

The Tenth Annual



Breastfeeding: The Gold Standard

One Key to Physical and Mental Health

Featuring:

- Brian Palmer, DDS
- Kathleen Kendall-Tackett, PhD, IBCLC
- Rebecca Saenz MD, IBCLC, FABM

Thursday-Friday, April 12-13, 2007
The Hilton Hotel - Jackson, Mississippi

Co-sponsored by:

La Leche League of Alabama, Mississippi and Louisiana
Mississippi Department of Health WIC Program

In Cooperation with the University of Mississippi Medical Center
Endorsed by the Mississippi Chapter of the American Academy of Pediatrics

The tenth annual “**Breastfeeding: The Gold Standard**” conference is an opportunity to learn the latest evidence-based practices in the field of lactation to better serve the breastfeeding mothers and babies in your community. This outstanding seminar will be held at the Hilton Hotel in Jackson, Mississippi, again this year and provides two days of excellent presentations by Brian Palmer, DDS, a member of the Health Advisory Council for La Leche League International, Kathleen Kendall-Tackett, PhD, IBCLC, a well known author and Rebecca Saenz, MD, IBCLC, FABM, director of Mississippi’s first and only breastfeeding clinic.

Breastfeeding: The Gold Standard

Thursday, April 12, 2007

9 a.m.–11:00 a.m. Registration – Regency Hall

**9:30-10:30 a.m. Early Bird Session
SIDS & Otitis Media – an Anatomical Perspective
Brian Palmer, DDS**

**11:00-12:00 p.m. Welcome and Networking Luncheon
Danny Miller, Deputy Director, Chief of Staff, MS Dept. of Health
Kathy Burk, Director, WIC Program, MS Dept. of Health
Glenda Dickerson, President, United States Lactation Consultant Association**
The luncheon will be a time for participants to visit and network with colleagues.

**12:00-1:30 p.m. General Afternoon Session
G1
New Paradigm for Depression in New Mothers: The role of stress, inflammation, pain, fatigue and psychological trauma**
Recent research has demonstrated that depression is caused by inflammation. New mothers are especially vulnerable to these effects. Learn how breastfeeding can protect maternal mood.
Kathleen Kendall-Tackett, PhD, IBCLC

1:30-1:45 p.m. Break

1:45-3:15 p.m. Afternoon Breakout Sessions – Choose One

- 101 Depression in New Mothers II: Treatment Options for Breastfeeding Mothers.**
There are a number of scientifically proven treatments for depression, and most are compatible with breastfeeding. This session summarizes research findings on diet, exercise, Omega-3 fatty acids, SAME, St. John’s Wort, psychotherapy, and antidepressant medications, and describes the implications of each for breastfeeding.
Kathleen Kendall-Tackett, PhD, IBCLC
- 102 Talking the Talk with Teens**
Strategies for relating to adolescent mothers, including understanding emotional and physical changes of pregnant teens, and practical, effective strategies for providing breastfeeding educational messages in both individual and group settings.
Cathy Carothers, BLA, IBCLC, RLC and Kendall Cox, BA, IBCLC, RLC
- 103 Supporting the Employed Breastfeeding Mother**
Tips and suggestions for helping employed mothers continue breastfeeding after returning to work or school outside the home; including suggestions for pumping and milk storage, maintaining milk supply, and advocacy with employers.
Rebecca Saenz, MD, IBCLC, FABM

104 Human Milk Banking

The success and history of human milk banking, the Human Milk Banking Association of North America (HMBANA) guidelines and the preterm infant's need for human milk.

Amy Vickers, RN, BSN, IBCLC and Coordinator of the Mother's Milk Bank of North Texas

3:15-3:45 p.m. Break/Check-in/Snack

3:45-5:15 p.m. General Afternoon Session

G2 The Importance of Breastfeeding to Total Health

While the nutritional, immunological, emotional and psychological benefits of breastfeeding are important, the physical act has not been well appreciated. Discussed here is the importance of latch and the physical aspect of breastfeeding from an oral cavity, airway, and facial development perspective.

Brian Palmer, DDS

**5:15 p.m. Free Time:
Hotel check-in
Dinner on your own
Bookstore browsing**

5:45 p.m. Meeting Time

Do you have a group that would like to meet at this time? Register for meeting space with Elizabeth Dunaway elizabethhps@yahoo.com.

**6:30-7:00 p.m. Dessert and Coffee – Meet the USLCA President Glenda Dickerson
Sponsored by Medela**

7:00-8:30 p.m. Evening Optional Sessions

E1 How to Mend a Broken Heart

Exploring effective techniques that can encourage the healing process and the importance of support from others to those who are grieving.

Linda Couvillion McGrath, PhD, IBCLC, CHES, LLL

Vincent R. McGrath, EdD

E2 Got Success – What this means for you and your patients

A motivational presentation on being successful as a lactation consultant.

Glenda Dickerson, RN, MS, IBCLC, USLCA President

7:30-9:00 p.m. Spa Activities

Friday, April 13, 2007

7:00-7:45 a.m. Continental Breakfast

7:30-9:30 a.m. Registration – Regency Hall

7:45-8:45 a.m. Morning General Session
G3 Infant Caries and Tight Frenum/Frenulum

Dr. Palmer presents evidence on tooth decay prevention and the negative impact of tight Frenums/frenulums on breastfeeding.

Brian Palmer, DDS

8:45-9:15a.m. Break and book signing by Kathy Kendall-Tackett in the bookstore- Sponsored by Hollister

First Morning Breakout Sessions – Choose One

9:15-10:15 a.m.

201 Breastfeeding and the Sexual Abuse Survivor

The latest research on how past abuse can affect a woman's body, mind and spirit, and specific strategies for breastfeeding counselors to use with abuse survivors.

Kathleen Kendall-Tackett, PhD, IBCLC

202 When Disaster Strikes: Breastfeeding in Emergency Situations

Supporting breastfeeding families who have been affected by unforeseen emergencies and working with emergency relief workers and agencies in your community to provide support.

Kendall Cox, BA, IBCLC, RLC and Cathy Carothers, BLA, IBCLC, RLC

203 Mississippi Obstetric and Maternity Care Practice Patterns Related to Breastfeeding Education and Support

The findings of a statewide census of Mississippi obstetricians and their maternity care practice patterns.

Linda Couvillion McGrath, PhD, IBCLC, CHES, LLL

Vincent R. McGrath, EdD

204 Supporting the Employed Breastfeeding Mother

A shorter version of session 103.

Rebecca Saenz, MD, IBCLC, FABM

10:15-10:30 a.m. Break

10:30-12:00 p.m. Luncheon and Awards Presentation:

Amy Winter, RD, MPH, MS Breastfeeding Coalition President

Susan Crump, RN, CNM, MPH, WHCFP, IBCLC, MS Breastfeeding Coalition Vice President

Mississippi Breastfeeding Coalition Hospital Award

Breastfeeding: The Gold Standard Award of Excellence

(See registration form for nominating information)

12:00-1:00 p.m.
G4 **General Afternoon Session**
Ethologists and Earth Mothers: Scientific Evidence for Attachment Parenting
Comparing and contrasting “scientific mothering” with a more intuitive approach by examining four hypotheses.
Kathleen Kendall-Tackett, PhD, IBCLC

1:15-1:30 p.m. **Break**

Afternoon Breakout Sessions – Choose One

1:30-2:30 p.m.

- 301 Pacifiers: Good or Bad?**
The impact of pacifiers on the development of the oral cavity and airway including the AAP Policy Statement published in November.
Brian Palmer, DDS
- 302 Lactation and Litigation**
Explore the legal implications of working in the field of lactation in society today.
Betty A. Holland, RN, IBCLC, LNC
- 303 I've had the Baby, Now What? Postpartum Social Support and Breastfeeding Continuation**
Why postpartum support is necessary for the new mother, and how women can support each other individually and within groups, show how health care providers can support new mothers in our community, and the effects of support on long term breastfeeding.
Susan Crump, RN, CNM, MPH, WHCFP, IBCLC
- 304 Breastfeeding and Natural Child Spacing**
An introductory course of the sympto-thermal method of natural family planning and how exclusive breastfeeding can offer an extended period of infertility. A discussion on lactational amenorrhea method will be included.
Linda Couvillion McGrath, PhD, IBCLC, CHES, LLL

2:30-3:00 p.m. **Break/Afternoon Snack**

3:00-4:00 p.m. **Closing Session**
Making Meaning of What We Do
A humorous and inspiring look at the reality of life in the “giving” business.
Cathy Carothers, BLA, IBCLC, RLC and Kendall Cox, BA, IBCLC, RLC

4:00 p.m. **Evaluations and Door Prizes**

Breastfeeding: The Gold Standard

Meet our distinguished faculty!

In compliance with the WHO Code of Marketing of Breastmilk Substitutes, this program does not receive funding from artificial baby milk companies.

Cathy Carothers, IBCLC

Cathy Carothers is co-founder of Every Mother, Inc., an organization providing lactation and counseling training and technical assistance to health professionals and families. She is the former Training and Outreach Coordinator for Best Start Social Marketing, where she coordinated several national breastfeeding projects. Her work led to Best Start's recognition as USDA's Small Business Contractor of the Year in 2004. She is Director of Marketing for the International Lactation Consultant Association, and an International Board Certified Lactation Consultant since 1996. An experienced trainer and speaker, she has provided breastfeeding promotion and support training programs in over 40 U.S. states. The former State WIC Breastfeeding Coordinator for the Mississippi WIC Program, she was the founding president and board chair for the Mississippi Breastfeeding Coalition, and Media and Marketing Chair for the United States Breastfeeding Committee. She is the mother of 5 healthy breastfed children.

Kendall Cox, IBCLC

Kendall got her start in breastfeeding by nursing her twins who are now 13. She spent 3 ½ years in Botswana, Africa, as a Peace Corps volunteer and trainer and worked for Mississippi WIC for over ten years as a peer counselor, a lactation specialist, then as a district breastfeeding coordinator. She is an International Board Certified Lactation Consultant, a La Leche League Leader and a past coordinator of the Gold Standard seminar. As the former Breastfeeding Coordinator for Best Start Social Marketing, Kendall helped develop the USDA's "Loving Support through Peer Counseling" curriculum to train peer counselors. Kendall is co-founder of Every Mother, Inc., an organization dedicated to promoting healthy families through counseling and lactation education and resources for healthcare professionals and the families they support. Kendall lives in the Mississippi Delta where her family is active in Habitat for Humanity as well as the local community theater.

Susan Crump, RN, CNM, MPH, WHCFP, IBCLC

Susan Crump graduated from the Catherine Laboure School of Nursing, and then obtained her Bachelor of Science in Nursing cum laude from Boston University. She earned her Master's of Public Health from the University of Michigan in Ann Arbor. After certification as an OB/GYN Nurse Practitioner, she earned her certification in Nurse-Midwifery from the Frontier School of Midwifery and Family Nursing in Hyden, Kentucky. The International Board of Lactation Consultant Examiners certified her in 2005.

Glenda Dickerson, RN, MS, IBCLC, USLCA President

Glenda currently serves as President of the United States Lactation Consultant Association. She is the Lactation Services Manager at Brookwood Women's Medical Center in Birmingham, Alabama. Glenda has 25 years experience in Maternal Infant Nursing with over 15 of those years in lactation counseling. In 1990, Glenda was instrumental in the development of the first outpatient Lactation Center in Alabama. She served as the President of the Alabama Breastfeeding Coalition (ABC) 1999 through 2001 and is currently serving as the Secretary for the Alabama Breastfeeding Committee. Actively involved in breastfeeding promotion and support throughout the southeast, Glenda teaches Breastfeeding Educator Courses and speaks on a wide variety of topics at conferences. She is known for her presentations on communication and change, which are issues that impact the effectiveness of lactation consultants. She was a presenter at the 2005 and 2006 ILCA Conferences.

Betty A. Holland, RN, IBCLC, LNC

Betty is a registered nurse, an International Board Certified Lactation Consultant and a legal nurse consultant. She graduated in 1985 from Mississippi University for Women School of Nursing and received her Legal Nurse Consulting Certificate in 2005 from Louisiana State University. She has worked for over 20 years in maternal-child healthcare and for the past three years in legal nurse consulting. She is currently employed at North Shore Regional Medical Center in Slidell, Louisiana as a Lactation Consultant. She is a partner in the Legal Nurse Consulting firm Fierke, Holland and Associates, LNC, LLC. She and her husband, Randy, have been married for 25 years and have 19 year old twin sons.

Kathleen Kendall-Tackett, PhD, IBCLC

Dr. Kendall-Tackett is a health psychologist, International Board Certified Lactation Consultant, and Research Associate Professor of Psychology at the Family Research Lab, University of New Hampshire. She is a Fellow of the American Psychological Association in both the Divisions of Health Psychology and Trauma Psychology. Dr. Kendall-Tackett is a La Leche League Leader, chair of the New Hampshire Breastfeeding Taskforce, and the Area Coordinator of Leaders for La Leche League of Maine and New Hampshire. Her consulting and education work has taken her across the country, and she has worked with such diverse groups as the American Psychological Association, the Cherokee Tribe, the U.S. Air Force, the Urban Men's Health Project (a study of gay men's health), and the Whirlpool Corporation.

Dr. Kendall-Tackett is author or editor of 15 books including *The Hidden Feelings of Motherhood* (2005, Hale Publications), *Depression in New Mothers* (2005, Haworth), and *Breastfeeding Made Simple*, co-authored with Nancy Mohrbacher (2005, New Harbinger).

Dr. Kendall-Tackett received a Bachelor's and Master's degree in psychology from California State University, Chico, and a Ph.D. from Brandeis University in social and developmental psychology. She has won several awards including the Outstanding Research Study Award from the American Professional Society on the Abuse of Children, and was named 2003 Distinguished Alumna, College of Behavioral and Social Sciences, California State University, Chico. She is the mother of two teenage sons.

Linda Couvillion McGrath, PhD, IBCLC, CHES, LLL

Linda is a La Leche League Leader and has been affiliated with La Leche League International since 1976. She became a lactation consultant (IBCLC) in 1999, a certified natural family planner provider in 2001, and a certified health education specialist (CHES) in 2005. Linda completed her PhD in Education in the School of Human Sciences with an emphasis in Health Education and Health Promotion at Mississippi State University in August 2006. Throughout her higher education, she has researched and conducted presentations on human lactation and the support or lack of support, emphasizing the WHO/UNICEF Baby-Friendly Hospital Initiative. Linda teaches community prenatal classes and natural family planning classes. She volunteers to teach breastfeeding in high school infant nutrition courses, pregnant teens support groups, and the Abstinence Till Marriage program in Starkville and West Point public schools. She is the proud mother of five children (all were breastfed), two daughter-in-laws, and a 4-½ year old grandson Charlie (who was also breastfed). She became a single mom of five children after the death of her husband Ed in 1992 and married Vince in August 2004. Linda and Vince live in Starkville, Mississippi.

Vincent R. McGrath, EdD

Vince joined the faculty of Mississippi State University College of Education in 1989. He is a Professor in Curriculum and Instruction with the Foundations division. Vince advises undergraduate students who are pursuing a degree in secondary education with an emphasis in English Education, teaches graduate and doctoral students three courses (History of Education, Comparative Education, and Philosophy of Education), serves on numerous doctoral committees, and teaches Writing for Thinking for juniors and seniors in education. Vince serves on the MSU Faculty Senate and Academic Honesty Committee and has held the position of Counselor for the international honorary educational organization Kappa Delta Pi at MSU for over 15 years. He married Linda Couvillion in 2004, and they live in Starkville, MS. Vince serves as the photographer for the healthcare profession conferences that he and Linda attend.

Brian Palmer, DDS

Dr. Brian Palmer grew up in Winnipeg, Manitoba, Canada. After playing football for Kansas University and the Canadian Football League he earned his DDS at the University of Missouri at Kansas City in 1970. He is a member of the Health Advisory Council for La Leche League International. Since 1975 Dr. Palmer has done self-funded research on the causes for the collapse of the oral cavity and airway. He has given international, national and state presentations on the importance of breastfeeding for the proper development of the oral cavity, airway, and facial form; infant caries; why tight frenulums need to be addressed; the signs and symptoms, cause, prevention and treatment of snoring, obstructive sleep apnea; and the basics of dentistry not taught in dental school.

Rebecca B. Saenz, MD, IBCLC, FABM

Dr. Rebecca Saenz is the only physician in Mississippi to specialize in Breastfeeding Medicine. She opened the Mississippi Breastfeeding Medicine Clinic, PLLC, in Madison in 2003. Prior to that, she was on the faculty of the Department of Family Medicine at UMC for nine years. An International Board Certified Lactation Consultant, she is a diplomate of the American Board of Family Practice, and served on the American Academy of Family Physicians Workgroup on Breastfeeding Position paper. Dr. Saenz has been an active member of the Academy of Breastfeeding Medicine for seven years, and was named to its inaugural class of Fellows in 2002. She is also a member of the board of directors for the Mississippi Breastfeeding Coalition. Most importantly, Becky is the mother of three breastfed children. This is her eighth year to speak at our Gold Standard conference.

Amy Vickers, RN, BSN, IBCLC

Amy Vickers is the coordinator of the Mothers' Milk Bank of North Texas, which opened in Fort Worth in 2004, and is one of nine donor human milk banks in the United States. She is a member of the board of directors of the Human Milk Banking Association of North America, a member of ILCA and other professional and breastfeeding advocacy associations.

Continuing Education

Continuing education credit for various disciplines have been applied for, including the following:

An application has been submitted to the Mississippi Department of Health as an approved provider of continuing education in nursing by the Mississippi Nurses Foundation, which is accredited as an approver of continuing education in nursing by the American Nurses Credentialing Center Commission on accreditation.

CERPs have been applied for through the International Board of Lactation Consultant Examiners.

Continuing education hours have been applied for through the American Dietetic Association.

Seminar Planning Committee

Elizabeth Dunaway, LMT, LLLL, Health Provider Seminar Coordinator

Diana Galofaro, RD, LD, Mississippi WIC Breastfeeding Director/Coordinator

Paula Gray, LLLL

Jennie Hudson, BA, LLLL, Assistant Health Provider Seminar Coordinator

Cheryl Lloyd, RNC, IBCLC

Polly Patrick, LLLL, IBCLC

Becky Saenz MD, IBCLC, FAAP

Nancy White, BSc, LLLL

Tammy Wilkinson, IBCLC

Amy Winter, RD, MPH

Laura Wright, LLLL, IBCLC, CLE

Karen Zeretzke, LLLL, MEd, IBCLC, RLC

Conference Features and Accommodations

Meeting Site

“Breastfeeding: The Gold Standard” is being held at the Hilton Hotel in Jackson, located on County Line Road at I-55 North. It is located close to Northpark Mall and a number of restaurants. The hotel provides an outdoor pool, hot tub, and fitness room. The Hilton’s restaurant serves breakfast, lunch and dinner. A block of rooms at a special price has been reserved for conference attendees. Room cost is \$94 plus tax, single or double for up to four people. The block will be available until March 20. Reservations can be made by calling the Hilton Hotel at (601) 957-2800 or (888) 263-0524. Please identify yourself as a participant of the La Leche League/WIC Conference: Breastfeeding: The Gold Standard. Please note that check-in time is 3 p.m.

We suggest that participants bring a sweater or light jacket to the conference in case the meeting rooms are cool.

Meals

The registration fee includes the luncheon on Thursday and a continental breakfast and luncheon on Friday. Please indicate vegetarian preference if applicable. Snacks will also be provided at breaks.

Breastfeeding Mothers

Quiet babies are always welcome at the *Gold Standard* Conference. However, an environment conducive to learning at sessions must be provided for attendees. If your child becomes restless, it will be necessary to take your infant out of the meeting room. Attendees are encouraged to bring a support person to the conference to help care for their children. Should you wish to buy extra luncheon tickets, please indicate this on your registration form. For those mothers requiring pumping facilities, there will be a pump room provided on the conference floor. Mothers will need to bring their own pump kits, although pumps will be provided.

Conference Bookstore

A conference bookstore will offer professional resources and items from the La Leche League International catalogue, as well as selections available from the conference’s speakers. The bookstore will accept cash and personal checks as well as *VISA*, *MasterCard* and *American Express*.

Transportation and Parking

The Hilton Hotel is easily accessible by car. Exit I-55 in Jackson at the County Line Road exit. The Hilton is the high rise just east of the interstate. Free parking will be available for conference attendees. For those flying to Jackson, a free airport shuttle is available from the Jackson International Airport.

For More Information

To learn more about the conference, please contact Elizabeth at 256-325-7246 or Jennie at 256-536-2430. Additional information and a copy of the registration brochure are also available online at

www.lllallmsla.org

Note: Please understand that session choices will not be entered until full registration payment is received. Should you be unable to attend after you have registered, please submit your refund request in writing by March 24, 2007 for a full refund, less a \$15 processing fee. Please note that all refunds will be mailed after the conference.

First Name: _____ Organization Name: _____
 Last Name: _____ Title: _____
 Home Address: _____ Business Address: _____

 City: _____ City: _____
 State: _____ State: _____
 Zip: _____ Zip: _____
 Home Phone: _____ Business Phone: _____
 E-Mail: _____ Fax Number: _____
 Name as you want it to appear on Name Badge: _____

____ Check here if you have a disability and may require accommodation to fully participate. Please indicate need:

Please List ALL applicable credentials

Registration costs (check one)

Healthcare Provider rate:

- _____ \$ 180 Full seminar, Thursday and Friday - includes dinner, continental breakfast, luncheon and snacks
- _____ \$ 95 Thursday only - includes lunch and snacks
- _____ \$ 95 Friday only - includes continental breakfast, luncheon and snacks

WIC Peer Counselors/Lactation Specialists/Lactation Consultants/Student Rate: ~ For students with valid Student ID, La

Leche League Leaders and general public (non-healthcare providers) not requiring continuing education credit.

- _____ \$ 90 Full seminar, Thursday and Friday - includes both luncheons, continental breakfast, and snacks
- _____ \$ 60 Thursday only - includes luncheon and snacks
- _____ \$ 60 Friday only - includes continental breakfast, luncheon and snacks

_____ \$ 25 Extra luncheon ticket/snacks on Thursday for a guest. If you would like the luncheon meal to be vegetarian, please check here _____.

_____ \$ 25 Extra luncheon ticket/snacks on Friday for a guest. If you would like the luncheon meal to be vegetarian, please check here _____.

If paying by credit card, please include credit card number, name as it appears on the card, expiration date and an authorizing signature on the line below:

Session Choices:	1st Choice	2nd Choice	3rd Choice
Thursday ~			
Welcome and Networking Lunch (Circle: Vegetarian or Meat)	Meat	Vegetarian	
Early Bird Session	EB	EB	EB
Breakout 1: (101,102,103, 104)			
General Session	G2	G2	G2
General Evening Session (Optional: Circle one if you'd like to attend)		E1	E2
Friday ~			
General Session	G2	G2	G2
General Session	G3	G3	G3
General Session	G4	G4	G4
Luncheon (Circle: Vegetarian or Meat)	Meat	Vegetarian	
Breakout 2: (201,202,203, 204)			
Breakout 3: (301,302,303, 304)			
Closing/General	G5	G5	G5

New! Breastfeeding: The Gold Standard Award of Excellence

Would you like to nominate someone from your community who has made a significant contribution in protecting and promoting breastfeeding? To submit nominations for this award, please e-mail Elizabeth Dunaway elizabethhps@yahoo.com

Mail Registration Form and Payment to:
 Breastfeeding: The Gold Standard
 Laura Wright
 104 Camellia Circle
 Hattiesburg, MS 39401

Make Checks Payable to:
 La Leche League of AL/MS/LA

For more information, call
 Elizabeth at 256-325-7246

Or e-mail: elizabethhps@yahoo.com

Online registration is also available with all major credit cards: www.lllalmsla.org