

**Refunds:** Your fees, minus a \$20 cancellation fee, will be refunded only if a written request is received by 09/15/09.

**Questions?** Contact Kathy Baker at: 630-495-1247 or Leigh Erdos at: 773-329-1846.

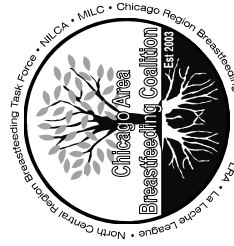
**Register Online using PayPal at:**  
[www.chicagoareaBFC.org](http://www.chicagoareaBFC.org)

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*Strength in Numbers  
Creating One Breastfeeding Community*

**Chicago Area Breastfeeding Coalition**  
c/o: Kathy Baker  
334 S. Craig  
Lombard, IL 60148

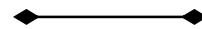


*Strength in Numbers  
Creating One Breastfeeding Community*

# Creating Change: Becoming a Breastfeeding Culture

**Saturday, October 3, 2009  
8:00 a.m. - 4:30 p.m.**

A One-Day Conference  
at the  
Olson Auditorium  
Advocate Illinois Masonic Medical Center  
836 W. Wellington  
Chicago, IL 60657



## *Speakers*

**Marsha Walker, RN, IBCLC**

Executive Director, National Alliance for Breastfeeding Advocacy.  
Author: *Breastfeeding Management for the Clinician: Using the Evidence and Selling Out Mothers and Babies.*

**Jan Barger, RN, MA, IBCLC**

Private Practice Lactation Consultant.  
Program Director for Lactation Education Consultants.

Jointly Sponsored by  
Chicago Area Breastfeeding Coalition (CABC)  
and  
Advocate Illinois Masonic Medical Center

**There is strength in numbers.** Chicago's lactation consultant groups, breastfeeding task forces, and La Leche League of Illinois have joined together to form the Chicago Area Breastfeeding Coalition (CABC). At this conference, find out what the CABC is doing and how you can get involved as we join together as **one breastfeeding community.**

### ***Who Should Attend?***

Those in the Chicago area who work with breastfeeding families: nurses, lactation consultants, physicians, dietitians, doulas, midwives, peer counselors, La Leche League Leaders, and public health staff.

### ***Conference Objectives***

After the conference, participants should be able to:

- Describe potential barriers to breastfeeding presented by the late preterm infant
- Develop management guidelines for breastfeeding the late preterm infant.
- Discuss taking responsibility for acting as a change agent to remove breastfeeding barriers
- Describe approaches to addressing breastfeeding barriers in their community/institution.
- Discuss how transfer of care from community to hospital and back to community can be accomplished using the Building Bridges program as a model
- Identify obstacles in accomplishing this transfer of care.
- Identify three hallmarks of "pop culture" parenting and why parents are drawn to this method
- Discuss ways in which the medical, nursing, and lactation staff can facilitate attachment parenting that is not perceived as chaotic.

### ***Location***

Advocate Illinois Masonic Medical Center, 836 W. Wellington, Chicago, IL. Drive toward the Chicago Loop. *From the North*, (I-90/I-94) exit Addison. Go east to Sheffield then turn right. Go south to Wellington. Turn left onto Wellington. The hospital parking will be on the left. *From the South*, exit at Fullerton. Go east to Sheffield then turn left. Go to Wellington, turn right. *From Lake Shore Drive*, exit Belmont (3200 N.). Go west to Halsted. Turn left and go to Wellington then turn right. The CTA purple and brown line both serve AIMMC. The Belmont bus stop is a short walk from the hospital. **Parking is \$5.00/day in East Garage off Halsted.**

### ***Cost***

The conference fee of \$50\* includes continental breakfast, lunch, refreshment breaks, conference syllabus and CERPs and nurses' contact hours. A late fee of \$20 will be charged for registrations postmarked after September 15, 2009. **Scholarships are available.** To receive a scholarship application, check the appropriate box on the registration form before mailing it.  
\*\$35 for Peer Counselors, LLL Leaders and Doulas.

### ***Learning Environment***

The conference auditorium is not an ideal environment for toddlers, but there will be a separate room with conference audio and video feeds where mothers or caregivers can entertain toddlers. Quiet infants are welcome in the auditorium. If your baby or toddler becomes vocal, please care for him/her outside the auditorium. If you need an electric pump and/or a room for pumping, please contact us before the conference to make arrangements. Please bring a sweater or jacket as the room may become cool.

### ***Creating Change: Becoming a Breastfeeding Culture***

#### ***Conference Agenda***

7:30 am - 8:00 am	Registration with continental breakfast
8:00 am - 8:15 am	Welcome / Announcements
8:15 am - 9:45 am	Session I: "New Approaches for Breastfeeding the Late Preterm Baby" Marsha Walker, RN, IBCLC
9:45 am - 10:00 am	Break
10:00 am - 11:30 am	Session II: "Connecting the Dots Between Hospital & Community" Jan Barger, RN, MA, IBCLC
11:35 am - 12:30 pm	Lunch in Hospital Cafeteria
12:35 pm - 2:05 pm	Session III: "Becoming a Change Agent: Ban the Bags & The International Code" Marsha Walker, RN, IBCLC
2:10 pm - 2:25 pm	Break
2:25 pm - 2:50 pm	Coalition Update
2:50 pm - 4:20 pm	Session IV: "Order Out of Chaos: The Appeal of Pop Culture Parenting" Jan Barger, RN, MA, IBCLC
4:20 pm - 4:30 pm	Closing / Evaluations

~ Conflict of interests will be disclosed at event. ~

#### ***Contact Hours/CERPs***

CERPs (4.5 L CERPs and 1.5 E CERPs) have been applied for from the International Board of Lactation Consultant Examiners (IBLCE). Advocate Health Care is an approved provider of continuing nursing education by the Illinois Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. This CNE activity is being offered for 6.0 contact hours.

If you have questions or want more information, please contact Kathy or Leigh at: [conference@chicagoareaBFC.org](mailto:conference@chicagoareaBFC.org)

## ***Creating Change: Becoming a Breastfeeding Culture***

### ***Registration Form***

Register online at [www.ChicagoAreaBFC.org](http://www.ChicagoAreaBFC.org) (\$5 fee covers PayPal costs) or use this form to register by mail.  
(Please type or print clearly the information as you wish it to appear on your name tag)

Name \_\_\_\_\_

Professional credentials \_\_\_\_\_

Your primary breastfeeding setting is:  Hospital  NICU  Midwife

Private Practice  LLL  Peer Counselor  WIC  Doula

Other (please describe): \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_

E-mail \_\_\_\_\_

You will receive confirmation by e-mail unless you check the box below:

I prefer that my confirmation letter be sent by US mail.

**Fees** (includes continental breakfast, lunch, refreshment breaks, conference syllabus, and CERPs/nurses' contact hours)

\$50 registration fee per person.

\$35 registration fee for Peer Counselors, LLL Leaders and Doulas.

I would like information about available scholarships.

\$20 late fee if registration is postmarked after Sept. 15, 2009, and space is available.

Donation to CABC [501(c)(3)]: \$\_\_\_\_\_

\_\_\_\_\_ **Total enclosed**

With completed registration form, please enclose check or money order **Made Payable To: CABC.**

Mail to:

**Kathy Baker • 334 S. Craig • Lombard, IL 60148**