



8th Annual Minnesota Breastfeeding Coalition Workshop

Baby-Friendly and Beyond: Lactation Care across the Continuum A Workshop for Public Health, Clinics, Hospitals and Community Advocates

October 22, 2015 Essentia Duluth, Miller Dwan - Duluth, Minnesota

Preliminary Workshop Agenda

7:45 a.m. - 8:15 a.m.	Registration and refreshments
8:15 a.m. - 8:30 a.m.	Welcome and introductions
8:30 a.m. - 9:30 a.m.	Baby-Friendly Hospital Initiative: From Acceptance to Progress
9:30 a.m. - 10:30 a.m.	Mother-Baby Microbiome: A Delicate Balance
10:30 a.m. - 10:45 a.m.	Break
10:45 a.m. - 12:15 p.m.	Maximizing Consistent Messages: A Case Scenario Approach <ul style="list-style-type: none"> • Discuss and practice handling difficult conversations • Share ideas about Baby-Friendly newborn care and feeding • Develop scripting to use at your hospital, clinic or worksite
12:15 p.m. - 1:15 p.m.	Lunch
1:15 p.m. - 2:30 p.m.	Simple Steps towards Building Confidence: Practical Advice for Minimizing Formula Marketing
2:30 p.m. - 2:45 p.m.	Break
2:45 p.m. - 4:15 p.m.	Postpartum Breastfeeding Challenges <ul style="list-style-type: none"> • Non-Latching Babies: When to Worry, When It's Fine • Sore Nipples: Prevention, Assessment and Treatment • Nipple Shields: When to Use, How to Fit and Wean from, Follow-up
4:15 p.m. - 4:30 p.m.	Wrap-up
5:00 p.m.	Social hour
6:00 p.m.	Optional networking dinner



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breastfeeding: healthy babies • healthy families • healthy communities