The mission of the New Mexico Breastfeeding Task Force is to improve the health of New Mexico families by creating supportive environments in which breastfeeding is the cultural norm. We are a coalition committed to increasing breastfeeding rates by working with the community to promote breastfeeding, supporting hospitals in their efforts to achieve Baby-Friendly designation, improving workplace breastfeeding conditions, and advocating for supportive legislative policies. Local chapters engage in community mobilization, breastfeeding advocacy and support.

www.breastfeedingnewmexico.org
Thursday, March 6, 2014

7:00 am
Registration opens

8:00 – 8:15 am
Welcome & Introductions Grand Ballroom Salon E-F

8:15 – 9:30 am
Reclaiming Your Breastfeeding Experience Grand Ballroom Salon E-F

9:30 – 10:45 am
One Hospital’s Journey: Finding Wisdom in the Baby-Friendly Process Grand Ballroom Salon E-F

10:45 - 11:15 am
Break/Visit Exhibits Ballroom Foyer

11:15 am – 12:30 pm
Bridging the Gap between Community Care & Hospital Practices Grand Ballroom Salon E-F

12:30 – 1:30 pm
Lunch (provided) Sandia Ballroom Pecos & Sandia

1:30 – 3:00 pm
Breakout Sessions
#1 Skin to Skin and Rooming In Grand Ballroom Salon E-F
#2 Staff Education: In-House and Using Existing Resources Salon G
#3 Inequities in Breastfeeding Las Cruces Room
#4 Establishing & Promoting Breastfeeding Support Groups Salon A

3:00 – 3:30 pm
Break/Visit Exhibits

3:30 – 5:00 pm
Breakout Sessions
#1 Skin to Skin and Rooming In Grand Ballroom Salon E-F
#2 Staff Education: In-House and Using Existing Resources Salon G
#3 Inequities in Breastfeeding Las Cruces Room
#4 Establishing & Promoting Breastfeeding Support Groups Salon A

6:30 – 8:30 pm
Community Forum/Reception Las Cruces Room
A free community forum and reception with special guest presentations by this year’s conference speakers! Come learn about the Baby-Friendly initiative in New Mexico. We’ll be discussing the following questions: What does a Baby-Friendly community mean? Why should I look for a hospital with the Baby-Friendly Designation? How can my doctor help me and my baby get off to the best start? What is my role and what can I do to support breastfeeding in my community? Join us for an interactive discussion! The Baby-Friendly Initiative, it’s good for babies; it’s good for moms; and it’s good for our community!

Friday, March 7, 2014

7:30 am
Registration opens

8:00 – 9:45 am
Game-changing Research about Breast Milk Expression:
Early Hand Expression & Hands-on Pumping Grand Ballroom Salon E-F

9:45 – 10:15 am
Baby-Friendly bedside care for Low & High Risk Infants: A Shared, Sustainable and Proactive Model Grand Ballroom Salon E-F

10:15 – 11:45 am
Break/Visit Exhibits Ballroom Foyer

11:45 am – 1:15 pm
Lunch (On Own)

1:15 – 2:45 pm
Taking Your First (or Next!) Baby-Friendly Step Grand Ballroom Salon E-F

2:45 – 3:15 pm
Break/Visit Exhibits Ballroom Foyer

3:15 – 4:15 pm
Achieving Baby-Friendly! Grand Ballroom Salon E-F
BADGES
Wear your name badge at all times. There is a $5 charge to reprint lost badges. Badges with incorrect information will be reprinted at no charge.

BREAKOUT SESSIONS
We have done our best to place breakout sessions in appropriately sized rooms. This determination was based on selections made during the registration process. We have no control over attendees changing their minds, therefore, if there is a session you are particularly interested in, we encourage you to arrive early to ensure a seat. Please respect the room host’s instructions. Once sessions are full, doors will be closed to comply with fire marshall capacities.

CONTINUING EDUCATION
This activity has been submitted to the New Mexico Nurses Association Accredited Approver Unit for approval to award contact hours. NMNA AAC is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center’s Commission on Accreditation. Approvals from the Commission on Dietitians and Lactation Consultants are pending. Please see insert for CE contact hours and certificates.

CELL PHONES
Out of courtesy to the presenters and fellow attendees, please turn cell phones to vibrate and turn off sounds associated with text messages or email before entering sessions.

CHILDREN
Breastfeeding mothers are welcome at ALL New Mexico Breastfeeding Task Force sponsored events. A lactation room with five video streaming of the conference is available for mothers who choose to pump or nurse in a quiet location.

We would like to remind all attendees that quiet babies in arms and non-separating children are welcome in meeting rooms. As we balance the needs of attendees accompanied by little ones and attendees who are attending without children, we ask that everyone compromise a little. If you came without children, please be patient with the attendees who could not have attended if their children weren’t welcome; too. If you came with children, be aware that even happy baby/toddler/child noises can be distracting and prevent others from hearing a presentation. Parents are welcome to step in and assist if their child’s needs outside of meeting room, and childcare is available. Please do not leave your child unattended.

DOORPRIZES
We will be giving out some fun door prizes Thursday at 11:15 am and Friday at 8:00 am and 1:30 pm. You must be present to win!

EVALUATIONS
UNMH has generously offered to assist us with evaluation processing, using a Scantron system. You will receive a question guide and a Scantron answer sheet. You must use a pencil to respond. Golf pencils can be found throughout the meeting facility and at registration. If you are receiving any type of continuing education, you MUST submit an evaluation. Your valuable feedback will be provided to presenters, and will assist in future planning.

FACILITY
All meeting facilities are smoke-free. A quiet room has been set up in the “library” for mothers who need to pump. A closed circuit television will be set up, so you don’t have to miss any of the programming.

HOTEL GUESTS
Hotel check out is at 11:00 am. Individuals can store bags at the bell stand until the end of the conference.

INFORMATION
We’re here to help! The registration desk is located outside of the main ballroom, and will be open throughout the entire conference.

LUNCH
If you indicated a specific dietary need or allergy during the registration process, you should have received a special meal ticket with your name badge. Please give the ticket to your server, so that they are aware of your request.

PHOTOGRAPHY
Video and still photos of attendees may be taken during the conference. When you registered, you agreed to the conference terms and conditions, which included a photography release. If you have any concerns, please contact the registration desk.

RECEIPTS
A receipt can be printed from your online registration profile by logging back into the system and requesting one be sent to you.

ROOM ASSIGNMENTS
This program contains a conference-at-a-glance section with room assignments and a map (on the back page) to help you find your way around.

SAFETY
Please be sure to make note of the closest emergency exits in your session room. Do not leave personal items unattended, and remember to remove your badge when leaving the building.

THUMB DRIVE
You were given a thumb drive when you checked in at registration. This drive contains the materials provided to us in advance of the conference by the speakers. Please check the conference web site for additional materials.

DISCLAIMER
The New Mexico Breastfeeding Task Force conference seeks to present a wide variety of topics, issues and exhibits. The information, comments and opinions expressed by the speakers and exhibitors do not necessarily represent the views of the event sponsors. The sponsoring organizations neither endorse nor assume responsibility for the concepts expressed during these programs.
Featured Speakers

Kimarie Bugg
MSN, MPH, FNP-BC, CLC
CEO and Change Leader
Reaching Our Sisters Everywhere (ROSE)

Kimarie Bugg is CEO and Change Leader of Reaching Our Sisters Everywhere (ROSE), a nonprofit corporation dedicated to developing breastfeeding inequities in the African American community. ROSE’s mission is to train healthcare providers and community organizations to provide culturally effective, encouraging support and clinical care so that African American mothers will initiate breastfeeding at higher rates and sustain their breastfeeding experience to match the 2020 goals expected by the Surgeon General of the United States. Kim previously worked for Emory University, School of Medicine, as a nurse practitioner. She is a member of the faculty for Best Fed Beginnings Baby-Friendly Hospital Initiative, and on the board of the United States Breastfeeding Committee. She also provides training for the USC Breastfeeding administrative staff and Peer Counselors and has been appointed as a service delivery models and communications strategies consultant on the National WIC Association’s Go-To WIC task force. She recently completed a Community Leadership Program, within the Satcher Health Leadership Institute at Morehouse School of Medicine that stressed best practices to provide global health equity and eliminating health disparities through action-oriented projects.

Kittie Frantz
RN, CPNP-PC
Coordinator of Lactation Education
Los Angeles County University of Southern California Medical Center

Kittie Frantz, a world-renowned breastfeeding advocate, pediatric nurse practitioner, and educator, started out as a breastfeeding mother who attended La Leche League meetings in Los Angeles. In 1965, Kittie received a call from a nurse at the Watts Multipurpose Health Clinic who wanted help starting an LLL group. Kittie received her nursing degree in 1973. Her first job was with the prominent pediatrician Dr. Paul Hein, who saw her talent for medicine and encouraged her to enroll in the new pediatric nurse practitioner (PNP) program at UCLA. Kittie received her degree in 1974 and worked as a PNP for the next 33 years. She left in 2007. Kittie had become the director of the University of Southern California (USC) Breastfeeding Infant Clinic. In 1980, she was appointed as Fellow of the Year of the National Association of Pediatric Nurse Associates and Practitioners (NAPNAP). After receiving the Ford Foundation Grant to study the breastfeeding patterns of Hispanic women in L.A., she presented a paper in Israel on the effects of infant positioning on sore nipples, which led to invitations to lecture internationally on the topic. Shortly thereafter, she founded Geddes Productions (www.geddesproduction.com), which sells her teaching materials and videos. From 1996 - 2006 Kittie served on the United States Breastfeeding Committee. Forming the National Breastfeeding Leadership Roundtable, the committee is made up of governmental and nongovernmental organizations and was formed in response to the 1990 Innocenti Declaration, an international breastfeeding initiative sponsored by UNICEF, the World Health Organization, the United States Agency for International Development, and the Swedish International Development Corporation. Currently, Kittie is the Coordinator of Lactation Education at LATMSCMC, and is also a Clinical Instructor in Pediatrics at USC’s Keck School of Medicine. In her spare time, she teaches her course, The Baby’s Perspective (www.babysperspective.com), to doulas and infant care providers. Frantz is mother to three adult children and seven grandchildren, all of whom have been breastfed.

Molly Pessl
BSN, IBCLC
Director
Evergreen Perinatal Education

Molly Pessl has spent most of her career with a focus on hospital-based, family-centered maternity care. Molly’s last hospital position was at Evergreen Hospital Medical Center, a suburb of Seattle, WA from 1984-2003, where she developed comprehensive parent and professional education programs, the regional breastfeeding center, a postpartum follow-up clinic, and Baby Parent Groups. These programs led to the first US designation of Baby-Friendly in 1996 by UNICEF and the World Health Organization.

Molly served on the International Board of Lactation Consultant Examiners and is a past president of that board. She is a registered nurse and International Board Certified Lactation Consultant. Molly is currently the director of Evergreen Perinatal Education, a consulting and education program for professionals.

Session Descriptions

#4. Establishing & Promoting Breastfeeding Support Groups

Facilitator: Michelle Morin-Gonzalez, Presbyteran’s
Women’s Health Education and Resource Center
Panelists: Esperanza Dodge, Young Women United,
Jessica Ellis, Nourish the Dream, Monica Exparza, RFC
for the First Choice Alamosa WIC Clinic, Chris Jespon,
Gila Regional Medical Center’s Maternal Child & First Born
STEP 10 Breastfeeding support groups build the bridge
between hospital and community care. The continuum of
support a mom receives once leaving the hospital is vital
to her being able to reach her own breastfeeding goals.
However, many support groups have problems with low
attendance. Hospitals are uncertain how to coordinate their
support activities with community programs.

Reaching out to communities of color and providing
culturally appropriate support is often absent. Learn from
the successes of four New Mexico-based programs so that
you can better help strengthen the links between hospital
and community care post discharge.

Breakout Sessions

3:30 - 5:00 pm
Breakout sessions 1-4 repeated.

Friday, March 7, 2014

8:00 - 9:45 am
Game-changing Research about Breastmilk Expression:
Early Hand Expression & Hands-on Pumping

Jane Morton, MD, FAAP, FARM, Partner, Burgess Pediatrics,
Inc.

STEP 5 Is pumping out of hand? What is the science about
the importance of pumping in the first few days? Since an
adequate subsequent milk supply depends on early,
frequent and effective colostrum removal, what is better,
adequate subsequent milk supply depends on early,
frequent and effective colostrum removal, what is better,
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frequent and effective colostrum removal, what is better,
Reclaiming Our Breastfeeding Experience
Kimarie Bugg, MSN, MPH, CLC, President and CEO, Reaching Our Sisters Everywhere, Inc. (ROSE)

Women of color in the US have a lower rate of initiation and the different outcomes resulting in providing advice versus information.

8:15 - 9:30 am
PLENARY SESSIONS

Reclaiming Our Breastfeeding Experience
Kimarie Bugg, MSN, MPH, CLC, President and CEO, Reaching Our Sisters Everywhere, Inc. (ROSE)

STEP 3 is not just about the hospital! Although the healthcare system plays an important role in whether women will breastfeed or not, lack of support from the family, other healthcare providers, the community, and the community as a whole are all factors in the breastfeeding equation. To effectively support a breastfeeding mother, the community care and hospital practices must be connected. Learn how to assess if your setting is effectively supporting breastfeeding and about the components of a comprehensive prenatal education program. Explore the barriers women face, ways to form positive breastfeeding messages that don’t backfire and the different outcomes resulting in providing advice versus information.

BREAKOUT SESSIONS

1:30 - 3:30 pm
#1. Skin-to-Skin and Rooming In
Molly M. Pessl, BSN, IBCLC, Owner/Director, Evergreen Perinatal Education

#2. Staff Education: In-House and Using Existing Resources
Kittie Frantz, RN, CPNP-PC, Los Angeles County University of Southern California Medical Center

#3. Inequities in Breastfeeding
Kimarie Bugg, MSN, MPH, CLC, President and CEO, Reaching Our Sisters Everywhere, Inc. (ROSE)

STEP 2 The list of objections can be long... We can't afford $250 per nurse to hire an outside contractor to train 300 to 400 nurses, not to mention the paid time off and staffing problems this will cause! The nurses will complain that they have enough to do now with patient nurse staffing ratios, and now you want to add more to their duties? Our seasoned nurses will be resistant to change. You can train your staff, in-house, using your existing resources. We found out where the educational gaps were and plugged them! The results: our seasoned nurses now attest that using baby-led and laid-back breastfeeding actually SAVES them time. Learn how to make this work for your hospital!

8:15 - 9:30 am
One Hospital’s Journey: Finding Wisdom in the Baby-Friendly Process
Kittie Frantz, RN, CPNP-PC, Los Angeles County University of Southern California Medical Center

We will never be able to do this! This was the consistent reaction to the proposal that our hospital become Baby-Friendly. The concerns were many - administration won’t pay for this; our primarily Hispanic patient population expects both breast AND formula; we serve very high-risk populations. The list of objections can be long... We can’t afford $250 per nurse to hire an outside contractor to train 300 to 400 nurses, not to mention the paid time off and staffing problems this will cause! The nurses will complain that they have enough to do now with patient nurse staffing ratios, and now you want to add more to their duties? Our seasoned nurses will be resistant to change. You can train your staff, in-house, using your existing resources. We found out where the educational gaps were and plugged them! The results: our seasoned nurses now attest that using baby-led and laid-back breastfeeding actually SAVES them time. Learn how to make this work for your hospital!

11:15 - 12:30 pm
Bridging the Gap between Community Care & Hospital Practices
Molly M. Pessl, BSN, IBCLC, Owner/Director, Evergreen Perinatal Education

SPEAKER DISCLOSURE
Speakers must disclose any commercial interest including but not limited to receiving a salary, royalty, intellectual property rights, consulting fee, honorarium, or other financial benefit directly or indirectly from the commercial interest. Kittie Frantz has disclosed ownership of Gadles Productions, LLC Meg JVs for patient education.
Esperanza Dodge, as a member and leader of Young Women United (YWU) for over 10 years. She is proud to say that YWU has profoundly shaped her life. As a Luna Sagrada collective member for more than two years, she enjoys offering cultural, culturally relevant breastfeeding and postpartum support to new mamas and parents. Being a mother to six-year-old Julian has fueled her passion to work hard for justice for all families. She coordinates and ensures that substance-using, in recovery, queer, trans, young, and/or single pregnant people get access to the culturally competent care they deserve.

Jessica Ellis, founder and creator of Nourish the Dream. Since 2012, Jessica has completed her professional certificates in Cultural Competence in Breastfeeding Support for African Americans by the Black Mothers Breastfeeding Association and from the Commission on Dietetic Registration. Jessica provides breastfeeding, healing, and growth support to Black, mammas and babies. She conducts outreach through grassroots mobilization and social media.

Monica Esparza, BPC for the First Choice Alamosa WIC Clinic. Monica has been a Breastfeeding Peer Counselor (BPC) for the past four years helping countless moms bridge the gap between a mother’s hospital discharge to her first doctor appointment, as well as continuing to provide support and advice to mothers throughout their breastfeeding experience and helping them overcome barriers and continue breastfeeding until both mom and baby choose. She is also a part of the Hospital BPC pilot program working alongside Lactation Consultants at the hospital setting and providing bedside support to moms. She has received training as a Lactation Educator (LE), and is currently working on becoming a Certified Lactation Educator (CLE). She is a New Mexico Breastfeeding Task Force board member and chair of the Greater Albuquerque Area chapter.

Chris Jepson, RN, RD, CLE Glob Regional Medical Center’s Maternal Child & First Born. Chris has worked in the maternal-child health field for 29 years. After graduating from Virginia Tech with a Bachelor’s in Nutrition in 1984, she joined the Peace Corps and spent two years in the Dominican Republic working with women’s groups and in a community hospital. She returned to the United States where she worked as a WIC nutritionist in Sacramento, California. She received a Bachelor’s in Nutrition at San Diego State University, simultaneously working in a bi-national anemia prevention project with young families. After the premature birth of her first son and experiencing breastfeeding challenges firsthand, she became dedicated to supporting women in lactation. She moved to New Mexico with her husband and infant son in 1991, and worked as a nurse manager and educator with the Maternal and Infant Care Program of the University of New Mexico. In 1996, Chris and her family moved to rural Silver City, NM, where she has worked with the Breastfeeding Council, Home Health, Families First and the First Born Program supporting women and their families in the transition to parenthood and in successes with breastfeeding. For the past three years she has been part of a committed team focused on achieving the Baby-Friendly Hospital Initiative credential for Gila Regional Medical Center.

Michelle Morin-Gonzales, BSN, RN, IBCLC Presbyterians’ Wmans Health Education and Resource Center. Michelle has worked with Young Women’s, Infants and Children Program for 30 years. In that time she has worked with breastfeeding issues and presents a case study during “Obstetrics Quarterly Update.”

Currently Michelle participates in a Development/Feeding Team Committee with Presbyterian’s NIC. Working as a Lactation Consultant with Presbyterian Hospital’s Mother/Baby Unit, NIC and Rio Rancho NIC, she holds multiple clinics at Presbyterian’s Wmans Health Education and Resource Center (HER) along with High Resort PMG. Michelle has established the RUST Rio Rancho Support Group while filling in with the HER Center Support Group at Presbyterian.

Esperanza Dodge, Leader, Young Women United

Our company celebrates birth, breastfeeding and bonding—all rights and essentials for mothers and families everywhere. Sometimes people have to overcome barriers to accomplish their goals, and we are here to help moms get on track, or enable them to stay on track, by offering support, advice, education and referrals. We advocate for the mother’s breastfeeding rights and for the breastfeeding dyad and provide exceptional evidence-based lactation education.

LactaMed
380 N. John Young Parkway, Kissimmee, FL 34741
www.lactamed.com

Lactamed is dedicated to helping breastfeeding moms. Our Simplicity Hands Free Pumping Kit not only allows moms to pump hands free but enables Hands on Pumping, Compact, Affordable, One Size Fits Most. Works with ALL nursing bras and breast pumps.

Lactation Education Resources
6329 Genoa Rd, Tracy’s Landing, MD 20779
www.LactationTraining.com

Lactation Education Resources provides comprehensive online lactation consultant training for those who wish to become eligible for BCLC certification. We are dedicated to providing high quality online lactation management training and innovative educational materials for professionals and for new parents online and onsite.

LA Publishing LLC
PO Box 4422, Midlothian, VA 23112
www.LApublishinglla.com

LA Publishing creates and distributes a variety of breastfeeding education products including booklets, DVDs, pamphlets, and tip cards. Our products are easy to understand, evidence-based and economical.

Mothers’ Milk Bank Denver
www.milkbankcolorado.org/

The Mothers’ Milk Bank accepts donations of milk from healthy nursing mothers who have extra milk to give and provides the milk to hospitals and infants with a medical need.

Mother Truckin’ Tees
3102 10th St NW, Albuquerque, NM 87107
www.mothertruckintees.com

Mother Truckin’ Tees is a local Albuquerque company focused on highlighting small local businesses and artists through our apparel line. We partner and employ mothers, both as our partner artists and employees. Mother Truckin’ Tees is dedicated to supporting women in business and mothers who are working as artists in our community.

Native American Professional Parent Resources, Inc.
2201 San Pedro NE Building #3 Suite 210, Albuquerque
www.napp.org

NAPPR has provided culturally sensitive services to Native American families in Albuquerque and surrounding areas for over 30 years. NAPPR’s Tribal Home Visiting Program provides prenatal support and education, infant care information on health, nutrition and safety, referrals to community resources, post-postpartum visits, access to community supports for ‘Blue’ and ‘Kerese’ language learning and traditional child-rearing practices, and other support needed.

New Mexico Coalition for Healthy Families
2808 Vermont St. NE, Albuquerque, NM 87110
www.NMCHF.org

The Coalition is dedicated to supporting and strengthening marriage and family relationships. We aim to improve the well-being of New Mexico’s children by supporting, expanding, and coordinating programs that strengthen healthy family relationships.

NM GRADS
310 Fisher, Socorro, NM 88081
www.Nmgrads.org

NM GRADS is an in-school expectant and parenting teen program that focuses on skill development, recovery, healthy choices for teens and their children, and retaining students until graduation and helps them transition into post-secondary education.

Self Serve Sexuality Resource Center
2904 Central Ave SE, Albuquerque, NM 87108
www.selfserve.org

Self Serve is a woman-owned sexuality resource center & boutique. In a culture where sex is sensationalized and unrealistically represented in the media, and silenced in day to day life, we offer a space that is frank, honest and friendly. Our compassionate and non-judgmental sexual educators give you the space to ask the questions that make other people blush. Self Serve offers body-safe intimate lubricants, natural skin care, locally made gifts, books, dvds, classes and private events. We support healthy sexuality over a lifetime.

St. Joseph Community Health
1516 5th St NW, Albuquerque, NM 87105
www.sjhc.org

The St. Joseph Home Visiting Program provides first-time mothers, fathers, and primary caregivers with support and education. Our services are free of charge and may begin anytime from prenatal until two months of the birth of the baby.

Conference Partner:
Motherlove Herbal Company
3101 Kirtzley Court Suite S, Laporte, CO 80535
www.motherlove.com