practice. We will discuss the question the study seeks to address, the quality of the design and methodology, and the application of the findings. Not all studies are created equal. Participants will learn to distinguish between studies that are well done and those that need more research.

## STANDARDIZED CARE PLANS FOR LACTATION

*with Gini Baker, RN, MPH, IBCLC, FILCA*

With so many ways to create a care plan, how can lactation care providers standardize their plans to produce the most effective one? This session will focus on the development of standardized care plans for lactation problems and concerns. It will look at the history of care planning and the efficacy of standardized care plans for improved client compliance, better outcomes, and staff time management. Participants will have the opportunity to practice creating a specific plan of care with rationales and timelines that will be practiced and group discussion/small group work will facilitate the development of different models.

## THE GREAT TOOL DEBATE: NIPPLE SHIELDS, NIPPLE CREAMS, AND MORE

*with Barbara Robertson, BA, MA, IBCLC, RLC*

In this interactive session, the participants will be working in groups to debate the pros and cons of their clinical experiences with tools such as nipple shields and nipple creams. The latest research will be reviewed to determine which clinical experiences are grounded in best practice. Participants will also have the opportunity to review some newer breastfeeding tools and their efficacy.

## INFANT ORAL EVALUATION:

### NORMAL VARIATIONS OR CLINICAL SITUATIONS?

*with Lisa Lahey, RN, IBCLC, OMT*

Learn to assess with finesse when evaluating infant oral anatomy and sucking skills by reviewing global head-to-toe exam, oral structure, and functional feeding assessment during the lecture portion of the talk. Hone your hands-on clinical skills by demonstration of digital suck exam details and cervical auscultation of suck, swallow, breathe. Participants will apply best practice scripting when explaining functional vs. dysfunctional to parents and proper documentation to other healthcare professionals.

## INTERACTIVE COMPLEX CASE REVIEWS:

### USING CRITICAL THINKING SKILLS TO PRIORITIZE CARE

*with Annette Leary, BSN, IBCLC*

Participate in the presentation of actual case studies varying in complexity and adapted to various work environments: outpatient/community, hospital-based, or physician office/private practice. Together as a team, participants will employ critical thinking skills on each case review and identify the needs of the breastfeeding family: when to enlist the collaboration of other health care disciplines, how to prioritize interventions, and how to identify success and barriers.

## THE ART AND SCIENCE OF HAND EXPRESSION

*with Maya Bolman, RN, BA, BSN, IBCLC*

This presentation will include numerous pictures and videos to demonstrate different techniques of hand-expression and breast massage for antenatal expression, expression of colostrum and the treatment of milk stasis (e.g., engorgement, plugged ducts, and mastitis). Attendees will practice hand expression on breast models and learn how to apply the laws of biomechanics to hand expression techniques. The lactation care provider will leave with techniques that are simple, readily accessible, and easily taught to parents and other health care professionals.

# STANDARD CONFERENCE | FRIDAY MAY 17, 2019

<b>6:00 AM-7:00 AM</b>	<b>EAST COAST EARLY BIRD BREAKOUT - 1 CEU</b>
<b>GETTING MILK TO BABIES: SOCIAL, MEDICAL, ECONOMIC AND COMMERCIAL FORCES</b> <i>with Naomi Bar-Yam, ACSW, Ph.D.</i>	Successful infant feeding is crucial to the survival of babies and societies worldwide have addressed alternatives to maternal breastfeeding. This session focuses on a historic overview of these alternatives and milk kinship as well as US and global social, economic, and commercial forces today and going forward. This review will allow the lactation care provider to understand and influence future trends.
<b>7:00 AM-8:00 AM</b>	<b>Breakfast: SIG Round Tables &amp; Exhibit Hall open</b>
<b>8:00 AM-10:00 AM</b>	<b>CONFERENCE OPENING &amp; PLENARY - 1.5 CEUs</b>
<b>AMERICA'S HEALTHCARE SYSTEM AND THE FUTURE OF BREASTFEEDING</b> <i>with Kimberly Seals Allers, BA, MS</i>	The U.S. healthcare system is not centered on a breastfeeding supportive culture. How do we shift the healthcare culture to better promote and protect breastfeeding, given the care gaps, commercial interests, cultural barriers, and systemic racism that is inherent in the U.S. "care" system? How do we make breastfeeding part of the value equation, redefine community-centered care, and spark innovation in breastfeeding to create a radical new vision of healthcare that benefits all mothers and babies?
<b>10:00 AM-11:00 AM</b>	<b>Break: Exhibit Hall open</b>
<b>11:00 AM-12:00 PM</b>	<b>BREAKOUT - 1 CEU</b>
<b>DON'T TELL ME WHAT TO DO: PERSPECTIVES FROM INDIGENOUS WOMEN IN BREASTFEEDING AND PARENTING</b> <i>with Kimberly Moore-Salas, IBCLC</i>	Historically in Western society, dominant culture often asserts into a space where engagement results in more harm than good. Over the past few decades, Indigenous mothers are reclaiming what is inherently theirs, and are rediscovering traditional ways to nurture and promote healthy living within their families. Care providers will hear these voices to learn how to be mindful of cultural values and learn best practice approaches for breastfeeding and parenting with the Indigenous population.
<b>BREASTFEEDING THE SPECIAL NEEDS BABY WITH NEUROLOGICAL CONDITIONS</b> <i>with Ellen Lechtenberg, MPH, RD, IBCLC</i>	Care providers will review hypotonic and hypertonic neurological conditions, including neural tube defects. Case studies will be presented for review in order to discuss breastfeeding implications and management. Care providers will leave this session with additional information to assist these infants and families.
<b>MAKING IT WORK: SUPPORTING NURSING PARENTS AT WORK</b> <i>with Cathy Carothers, BLA, IBCLC, FILCA</i>	National research shows that there continue to be extensive barriers for supporting nursing parents in challenging worksite industries. The research also presents several solutions. In this session, participants will review ways to return to their community and serve as change agents to improve support.
<b>CONSULT EFFICIENCY FOR LACTATION CARE PROVIDERS</b> <i>with Melissa Morgan, IBCLC and Renee Beebe, IBCLC</i>	Many lactation care providers struggle with overly long consultations and trying to address every concern in one meeting. How can care providers streamline their consultations while still providing quality care? This session will offer concrete tips and strategies to achieve both efficient and thorough care.
<b>12:00 PM-12:15 PM</b>	<b>Break: Exhibit Hall open</b>
<b>12:15 PM-1:15 PM</b>	<b>Lunch: Annual General Meeting &amp; Exhibit Hall open</b>
<b>1:15 PM-2:00 PM</b>	<b>Exhibits: Posters open</b>
<b>2:00 PM-5:00 PM</b>	<b>INTENSIVE - 3 CEUs</b>
<b>COMPLY WITH CONFIDENCE! INTERACTIVE WORKSHOP: AVOID CONFLICTS OF INTEREST UNDER THE INTERNATIONAL CODE</b> <i>with Liz Brooks, JD, IBCLC, FILCA</i>	This is a roll-up-your-sleeves interactive workshop about the International Code of Marketing of Breastmilk Substitutes. Learn the basics of the Code and conflict-of-interest (COI.) Do real-time searches for examples of Code infractions and file a report of violations! Discuss case studies and hypotheticals of Code violations, and learn how anyone, anywhere, can understand the Code and COI.
<b>BREASTFEEDING'S FOUR HORSEMEN OF THE APOCALYPSE: HYPOGLYCEMIA, HYPONATREMIA, WEIGHT LOSS, HYPERBILIRUBINEMIA</b> <i>with Marsha Walker, RN, IBCLC</i>	These interconnected entities are anxiety-provoking and a breastfeeding deal-breaker, leading to supplementation or breastfeeding abandonment. Origins arise in the early hours and days of breastfeeding relative to hospital policies, skilled support, and careful monitoring of at-risk dyads. Etiology, prevention, interventions, policies, and crucial observations will be explored and participants will leave with strategies in place to prevent the domino effects that arise from these complications.

# 8.5 CEUs

<b>THE IMPORTANCE OF EQUITY AND HUMILITY IN THE FIRST FOOD MOVEMENT</b> <i>with Felisha Floyd, BS, IBCLC, CLC and Stacy Davis, BA, IBCLC</i>	<p>Culture and race play a significant role in all of our lives; it impacts attitudes, beliefs, thoughts, and actions. Lactation care providers who possess the ability to bridge the gap between their own cultural background and beliefs and those of others stand to strengthen, support, and facilitate positive health outcomes. Participants will work through examples of counseling strategies, designed to address the experiences, concerns, and adversities (e.g., racism, gender discrimination, poverty, employment issues, issues related to personal relationships, etc.) faced by lactating families.</p>
<b>LEVERAGING THE POWER OF NARRATIVE COMMUNICATION TO IMPROVE MATERNAL AND INFANT HEALTH OUTCOMES</b> <i>with Kimberly Seals Allers, BA, MS</i>	<p>To date, the dominant paradigm in health communication has involved using statistical evidence, data, and medical research and appeals to logic and reason. Current messages are often focused on the problem, using scare-tactics and other negatively-charged messages that often result in “disease fatigue” and a sense of hopelessness. These efforts have failed to significantly narrow maternal and infant health disparities, particularly among African-American and Latino communities, and fail to openly acknowledge and address the role of systemic racism, including media bias, in these outcomes. In this session, attendees will learn how to combat these approaches to effectively communicate and affect positive change in maternal and infant health outcomes.</p>
<b>5:00 PM-5:30 PM</b>	<b>Break</b>
<b>5:30 PM-6:30 PM</b>	<b>BREAKOUT - 1 CEU</b>
<b>HOW WOMEN IN APPALACHIA ARE STILL CONSIDERED SECOND CLASS</b> <i>with Stephanie Carroll, MBA, IBCLC, RLC</i>	<p>Appalachia, a 13-state region in the U.S., is more than merely a mountain range on the map. While a characteristic of those living within the region is the pride of “back home,” inequalities for women continue to surpass those living outside of Appalachia. Not surprisingly, breastfeeding initiation and duration rates in this region mirror those of the U.S. from fifty years ago. Participants will utilize interactive polling to learn about structural violence concerns such as domestic abuse, workplace bias, and the paid vs. unpaid work of childbirth and breastfeeding and discuss these barriers.</p>
<b>PROMOTING DIVERSITY AMONG LACTATION PROFESSIONALS TO INCREASE BREASTFEEDING SUPPORT FOR LOCAL FAMILIES</b> <i>with Jadah Parks Chatterjee, BS, RN, IBCLC</i>	<p>Come learn how BreastfeedLA is improving the landscape of breastfeeding support and access to lactation education for underrepresented communities. BreastfeedLA reviewed the research that communicated the need for a culturally competent, intersectional, holistic, and financially accessible lactation course and designed a course to meet those needs. Participants will learn more about the process and take-home strategies for their own community.</p>
<b>BREASTFEEDING AND TIES</b> <i>with Alisa Sacker, MD, IBCLC</i>	<p>Team Tongue-Tie is a cross-disciplinary group that works with breastfeeding families every day. Come learn how to perform an initial assessment of an infant’s mouth, including review of suck, palate, and lip, tongue and buccal ties. Review dyad symptoms related to ties, reasons for breastfeeding cessation, myths, dealing with difficult providers, and options for treatment of ties and aftercare recommendations.</p>
<b>LACTATION AND GALACTOGOGUES: WHAT’S TRENDING?</b> <i>with Lisa Marasco, MA, IBCLC, FILCA</i>	<p>Herbal galactogogues are often looked upon suspiciously by those who are not familiar with them. Patients increasingly ask about herbs, but many lactation care providers have little knowledge and feel uncomfortable when asked to provide guidance. This session will familiarize participants with important herb issues and examine individual profiles, research and clinical experience for some of the most popular galactagogue products.</p>
<b>6:30 PM</b>	<b>Networking Happy Hour</b>
<b>7:30 PM-8:30 PM</b>	<b>WEST COAST NIGHT OWL BREAKOUT - 1 CEU</b>
<b>ASSISTING LATE PRETERM DYADS ACHIEVE BREASTFEEDING SUCCESS</b> <i>with Angela Lober, PhD, RNC-MNN, IBCLC</i>	<p>Late preterm infants struggle with feeding challenges and due to underlying immaturity, feeding difficulty is the most common cause of breastfeeding cessation. Participants will review the Premature Infant Breastfeeding Behavior Scale model for evidence-based education and breastfeeding assessment to support infant development and empower families to achieve their breastfeeding goals.</p>

# SATURDAY MAY 18, 2019

<b>6:00 AM-7:00 AM</b>	<b>EAST COAST EARLY BIRD BREAKOUT - 1 CEUs</b>
<b>TO FURTHER STUDY INFANT FEEDING CONFUSIONS AND FEEDING PREFERENCES</b> <i>with Debra Swank, RN BSN IBCLC</i>	<p>In further defining infant feeding confusions and feeding preferences, precepts are integrated from breastfeeding science and kinesiology – the study of human movement, motor learning, and motor control. Alternative methods of infant feeding are discussed within this context, and participants will discuss ethical considerations for the real-time study of the acquisition, decay, and reacquisition of infant breastfeeding skills.</p>
<b>7:00 AM-8:00 AM</b>	<b>Breakfast: SIG Round Tables &amp; Exhibit Hall open</b>
<b>8:00 AM-11:00 AM</b>	<b>INTENSIVE - 3 CEUs</b>
<b>THE IMPORTANCE OF EQUITY AND HUMILITY IN THE FIRST FOOD MOVEMENT</b> <i>with Felisha Floyd, BS, IBCLC, CLC and Stacy Davis, BA, IBCLC</i>	<p>Culture and race play a significant role in all of our lives; it impacts attitudes, beliefs, thoughts, and actions. Lactation care providers who possess the ability to bridge the gap between their own cultural background and beliefs and those of others stand to strengthen, support, and facilitate positive health outcomes. Participants will work through examples of counseling strategies, designed to address the experiences, concerns, and adversities (e.g., racism, gender discrimination, poverty, employment issues, issues related to personal relationships, etc.) faced by lactating families.</p>
<b>COMPLY WITH CONFIDENCE! INTERACTIVE WORKSHOP: AVOID CONFLICTS OF INTEREST UNDER THE INTERNATIONAL CODE</b> <i>with Liz Brooks, JD, IBCLC, FILCA</i>	<p>This is a roll-up-your-sleeves interactive workshop about the International Code of Marketing of Breastmilk Substitutes. Learn the basics of the Code and conflict-of-interest (COI.) Do real-time searches for examples of Code infractions and file a report of violations! Discuss case studies and hypotheticals of Code violations, and learn how anyone, anywhere, can understand the Code and COI.</p>
<b>UNDERSTANDING INSURANCE CODING, DOCUMENTATION AND BILLING FOR LACTATION</b> <i>with Donna Sinnott, BBA, IBCLC</i>	<p>Every lactation consultant should understand the insurance game and be able to apply procedure and diagnosis coding to each lactation situation. In this session, participants will be able to code, document and bill so they may better serve their patients.</p>
<b>LEVERAGING THE POWER OF NARRATIVE COMMUNICATION TO IMPROVE MATERNAL AND INFANT HEALTH OUTCOMES</b> <i>with Kimberly Seals Allers, BA, MS</i>	<p>To date, the dominant paradigm in health communication has involved using statistical evidence, data, and medical research and appeals to logic and reason. Current messages are often focused on the problem, using scare-tactics and other negatively-charged messages that often result in “disease fatigue” and a sense of hopelessness. These efforts have failed to significantly narrow maternal and infant health disparities, particularly among African-American and Latino communities, and fail to openly acknowledge and address the role of systemic racism, including media bias, in these outcomes. In this session, attendees will learn how to combat these approaches to effectively communicate and affect positive change in maternal and infant health outcomes.</p>
<b>11:00 AM-12:00 PM</b>	<b>Break/Exhibits</b>
<b>12:00 PM-2:00 PM</b>	<b>LUNCH/PLENARY - 2 CEUs</b>
<b>THE CHALLENGES OF SUBSTANCE USE AND BREASTFEEDING</b> <i>with Thomas Hale, R.Ph., Ph.D., Deborah Busch, DNP, CRNP-PC, IBCLC, and Laurel Wilson, IBCLC, RLC, CLE</i>	<p>This panel discussion features Dr. Thomas Hale, Laurel Wilson and Dr. Deborah Busch and covers three major categories of substances a breastfeeding parent may use. This 2-hour session will provide an overview of marijuana, opioids, and general pharmaceutical drug use and its impact on breastfeeding with time to dig deep into those “how-to’s” and “what-if’s” through a lively Q&amp;A.</p>
<b>2:00 PM-2:15 PM</b>	<b>Break</b>
<b>2:15 PM-3:15 PM</b>	<b>BREAKOUT - 1 CEU</b>
<b>REPAIRING THE LEAKS IN THE BOAT: HIPAA RISK ASSESSMENT AND THE LACTATION WORKFLOW</b> <i>with Annie Frisbie, MA, IBCLC</i>	<p>Technology offers powerful tools for efficiency, productivity, and improving client self-efficacy. However, these tools all have the potential to expose your client’s private information when used incorrectly. In this session participants will learn specific strategies to protect client privacy, understand how to assess HIPAA compliance, and repair any breaches. Additionally, learn how to implement marketing practices that maximize the power of social media without compromising client privacy.</p>
<b>THERE IS SOMETHING WRONG ON THE INTERNET: COMBATING INACCURATE HEALTH INFORMATION ONLINE</b> <i>with Amber McCann, IBCLC and Jeanette McCulloch, IBCLC</i>	<p>As lactation supporters, we see misinformation about breastfeeding on social media every day. Join this session to tap into strategies from successful online public health campaigns. Participants will explore ways to combat misinformation, manage challenging conversations, and feel confident in sharing accurate, evidence-based information.</p>

# 10.5 CEUs

<b>LGBTQ+ AND YOU: DISPELLING MYTHS, AND UNDERSTANDING TERMS: CREATING AN INCLUSIVE ENVIRONMENT TO OPTIMIZE CARE</b> <i>with Stephanie Wagner, BSN, RNC, IBCLC, RLC</i>	<p>This session will help participants define and understand the language LGBTQ+ persons use, break down false assumptions, and discuss the unique challenges and needs of the LGBTQ+ community around breastfeeding and chestfeeding.</p>
<b>FASTER THAN A SPEEDING BULLET: MEASUREMENT OF MILK TRANSFER IN REAL-TIME DURING BREASTFEEDING</b> <i>with Jimi Francis, PhD, IBCLC, RLC, LD, RDN</i>	<p>The original research presented in this session will look at milk velocity during breastfeeding and how this assessment technique is part of developing a diagnostic device to capture the effectiveness of milk ejection. This device will help evaluate neurologic development in the neonatal period based on an infant's feeding organization skills. Participants will assess how using biosensors to record measurements at points of intervention can improve breastfeeding outcomes.</p>
<b>3:15 PM-3:30 PM</b>	<b>Break</b>
<b>3:30 PM-4:30 PM</b>	<b>BREAKOUT - 1 CEU</b>
<b>MARIJUANA AND BREASTFEEDING</b> <i>with Thomas Hale, R.Ph., Ph.D.</i>	<p>With rapidly changing legal landscapes, parents who use marijuana are increasingly asking for more and more information about usage during breastfeeding. Join Dr. Thomas Hale for a robust discussion on the latest research regarding the effects of marijuana on the breastfeeding dyad and practical approaches for working with patients.</p>
<b>USE OF SIMULATION IN TEACHING CLINICAL LACTATION SKILLS</b> <i>with Elaine Webber, DNP, PPCNP-BC, IBCLC and Nadine Wodwaski, DNP, MSN-ed, RN</i>	<p>Breastfeeding education is frequently taught through online education or classroom lecture. Clinicians who are working to increase the depth of their clinical skills are often limited by their setting or availability of clients and this can hamper the achievement of clinical competencies. The use of simulation to enhance clinical skills will be explored in this presentation along with best practice strategies. Participants will review different simulation models and discuss the advantages and disadvantages of each. Project collaborators include Renee Courtney &amp; Sherry McConnell</p>
<b>ETHICAL ISSUES SURROUNDING THE PROMOTION OF EXCLUSIVE BREASTFEEDING AND THE REALITIES OF INSUFFICIENT MILK</b> <i>with Marianne Neifert, MD, MTS, FAAP</i>	<p>This session reviews ethical concerns surrounding the intense promotion of exclusive breastfeeding and the paradox of insufficient milk, including: fear-based promotion strategies; breastfeeding-related infant morbidities; traumatizing breastfeeding grief; the rise in informal milk sharing; and lactation care providers' responsibility to reduce preventable causes of insufficient milk.</p>
<b>BREASTFEEDING AND THE LATINX COMMUNITY</b> <i>with Diana Derige, DrPH</i>	<p>Declines are occurring in breastfeeding initiation, duration and exclusivity in the LatinX community. Without Latino-specific interventions, these declines will continue. In this session, participants will learn about culturally-based and evidence-informed interventions to better serve the LatinX population in their community.</p>
<b>4:30 PM-5:00 PM</b>	<b>Break</b>
<b>5:00 PM-6:30 PM</b>	<b>CLOSING PLENARY - 1.5 CEUs</b>
<b>THE AMAZING HUMAN BREAST</b> <i>with Susan Love, MD</i>	<p>The human breast is unique. It is the only organ that is not fully formed at birth. The breast goes through many changes, and it is the source of common cancers. Incredibly, it's physiology and anatomy have not been well studied and there still is no anatomical map of the usual distribution of milk ducts within this three-dimensional organ. The Dr. Susan Love Research Foundation presents their findings surrounding the anatomy and microbiome of human breast ducts.</p>
<b>6:30 PM-7:30 PM</b>	<b>Break</b>
<b>7:30 PM-8:30 PM</b>	<b>WEST COAST NIGHT OWL BREAKOUT - 1 CEU</b>
<b>THE NICU WALTZ! - LACTATION CARE PROVIDERS &amp; SPEECH LANGUAGE PATHOLOGISTS IN THE NICU</b> <i>with Ramya Kumar MS, CCC-SLP, NTMTC and Andrea Mauk BSN RN IBCLC</i>	<p>The breastfeeding dyad in the NICU face unique challenges. While NICUs promote the use of human milk, in a volume-driven culture where feeding skill is a primary criteria for discharge readiness, many dyads are pushed towards bottle-feeding, directly or inadvertently. Both lactation care providers and speech language pathologists bring unique and overlapping skills when assessing and treating this population. This session will help participants better understand how to collaborate as a team by recognizing the feeding culture in the NICU and strategies to promote breastfeeding success.</p>

# TERMS

**Accommodations** – In conjunction with the Scottsdale Resort at McCormick Ranch, USLCA strives to accommodate the special needs of participants with physical challenges or dietary preferences. All requests for reasonable accommodations must be submitted in writing at least 7 days prior to the start of the conference. USCLA will make every effort to accommodate the needs and preferences of attendees, but cannot guarantee that accommodations will be possible in every circumstance. Participants remain responsible for their own dietary limitations and other personalized safety considerations.

**Admission** - All conference areas will be restricted to paid and badged attendees, exhibitors, and speakers. Anyone who enters the conference areas without a badge will be asked to leave.

**Cancellation and Refund Policy** - All refund requests must be received no later than March 31, 2019, for a full refund, less a \$75 processing fee. Cancellations received between April 1, 2019 and May 3, 2019 will be eligible to receive a 50% refund, less \$75 processing fee. All refunds will be made after the completion of the conference. No refunds will be given for cancellations received after May 3. Attendee substitutions may be made at no additional charge for the exact registration.

**Catered Functions** – Allotment of food and beverage are based on paid registrations. Anyone without a paid registration, including unregistered traveling companions and family members, **will not be included** in catered functions. Additional meal tickets may be purchased by calling the USLCA office.

**Contact Hours (CEUs)** - All credit-eligible sessions qualify for both lactation CERPs and nursing CEUs based on a 60-minute unit. USLCA is an approved provider of Continuing Education Recognition Points (CERPs) with the International Board of Lactation Consultant Examiners and nursing CEUs by the American Nurses Credentialing Center's Commission on Accreditation.

**Hotel Accommodations** - USLCA has contracted for accommodations with the Scottsdale Resort at McCormick Ranch for a special conference rate. To access this rate, contact the resort directly and stay within the block.

Be advised of scams that may pose as a third party (such as CBS International, Corporate Booking Services, EHRS, Exhibition Housing Services, Global Housing Corporation, World Wide Travel) to take your reservation off property. These companies and individuals have no relationship with our events. Our attendees are encouraged to disregard any communication received from these companies or any others that are not affiliated with USLCA.

**Families and Babies** - USLCA is committed to providing an environment conducive to learning for all conference attendees. Quiet infants in arms and non-separating children are welcome in conference sessions. A private parenting room will be available for all parents.

**Liability** - Views expressed by speakers, sponsors and/or exhibitors are their own. USLCA cannot accept liability for any advice given or views expressed by any speaker, sponsor and/or exhibitor at the conference or in any material provided to attendees.

**Media Policy** - USLCA will photograph conference events. As a part of registration, you are granting permission to record, photograph, use, and distribute (both now and in the future) your image, name, and voice in all forms and all media related to this conference.

**Privacy** - The personal information supplied with registration will be held by USLCA as a record of attendance. By registering for this conference, all attendees are agreeing that USLCA may use their personal information to contact them by email, direct mail, or telephone. Attendee information will also be supplied to all conference attendees, paid sponsors and exhibitors unless an attendee chooses to opt-out. Whova will serve as the conference mobile app. Use of the app implies consent of Whova privacy policy.

**Safe Space** – USLCA is committed to providing a safe environment that is inclusive to all participants (attendees, speakers, exhibitors, etc.). USLCA reserves the right to ask anyone to leave in the event their actions make anyone feel otherwise. Please report any issues of concern to USLCA staff.





# United States Lactation Consultant Association

## 2019 CONFERENCE REGISTRATION



Submit registration online at [www.USLCA.org/new\\_horizons\\_scottsdale](http://www.USLCA.org/new_horizons_scottsdale)  
or send application with full payment to: USLCA, P.O. Box 1845, Arlington Heights, IL 60006  
*Checks can be made payable to USLCA*

First \_\_\_\_\_ Last \_\_\_\_\_  
Badge name, if different than listed above \_\_\_\_\_  
Preferred pronouns (for name badge) \_\_\_\_\_ Credentials (limit 3) \_\_\_\_\_  
Organization (for name badge) \_\_\_\_\_ Twitter name (for name badge) \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_

### PRIMARY WORK SETTING

- |   |   |                                    |                                     |   |
|---|---|------------------------------------|-------------------------------------|---|
| <input type="checkbox"/> Academic         | <input type="checkbox"/> Birth Center     | <input type="checkbox"/> Community | <input type="checkbox"/> Home visit | <input type="checkbox"/> Hospital               |
| <input type="checkbox"/> Physician office | <input type="checkbox"/> Private practice | <input type="checkbox"/> Retail    | <input type="checkbox"/> Retired    | <input type="checkbox"/> State/Local government |
| <input type="checkbox"/> WIC              | <input type="checkbox"/> Other _____      |                                    |                                     |   |

### ACCOMMODATIONS

Dietary preferences: ☐ Allergy \_\_\_\_\_  
☐ Gluten-free ☐ Kosher ☐ Vegan ☐ Vegetarian

If you have a physical challenge or special need that may require assistance during the conference, please specify:

- \_\_\_\_\_  
☐ Do not include my name in the conference attendee list  
☐ Do not include my contact information to exhibitors

### PAYMENT

**Payment Plan:** Members who register before the February 28 early-bird deadline may take advantage of USLCA's new payment plan, splitting the conference registration into installments for a \$25 processing fee. To learn more or to sign-up, please visit [www.uslca.org/conference-participant-registration](http://www.uslca.org/conference-participant-registration)

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

#### Method:

- ☐ Check/Money order (mail to P.O. Box 1845, Arlington Heights, IL 60006)  
☐ Credit Card Number: \_\_\_\_\_ Exp date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Security Code: \_\_\_\_\_

#### Billing information (if different than registration)

Name \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Signature \_\_\_\_\_

*See reverse for Session Selections and Registration Fees* →

Name: \_\_\_\_\_

## SESSION SELECTIONS

<b>Clinicals Skills Day (select 2 from each line):</b> <i>Additional registration fee applies</i>				
<b>THURSDAY</b>	8:00am-9:30am 10:00am-11:30am	<input type="checkbox"/> Helping Parents Use Pumps Effectively	<input type="checkbox"/> Unlocking The Latch: A Developmental Approach	<input type="checkbox"/> Should this Study Change My Practice?
	12:30pm-2:00pm 2:30pm-4:00pm	<input type="checkbox"/> The Great Tool Debate	<input type="checkbox"/> Infant Oral Evaluation	<input type="checkbox"/> Standardized Care Plans for Lactation  <input type="checkbox"/> Interactive Complex Case Reviews
<b>Standard Conference (select 1 from each line):</b>				
<b>FRIDAY</b>	6:00am-7:00am	<input type="checkbox"/> Getting Milk to Babies		
	11:00am-12:00pm	<input type="checkbox"/> Don't Tell Me What to Do	<input type="checkbox"/> Breastfeeding Baby with Neuro Conditions	<input type="checkbox"/> Making It Work
	2:00pm-5:00pm	<input type="checkbox"/> Breastfeeding's Four Horsemen of the Apocalypse	<input type="checkbox"/> The Importance of Equity & Humility in the 1st Food Movement	<input type="checkbox"/> Consult Efficiency for IBCLC
	5:30pm-6:30pm	<input type="checkbox"/> Breastfeeding and Confidence!	<input type="checkbox"/> Comply with Confidence!	<input type="checkbox"/> Leveraging the Power of Narrative Communication
	7:30pm-8:30pm	<input type="checkbox"/> Women In Appalachia are Still Considered 2nd Class	<input type="checkbox"/> Promoting Diversity Among Lactation Professionals	<input type="checkbox"/> Breastfeeding and Galactogogues
<b>SATURDAY</b>	6:00am-7:00am	<input type="checkbox"/> Assisting Late Preterm Dyads Achieve Breastfeeding Success		
	8:00am-11:00am	<input type="checkbox"/> To Further Study Infant Feeding Confusions and Feeding Preferences		
	2:15pm-3:15pm	<input type="checkbox"/> Understanding Insurance Coding, Doc & Billing for Lactation	<input type="checkbox"/> The Importance of Equity & Humility in the 1st Food Movement	<input type="checkbox"/> Comply with Confidence!
	3:30pm-4:30pm	<input type="checkbox"/> Repairing the Leaks in the Boat	<input type="checkbox"/> There is Something Wrong on the Internet	<input type="checkbox"/> LGBTQ+ and You
	7:30pm-8:30pm	<input type="checkbox"/> Marijuana and Breastfeeding	<input type="checkbox"/> Use of Simulation in Teaching	<input type="checkbox"/> Ethical Issues Surrounding Exclusive Breastfeeding

## FEES

<b>Clinical Skills Day</b>				
<b>Member</b>	<input type="checkbox"/> Add-on* \$225.00	<input type="checkbox"/> Clinical Only \$275.00		
<b>Non-Member</b>	<input type="checkbox"/> Add-on* \$300.00	<input type="checkbox"/> Clinical Only \$350.00		
<b>Standard Conference</b>	<b>Full Conference</b>	<b>Daily</b>		
<b>Early Bird (Feb 28, 2019)</b>	<input type="checkbox"/> Member: \$575	Member: \$300	<input type="checkbox"/> Friday	<input type="checkbox"/> Saturday
	<input type="checkbox"/> Non-Member: \$875	Non-Member: \$450	<input type="checkbox"/> Friday	<input type="checkbox"/> Saturday
	<input type="checkbox"/> Student/Retired: \$475			
<b>Standard (May 3, 2019)</b>	<input type="checkbox"/> Member: \$775	Member: \$400	<input type="checkbox"/> Friday	<input type="checkbox"/> Saturday
	<input type="checkbox"/> Non-Member: \$1,075	Non-Member: \$550	<input type="checkbox"/> Friday	<input type="checkbox"/> Saturday
	<input type="checkbox"/> Student/Retired: \$650			
<b>Late/Onsite</b>	<input type="checkbox"/> Member: \$975	Member: \$500	<input type="checkbox"/> Friday	<input type="checkbox"/> Saturday
	<input type="checkbox"/> Non-Member: \$1,275	Non-Member: \$650	<input type="checkbox"/> Friday	<input type="checkbox"/> Saturday
	<input type="checkbox"/> Student/Retired: \$825			
<b>Membership**</b>				
<input type="checkbox"/> Student: \$43	<input type="checkbox"/> Retired: \$50	<input type="checkbox"/> Individual: \$85	<input type="checkbox"/> Monthly: \$9/month	<input type="checkbox"/> Contributing Professional: \$109

\*Add-on price eligible with full conference registration

\*\*Membership allows immediate access to member pricing

**TOTAL:** \_\_\_\_\_

# USLCA MEMBERSHIP

**NOT A MEMBER?** *Join today* for access to member pricing and lots of annual benefits.

## Member Benefits

- Subscription to *Clinical Lactation* journal
- 8 free webinars annually
- Reduced rates on CERPs and nursing contact hours
- Find an IBCLC directory listing
- Elite Memberships for local chapter members
- Mentorship directory listing
- Affinity program discounts
- Access to free marketplace listing

## How much does it cost?

**Student:** \$43

**Retired:** \$50

**Group:** \$75 (per person)

**Individual:** \$85/year

**Monthly:** \$9/month

**Contributing Professional:** \$109

## How do you join?

**Phone:** 202. 738.1125

**Online:** [www.USLCA.org/join](http://www.USLCA.org/join)

**By mail:** P.O. Box 1845

Arlington Heights, IL 60006



*The USLCA board and staff look forward to seeing you in Scottsdale and thank our Diamond Sponsor for helping to make this event possible.*





**United States Lactation Consultant Association**

4410 Massachusetts Ave., NW #406 | Washington DC 20016  
info@uslca.org | 202.738.1125

