Program

The WIC program has received a USDA/FNS Regional Office Grant to provide a limited number of Building Bridges programs to hospitals free of charge.

Getting breastfeeding off to a good start is key in making sure that mom meets her personal breastfeeding goals and that the Healthy People 2020 goals for breastfeeding are achieved.

This highly acclaimed program addresses multiple issues regarding the care and education of the breastfeeding dyad that MCH staff, WIC staff and community advocates face on a daily basis. It is designed with the following people in mind:

- All MCH Staff, particularly labor, delivery, and mother-baby
- NICU nurses
- Physicians
- MCH administrators
- WIC staff and Peer Counselors
- Community breastfeeding advocates

Topics

A look at national goals and initiatives for breastfeeding

A new approach to latching

Pitfalls to getting breastfeeding off to a good start

Ideas for making breastfeeding help easier and quicker for staff while getting them involved

Baby's Second Night

A quick look at common problems like sleepy babies, inability to latch, sore nipples, the late preterm infant, the use of nipple shields, and the issue of guilt

Making change through building bridges between WIC, the hospital and community partners

Building Bridges Provides Education and Networking Opportunities

Evidence Based Practice in Breastfeeding

Discharging Mothers Confident in Breastfeeding

Building Bridges with WIC & Community Partners

May 16, 2012

Memorial Hospital & Health Care

Mary Potter Meeting Room at the Pavilion

600 W 9th St.

Jasper, IN 47546

Morning Session

8-11:45 am

(Registration 7:45 am)

Afternoon Repeated Session

1-4:45 pm

(Registration 12:45 pm)

Attendees will receive 3.50 L CERPs and nursing CEUs.

Program Objective

To promote collaboration between hospitals, the WIC Programs, and community partners in providing lactation support services.

Healthy People 2020 Breastfeeding Goals

Increase the proportion of infants who are breastfed ever to 81.9%

Increase infants who are breastfed to 6 months to 60.6%

Increase infants who are breastfed at 1 year to 34.1%

Increase breastfed exclusively at 3 months to 46.2%

Increase breastfed exclusively at 6 months to 25.5%

Increase the proportion of employers that have worksite lactation support programs to 38%

Reduce the proportion of breastfed newborns who receive formula supplementation within the first 2 days of life

Increase proportion of live births that occur in facilities that provide recommended care for lactation mothers to 8.1%

Presenters

Jan Barger, RN, MA, IBCLC, Wheaton IL

Jan has worked in maternal child health since 1972 and is an IBCLC in private practice and with Wheaton Pediatrics in the Chicago area. Jan has served on the IBCLC board and exam committee and was the 1990-92 International Lactation Consultant Association (ILCA) President. She is the co-author of Blueprints for *Public Health Professionals*.

Carole Peterson, MS, IBCLC, Fort Wayne IN

Carole was a lactation consultant for a WIC Clinic and chairperson for the Indiana WIC Breastfeeding Committee for 17 years. She is now a WIC Regional Center Coordinator in Indiana. Carole is a trainer for the Indiana WIC Peer Counselor Program, and she is chair of the NWA Breastfeeding committee. She was an associate instructor in child development at Indiana-Purdue University in Fort Wayne, and she is co-author of Blue-

For Registration & More Information:

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Memorial Hospital & Health Care

800 W. 9th Street

Jasper, IN 47546

There is no registration fee for this this program

INDIANA WIC

Indiana WIC Program

Women, Infants, and Children

Supplemental Nutrition Program

This institution is an equal opportunity provider.

Building Bridges

For Breastfeeding Duration

A Best Practice Educational and Networking Opportunity

May 16, 2012