

Advances in Breastfeeding: Strategies for Clinical Champions

November 13, 2020



Presented by the Richmond Breastfeeding Task Force, Bon Secours, Children's Hospital of Richmond at VCU and VCU Health Continuing Education.

Join us at this inaugural conference designed to promote and support successful exclusive breastfeeding for parents and their babies! Learn strategies and resources to effectively educate new parents on the benefits of providing human milk and how to overcome common problems impacting successful feeding.

Hear from regional experts on:

- Supporting, promoting and protecting successful breastfeeding practices
- Community resources
- Patient perspectives
- Increasing breast milk consumption in newborns and supporting exclusive breastfeeding

Location

Virtual event: Information for virtual access will be distributed to registrants prior to the event.

Who should attend

This conference is designed for all health care professionals who work with parents and babies, including:

- Care coordinators
- Dietitians
- Lactation consultants
- Midwives
- Nurse practitioners
- Nurses
- Occupational therapists
- Pharmacists
- Physicians
- Social workers
- Speech-language pathologists

Registration

Complimentary registration for all health care professionals who work with parents and babies.

Register online at: vcu.cloud-cme.com/BFconf2020.



Guest faculty

Ashlynn Baker, BSN, RN, IBCLC
Director, The King's Daughters Milk Bank
Children's Hospital of the King's Daughters

Michelle G. Brenner, MD, IBCLC
Medical Director
The King's Daughters Milk Bank
Children's Hospital of the King's Daughters
Professor of Pediatrics
Eastern Virginia Medical School

Daniel Carey, MD
Secretary of Health and
Human Resources
Commonwealth of Virginia

Jarene Fleming, IBCLC, RLC
State Breastfeeding Coordinator
Virginia Department of Health

Valerie Goodman, RN, BSN, IBCLC
Lactation Consultant
University of Virginia Medical Center

Ann Kellams, MD, FAAP, IBCLC, FABM
Professor of Pediatrics
Director of UVA Breastfeeding
Medicine Program
University of Virginia

Stephanie Spencer, RN, BSN, BA, LCCE, CLC
Founder and Executive Director
Urban Baby Beginnings

Kathy Stewart, RN, CPNP, IBCLC, CD(DONA), BDT/PDT(DONA)
Founder
Full Circle Childbirth Consultants, Inc.
ABP Doula Training Center

Alison M. Stuebe, MD, MSc, FACOG
President, Academy of Breastfeeding Medicine
Professor of Obstetrics and Gynecology
Medical Director of Lactation Services
UNC HealthCare
University of North Carolina
Chapel Hill, NC

Bon Secours faculty

Ann Heerens, MD, MBA
Medical Director of Neonatal Intensive Care
Corporate Medical Director
Richmond Commonwealth Neonatology

Deena Lanham, RNC, MSN, NE-BC
Administrative Director Nursing, Women's and
Children's Services

Cary York, RN, IBCLC
Lactation Consultant, Women's and Children's
Services

Children's Hospital of Richmond at VCU faculty

Gauri Gulati, MD, IBCLC, FABM
Assistant Professor of Pediatrics

Tiffany Kimbrough, MD, FAAP
Medical Director, Mother Infant Unit

Caitlin Martin, MD, MPH
Assistant Professor, Obstetrics and Gynecology

Jeniece Roane, MS, RN, NE-BC
Associate Vice President of Operations
Associate Chief Nursing Officer

Elizabeth Wolf, MD, MPH
Assistant Professor of Pediatrics

Schedule | Friday, November 13, 2020

- 8:00 a.m. Welcome and opening remarks**
Daniel Carey, MD; Deena Lanham, RNC and Jeniece Roane, RN
- 8:10 a.m. Keynote address – Setting realistic expectations about breastfeeding for mothers and their support systems**
Ann Kellams, MD
- 9:25 a.m. Break**
- 9:30 a.m. Establishing the 4th trimester**
Alison Stuebe, MD
- 10:30 a.m. Break**
- 10:40 a.m. Marijuana and other substances in breastmilk: Controversy and clinical recommendations**
Caitlin Martin, MD and Elizabeth Wolf, MD
- 11:30 a.m. Human donor milk and milk bank & safe handling and storage of milk**
Michelle Brenner, MD and Ashlynn Baker, RN
- 12:30 p.m. Lunch**
- 1:15 p.m. Why is my milk not enough? Addressing concerns when supplementation is necessary**
Valerie Goodman, RN
- 2:00 p.m. Help me make it through the night: Breastfeeding support at critical moments**
Cary York, RN
- 2:40 p.m. Cultural sensitivity for better breastfeeding outcomes**
Stephanie Spencer, RN
- 3:20 p.m. Break**
- 3:35 p.m. Panel: Community resources to support breastfeeding efforts**
Jarene Fleming, RLC; Gauri Gulati, MD and Kathy Stewart, CPNP
- 4:25 p.m. Closing remarks and call to action**
Ann Heerens, MD and Tiffany Kimbrough, MD
- 4:30 p.m. Adjourn**

Questions and information

VCU Health Continuing Education
804.828.3640 | ceinfo@vcuhealth.org

If special accommodations are needed, please contact us at the phone or email address above.
VCU Health is an equal opportunity/affirmative action employer.

Accreditation



In support of improving patient care, VCU Health is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

VCU Health designates this live activity for a maximum of 6.75 **AMA PRA Category 1 Credits™**. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

VCU Health designates this live activity for a maximum of 6.75 ANCC contact hours. Nurses should claim only the credit commensurate with the extent of their participation in the activity.

Disclosure

In compliance with ACCME standards, all planners and presenter relationships with commercial supporters have been resolved. All presenting faculty affirm that they will employ the best available evidence from all sources to support any clinical recommendations made in their presentations. If learners detect any commercial bias in any presentation, they should document their observations on the activity evaluation form.

Disclaimers

Minimum and maximum numbers for attendance at this event have been established, and we reserve the right to substitute speakers/topics, adjust credit hours, or cancel if necessary.

By attending this event you grant VCU Health Continuing Education the right at the event to record, film, photograph, or capture your likeness in any media and to distribute, broadcast, use, or otherwise disseminate, in perpetuity, such media without any further approval from or any payment to you.