7:30 a.m. – 8:30 a.m.  Registration and Breakfast

8:30 a.m. – 8:45 a.m.  Welcome - Joanne Wesley, BA, IBCLC, MBC Board Chair

8:45 a.m. – 9:30 a.m.  Minnesota Statewide Update
  Minnesota Breastfeeding Coalition - Joanne Wesley, BA, IBCLC, Barb King, IBCLC
  Minnesota Department of Health - Cherylee Sherry, MPH, MCHES

9:30 a.m. – 10:30 a.m.  Working Together to Increase Breastfeeding Friendly Businesses
  - Melissa Carstensen, HE, CLS, Isanti County Public Health
  Tools to Help Local Coalitions - Julie Alcorn Webb, RN, MA O & E Health Nursing MPH student
  Local Coalitions' Collaborative Work - Maggie Domski, RD, LD, Washington Co. Breastfeeding Coalition
  - Lia Burg, MS, CHES, Washington Co. Public Health
  Share Successes and Challenges - Sharon Dunham, BSN, RN, PHN, ICCE, CLC, CPST, CentraCare
  How Chamber Organizations Can Support Breastfeeding - Katie DiSanto, St. Paul Chamber of Commerce

10:30 a.m. – 10:45 a.m.  Break

10:45 a.m. – 11:30 a.m.  United States Breastfeeding Committee Report
  - Joanne Wesley, BA, IBCLC  - Mary B Johnson, MPH, RDN, LN, CLS

11:00 a.m. – 12:00 p.m.  The Marketing and Distribution of Non-Medical Need Artificial Baby Milk Samples, Gifts and Coupons
  - Linda Johnson, RN, CLC  - Thia Bryan, MA  - Rebecca Fahning, RDH, BS, IBCLC

12:00 p.m. – 12:45 p.m.  Lunch and Networking – Optional Table Topics: Cultural Coalitions, Equity and Access to Lactation Services, Breastfeeding Friendly Health Departments, Worksites, Childcare, Maternity Centers

12:45 p.m. – 1:00 p.m.  MBC Triple H Award - Joanne M Wesley, BA, IBCLC

1:00 p.m. – 1:15 p.m.  Drivers of a Nationally Recognized WIC Agency’s Success in Supporting Breastfeeding
  - Mikaela Coburn, BA, MPH, Allina Health

1:15 p.m. – 1:45 p.m.  Beginning Baby Friendly Hospital Grantee Update
  - Gail Lobdell RNC-MNN, FirstLight Hospital, Mora  - Nanette Schwietz, RN, IBCLC, Lakeview Hospital, Stillwater
  - Tracy Lucht, RN BSN, FirstLight Hospital, Mora  - Deb Nelson, RN, MSN, Lakeview Hospital, Stillwater

1:45 p.m. – 2:15 p.m.  Licensure and Reimbursement for Lactation Providers
  - R. Reid Lebeau, BA, JD, Jacobson Law Group  - Nichole Ramalingam, BA, Jacobson Law Group
  2017 Legislative Plan
  - Stephanie Rodriguez-Moser, BA, IBCLC  - Joanne Wesley, BA, IBCLC

2:15 p.m. – 2:30 p.m.  Break

2:30 p.m. – 3:15 p.m.  Feed the Baby: What Formula Feeding and Supplementing Mothers Aren’t Hearing
  - Stephanie Rodriguez Moser, BA, IBCLC, Lakewood Health Systems, Staples

3:15 p.m. – 3:45 p.m.  Prenatal Breastmilk Expression - Jenna Reinhart RN, IBCLC, Mayo Clinic Health System Red Wing

3:45 p.m. – 4:00 p.m.  Wrap-up, evaluations, door prizes
Speakers and Objectives
MBC 9th Annual Statewide Meeting - Supporting the Breastfeeding Journey
Friday, October 28, 2016 • Total Contact Hours: 6.9

8:45 AM – 9:30 AM Minnesota Statewide Update
Minnesota Breastfeeding Coalition (MBC)
Joanne M. Wesley, BA, IBCLC - Meeker Memorial Hospital, MBC Board Chair
Barb King, BA, IBCLC - Hennepin County WIC Peer Coordinator

Objectives:
1. Discuss breastfeeding support work being done through MBC subcommittees.
2. Discuss updates to the Prenatal, Hospital, Pediatric, and Donor Milk Toolkits.
3. Describe SHIP grant statewide breastfeeding support in childcare and workplace.
4. MDH Breastfeeding Friendly Recognition: Health Departments; Workplaces; Maternity Centers; Childcare Sites.

9:30 AM – 10:30 AM Working Together to Increase Breastfeeding Friendly Businesses
Facilitator: Melissa Carstensen, HE, CLS - Isanti County Public Health,
Tools to Help Local Coalitions
Julie Alcom Webb, RN, MA - Occupational & Environmental Health Nursing MPH student

Local Coalitions Collaborative Work
Maggie Domski, RD, LD - Washington County Breastfeeding Coalition
Lia Burg, MS, CHES - Washington County Department of Public Health

Share Successes and Challenges
Sharon Dunham, BSN, RN, PHN, ICCE, CLC, CPST - CentraCare Health
How Chamber Organizations Can Support Breastfeeding
Katie Disanto - St. Paul Chamber of Commerce

Objectives:
1. Identify Breastfeeding Friendly Workplaces and MDH Breastfeeding Recognition Program.
2. Understand how local breastfeeding coalitions can support businesses to become breastfeeding friendly.
3. Discuss collaboration with local breastfeeding coalitions can work with chamber of commerce to increase awareness and implement breastfeeding friendly practices.

10:45 AM – 11:30 AM United States Breastfeeding Coalition Report
First-Time Attendee Impressions
Hannah Whalen, RN - CentreCare, Monticello
Equity and Access to Lactation Care
Linda Dech, MPH, IBCLC - MN WIC Peer Coordinator
Stephanie Rodriguez-Moser, BA, IBCLC - Lakewood Health System

Advocacy Day
Joanne Wesley, BA, IBCLC - Meeker Memorial Hospital

Tribeal Report
Mary B Johnson, MPH, RDN, LD, CLS - MN WIC Breastfeeding Coordinator

Objectives:
1. Summarize events at National USBC Conference - first-time attendee’s perspective.
2. Describe health equity and increasing access to lactation services.
3. Discuss advocacy report - connecting with lawmakers on key issues around breastfeeding.
4. Summarize events at the Tribal Meeting.

11:30 AM – 12:00 PM The Marketing and Distribution of Non-Medical Need Artificial Baby Milk Samples, Gifts and Coupons - Twin Cities
Metro Clinic Survey Results
Linda Johnson, RN, CLC, Thia Bryant, MA - Health Partners
Rebecca Fahning, BS, RDH, IBCLC - St. John's Hospital

Objectives:
1. List two negative effects associated with the improper use of artificial baby milk samples & coupons.
2. Discuss two conclusions obtained from the survey data.
3. Discuss factors that influence a woman's decision regarding infant feeding method (breast, formula, mixed feeding) and how healthcare professionals can offer culturally appropriate information and education regarding breastfeeding and the safe preparation and feeding of artificial baby milk (infant formula).

12:45 PM – 1:00 PM MBC Triple H Award
Joanne M. Wesley, BA, IBCLC

Objective:
1. Describe this year’s award recipient’s support of MBC’s mission in our state.

1:00 PM – 1:15 PM Drivers of a Nationally Recognized WIC Agency’s Success in Supporting Breastfeeding
Mikaela Coburn, BA, MPH - Allina Health

Objectives:
1. Describe the characteristics of a successful WIC breastfeeding program.
2. Identify and address barriers to breastfeeding in a WIC program.
3. Discuss strategies and methods to increase breastfeeding rates.

1:15 PM – 1:45 PM Beginning Baby-Friendly Hospital Grantee Updates
Gail Lobdell, RNC-MNN - FirstLight Hospital
Tracy Lucht, RN, BSN - FirstLight Hospital
Nanette Schwietz, RN, IBCLC - Lakewood Hospital
Deb Nelson, RN, MSN - Lakeview Hospital

Objectives:
1. Describe the hospital's commitment to breastfeeding with the implementation of Baby-Friendly designation pathway.
2. Discuss steps taken with challenges and successes of each step.
3. Discuss current status of Baby-Friendly designation and plan for completing Baby-Friendly process.

1:45 PM – 2:15 PM Licensure and Reimbursement for Lactation Providers
R. Reid Lebeau, BA, JD - Jacobson Law Group
Nicole Ramalingam, BA - Jacobson Law Group

2017 Legislative Plan
Stephanie Rodriguez-Moser, BA, IBCLC - Lakewood Health System
Joanne Wesley, BA, IBCLC - Meeker Memorial Hospital

Objectives:
1. Outline the challenges and successes encountered along the way.
2. Describe ways to educate and overcome resistance legislators.

2:30 PM – 3:15 PM Feed the Baby: What Formula Feeding and Supplementing Mothers Aren’t Hearing
Stephanie Rodriguez-Moser, BA, IBCLC - Lakewood Health System

Objectives:
1. Learn the information gathered in the qualitative research regarding formula feeding.
2. Understand the gaps in education for infant nutrition.
3. Issues that may develop due to inappropriate information.
4. Learn how to offer support for the supplementing or formula feeding mother.

3:15 PM – 3:45 PM Prenatal Breastmilk Expression
Jenna Reinhart, RN, IBCLC - Mayo Clinic Health System Red Wing

Objectives:
1. Identify underlying health problems where providing extra colostrum may be beneficial to gastrointestinal development of baby.
2. Discuss with clients the positive outcomes of antenatal breast expression and storing colostrum prenatally.
3. Develop a plan for hand expression and storage of colostrum.

6.9 contact hours calculated to meet the MN Board of Nursing Continuing Education Requirements. The nurse is responsible for determining whether this activity meets the requirements for acceptable continuing education.