



2011 Fall Conference

Catherine Watson Genna & Liz Brooks

www.CentralIllinoisBreastfeeding.org/FallConference

Agenda

Tuesday, October 18th

There are two optional sessions on Tuesday night – both come with a small additional cost, as detailed below under Registration Information.

Catherine Watson Genna – Methodist Medical Center, Peoria, IL – Room G-303

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| 6:00pm-6:30pm | Registration & Dinner |
| 6:30pm-7:45pm | Ultrasound Study of Tongue-tie and Sucking Skills |
| 7:45pm-8:00pm | Q & A, Evaluations |

Liz Brooks – OSF Saint Francis Medical Center, Peoria, IL – Room TBD

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|---------------|---|
| 5:30pm-6:00pm | Registration & Dinner |
| 6:00pm-7:00pm | The WHO Code in Everyday Practice: Real Life Scenarios <i>(qualifies for E-CERPS)</i> |
| 7:00pm-7:15pm | Break |
| 7:15pm-8:15pm | Skilled or Shilled Healthcare? When Commerce Meets Medicine <i>(qualifies for E-CERPS)</i> |
| 8:15pm-8:30pm | Q & A, Evaluations |

Wednesday, October 19th – Embassy Suites, East Peoria, IL

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| 7:00am-8:00am | Registration, Breakfast & Peer Counselor Networking |
| 8:00am-9:30am | Non latching infant first 48 hours and beyond (CWG) |
| 9:30am-9:45am | Break |
| 9:45am-10:45am | Cervical Auscultation (CWG) |
| 10:45am-11:00am | Break |
| 11:00am-11:45am | Facilitating Infant Competence: Hand Use During Latch (CWG) |
| 11:45am-12:45pm | Lunch |
| 12:45pm-2:15pm | Assessing for Tongue Tie (CWG) |
| 2:15pm-2:30pm | Break |
| 2:30pm-3:30pm | When Worlds Collide: How Ethics Differ for IBCLCs, Peer Counselors, Nurses and Volunteers (LB) <i>(qualifies for E-CERPS)</i> |
| 3:30pm-4:00pm | Break |
| 4:00pm-5:15pm | Deal or No Deal? A Game Show Approach to Ethics (LB) <i>(qualifies for E-CERPS)</i> |
| 5:15pm-5:30pm | Closing & Evaluations |

Topic Details – Evening Sessions

Research Update: Ultrasound Study of Tongue-tie and Sucking Skills (Catherine Watson Genna)

Ultrasound is a non-invasive tool for studying tongue and swallowing function during breastfeeding. Infants with tongue tie are unable to perform normal wavelike tongue movements, and use compensatory and less efficient strategies to transfer milk from the breast. Ultrasound videos show these strategies in action, and are correlated with clinical video of infants using the same compensations. Normalization of sucking motions and rhythms is documented after treatment.

The WHO Code in Everyday Practice: Real Life Scenarios (Liz Brooks)

There is a lot of confusion about what the International [WHO] Code means, and how to support it, in a world full of marketing. Do you violate the Int'l [WHO] Code if you work for a hospital that distributes formula discharge bags? Can you use glossy handouts from bottle manufacturers? Tenet 24 of the IBLCE Code of Ethics requires IBCLCs to adhere to the WHO Code. This session will use real-life case studies to discuss challenges faced by IBCLCs, asking: a) does the Int'l Code apply; (b) are other options available to curtail marketing influences in the healthcare workplace; and (c) what are the consequences when there is a violation of the Int'l Code?

Skilled or Shilled Healthcare? When Commerce Meets Medicine (Liz Brooks)

Bias, confusion, tension, conflicts-of-interest (COI): is this the inevitable result when healthcare providers (HCPs) rub elbows with commercial interests like pharmaceutical and medical device manufacturers? Such COIs threaten the integrity of research, the objectivity of professional education, and ultimately the patient's trust. This session explores how HCPs in research, clinical care and public health can avoid being pulled -- knowingly or not -- into situations where their judgment becomes (or is seen as) biased.

Topic Details – Main Session

The Non Latching Infant: The First 48 Hours and Beyond (Catherine Watson Genna)

One of the biggest challenges of lactation consultant practice is the non-latching infant. Designed for mixed groups of hospital and private practice lactation consultants and health care providers, this presentation provides equal emphasis on in-patient and out-patient issues for non-latching infants. Advanced strategies for helping infants who don't latch are covered in the final half of the presentation. This presentation is copiously illustrated with clinical photos and video.

Cervical Auscultation (Catherine Watson Genna)

Cervical Auscultation (listening with a stethoscope over the baby's neck or chin during feeding) is a useful tool for assessing suck:swallow:breathe rhythms. Inaudible swallowing sounds become audible, and difficulties coordinating swallowing and breathing are more easily identified. This advanced practice presentation uses recorded sound files of cervical auscultation of breastfeeding infants to illustrate difficulties that can be identified using this method. Use of this information in clinical problem solving is stressed.

Facilitating Infant Competence: Hand Use During Latch (Catherine Watson Genna)

Most breastfeeding instruction includes strategies to prevent baby's hands from 'getting in the way' during positioning and latch. Careful observation reveals that infants use their hands in predictable ways that help them find, shape, and move the breast to assist attachment. This presentation focuses on these predictable behaviors and ways to work with them and when necessary modify them to assist breastfeeding dyads. The presentation also includes the research base for these observations

Assessing for Tongue Tie (Catherine Watson Genna)

Subtle difference in tongue attachment can cause feeding difficulties in infants. Traditional guidelines such as requiring a heart-shaped tongue- tip or complete inability to extend the tongue over the gumridge miss these more subtle cases of ankyloglossia. This presentation uses extensive clinical photography to illustrate a systematic assessment strategy that examines tongue mobility and tongue attachment in light of recent research. This talk includes a module on helping tongue-tied babies to breastfeed

When Worlds Collide: How Ethics Differ for IBCLCs, Peer Counselors, Nurses and Volunteers (Liz Brooks)

Lots of people help breastfeeding families: IBCLCs, WIC Peer Counselors, doctors, nurses, dietitians, midwives, mother-to-mother counselors, childbirth educators. Different legal and ethical responsibilities apply to each of these helper groups. And there are responsibilities that everyone must meet, no matter what the job title or work setting. This is a lively session to teach you how to follow the law, and meet high ethical and professional standards, all while serving breastfeeding

mothers and children. Participants will be able to:(1) Identify differences in the scopes of practice for various professions serving breastfeeding dyads(2) Describe the difference between a professional “scope of practice” and a work place “conflict of interest”(3) Identify different ethical expectations for various professions serving a breastfeeding dyad Note: This session meets requirements for E-CERPs

Deal or No Deal? A Game Show Approach to Ethics (Liz Brooks)

What if determining the IBCLC's correct course of action, when faced with a moral, legal or ethical dilemma, was as fun as being a game show contestant? This session will review the ILCA Standards of Practice, and IBLCE Code of Ethics, the IBLCE Scope of Practice for IBCLCs, and other authorities affecting our professional work (i.e. licensing and scope of practice). Look for humor, prizes and even buzzers to make this analysis of IBCLC ethics memorable --and fun. We'll cover common everyday problems (what if your boss requires you to hand out a formula discharge bag?) and more theoretical ones (can anyone own a patent on human milk components?)An opportunity for audience members to pose hypothetical situations will provide take-home-and-use answers: a prize for everyone! Objectives: The IBCLC will be able to: 1. describe the differences between the ILCA Standards of Practice, the IBLCE Code of Ethics and the IBLCE Scope of Practice for IBCLCs 2. implement immediate changes in record-keeping to conform with ethical benchmarks for lactation consultation 3. identify (and avoid) real and perceived conflicts of interest in lactation consultation practice 4. describe the influence of marketing of breastmilk substitutes in the workplace, so as to avoid becoming an unwitting salesperson for formula 5. change at least three elements in her day-to-day practice to protect a mother's confidential information.

About the Speakers

Catherine Watson Genna

Catherine Watson Genna has been an IBCLC in private practice in NYC since 1992. She has a special interest in the anatomical, genetic and neurological influences on infant sucking skills, and writes and speaks on these topics. She is co-researcher in a study utilizing ultrasound to examine tongue movements during breastfeeding in infants with ankyloglossia and other sucking problems. Her clinical photographs have been published in both lay and scholarly venues. She is the author of Supporting Sucking Skills in Breastfeeding Infants (Jones and Bartlett Publishers, 2008) and Selecting and Using Breastfeeding Tools (Hale Publishing, 2009).

Liz Brooks

Liz Brooks, JD, IBCLC, FILCA, is a lactation consultant in private practice (since 1999) and a lawyer (since 1983). She has worked as a criminal prosecutor, a Congressional lobbyist and a federal litigator. Her legal expertise is in ethics, lobbying, administrative and criminal law. She is familiar by training and experience with the array of challenges faced by lactation consultants each day. As an IBCLC, Liz has worked in:* private practice (offering home visits); * a hospital setting (offering prenatal education, "rounding" on breastfeeding mothers and babies in the full-term and Level II NICU nurseries, and providing in-service education to nurses, doctors and midwives); * a non-profit, community-based breastfeeding clinic (which provides IBCLC service to mothers on a sliding fee scale). Liz currently serves as the Secretary on the Board of Directors of the International Lactation Consultant Association and she remains active in her local ILCA chapter PRO-LC. Being a leader in the professional association for IBCLCs lets Liz share her expertise in corporate governance and policy-development -- but she always keeps an eye on how organizational decisions will trickle down to the day-to-day, working IBCLC. Liz has been a well-received speaker in local, national and international venues. Her topics include legal and ethical matters, and matters of practical administrative interest to the private practitioner.

Registration Information

- Daytime Session Registration fee includes breakfast, lunch & snacks
- Evening Session Registration fee includes a light dinner
- Online you can visit: <http://cibtffallconference2011.eventbrite.com> - **credit cards are accepted only when registering online**
- You can download registration forms from our website shown above
- You can then e-mail, fax, or mail in your registration – instructions are included on the registration form. *Payment must be made via check or paypal for these registration methods. If you have any questions about payment please contact us.*

On-line registration fees include paypal and event registration site fees. If you would like to pay via credit card you must register online.

| | | Daytime Session Only | Evening Session Only | Daytime Session PLUS Evening Session |
|-------------------------|-------------------------|-------------------------------------|-----------------------------------|--------------------------------------|
| Early Bird Registration | Before 9/14/2011 | \$90 \$95 online or via paypal | \$30 \$32 online or via paypal | \$110 \$115 online or via paypal |
| Regular Registration | 9/15/2011 to 10/11/2011 | \$105 \$110 online or via paypal | \$35 \$37 online or via paypal | \$130 \$135 online or via paypal |
| Late Registration | After 10/11/2011* | \$115 \$120 online or via paypal | \$40 \$42 online or via paypal | \$145 \$150 online or via paypal |

Note: For late registration please call or e-mail to ensure space is available before sending payment. If registering online, this is not necessary.

Location

The conference will be at the following locations:

Evening Session with Catherine Watson Genna

Methodist Medical Center – Room G-303, Peoria, IL

Evening Session with Liz Brooks

OSF, St. Francis, Room TBD, Peoria, IL

Main Session

Embassy Suites - <http://www.embassysuiteseastpeoria.com/home.aspx>

100 Conference Center Drive
East Peoria, Illinois 61611
Phone: (309) 694-0200

Continuing Education Information & Other Notes

Continuing education credits are pending for this conference, including E-CERPs as applicable.

This activity has been submitted to WNA CEAP for approval to award contact hours. Wisconsin Nurses Association is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

This activity is co-provided with Oakton Community College. Continuing education will be provided for dietitians and lactation consultants (IBCLC)

A private pumping room will be available. Please let us know if you will need this area so we can ensure there will be enough space.

Target Audience: Registered Nurses, Registered Dietitians and Lactation Counselors.

Purpose: To increase the up to date knowledge of the participants in their work with breastfeeding moms.

Contact Information

Planning Committee: Amanda Birkey, IBCLC; Cindy Flayton, RN, MS; Rhonda Wudtke, RN

For questions please e-mail fallconference@CentralIllinoisBreastfeeding.org, or call 614-264-6283 (Mary).

www.CentralIllinoisBreastfeeding.org/FallConference