

# Florida Breastfeeding Coalition

*Breastfeeding —the gold standard.*

[www.flbreastfeeding.org](http://www.flbreastfeeding.org)

*with co-sponsor La Leche League of Florida & English Speaking Islands presents*

## ***“Breastfeeding – Creating Policy and Cultural Change”***

**October 15, 2010**

**Hilton St. Petersburg Bayfront**

## **Healthcare Provider Breastfeeding Seminar**

**For: Physicians • Nurses • Nurse Practitioners • Nurse Midwives  
Clinical Nurse Specialists • Nurse Educators • Lactation Consultants/Counselors  
Registered or Licensed Dietitians • Childbirth Educators • Doulas  
La Leche League Leaders • Healthy Start**

### **OFFERING CEUs and CERPs for Nurses, IBCLC (Lactation Consultants) & Dietitians**

If you support breastfeeding then you recognize the need to improve breastfeeding outcomes as well as the duration of breastfeeding. The information presented at this year's seminar will help educate on how to create policy change in institutions, agencies and businesses to help better promote, protect and support breastfeeding.

Online registration information for FBC's HPS at <http://flbreastfeeding.org/hps.htm>

This seminar is co-sponsored with La Leche League of Florida and English Speaking Islands as well as followed by their Parenting and Breastfeeding Conference on October 15<sup>th</sup> -17<sup>th</sup> which will also be offering CERPs for select sessions. Registration for La Leche League of FL must be done separate from the Florida Breastfeeding Coalition Healthcare Provider Seminar. FL Breastfeeding Coalition HPS and LLL of FL/ESI are two separate events requiring separate registration to attend each.

Special room rates at Hilton St. Petersburg Bayfront are \$99/night and \$149/night for suites.

Code for this rate is LAL

Hilton St. Petersburg Bayfront

333 First Street South, Saint Petersburg, Florida, United States 33701-4342

Tel: 1-727-894-5000 Fax: 1-727-838-4797

Online hotel registration under La Leche League of Florida at

<http://www.hilton.com/en/hi/groups/personalized/SPTSHHF-LAL-20101015/index.jhtml>

### **Accreditation**

CEUs have been applied for through Tampa General Hospital.

CERPs applied for through the International Board of Lactation Consultant Examiners.

Online registration information for La Leche of FL at

<http://floridaparentingconference.com/>

**FLORIDA BREASTFEEDING COALITION - Healthcare Provider Seminar  
OFFERING CEUs and CERPs**

**“Breastfeeding – Creating Policy and Cultural Change”  
Friday, October 15, 2010 – Hilton St. Petersburg Bayfront**

<b>REGISTRATION</b>	<b>7:45 – 8:15 AM</b>
<b>Session 1 - 8:30 – 10:00</b>	<b>Importance of Skin-to-Skin Kangaroo Care - Lucille Harrington, RN, IBCLC, RLC</b>
<b>Session 2 - 10:15 – 11:45</b>	<b>Encouraging Breastfeeding Friendly Hospitals with 5 Steps for Maternity Care Practices – Ruthy Wilson, CRNP, MBS, IBCLC</b>
<b>Session 3 - 12:15 – 1:30</b>	<b>Lunch Presentation - Coalition Collaboration for Change – Pat Lindsey, IBCLC, RLC</b>
<b>Session 4 - 2:00 – 3:15</b>	<b>The Business Case for Breastfeeding – Debbie Albert, PhD., RN, IBCLC</b>
<b>Session 5 – 3:30 – 4:45</b>	<b>Dispelling Cultural Myths – Expert Panel</b>
<b>DOOR PRIZES</b>	<b>4:45 PM</b>

**SELECT ONE --->**

**BOX LUNCH Choices\*     Roast Beef     Turkey     Veggie**

**CHECK ANY THAT APPLY:**

- Physician
- Physician’s Assistant
- Nurse Practitioner
- Nurse
- IBCLC
- Registered Dietitian
- WIC
- CLC
- LLL Leader
- Peer Counselor

The following continuing education credits have been applied for: CEUs, and CERPs

Thanks to Tampa General for assisting in providing CEUs.

**The Healthcare Provider Seminar will be followed by La Leche League of Florida & English Speaking Islands’ Breastfeeding and Parenting Conference October 15 & 17, 2010.**

These are **two separate conferences** being held back to back at same location. If planning to attend both conferences, **you must register separately for each conference.**

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<b>CONFERENCE REGISTRATION:</b> One Day Seminar, Box Lunch & Continuing Ed Credits Registration CLOSSES October 6, 2010	<b>FEE</b>	<b>YOUR COST</b>
<b>EARLY REGISTRATION FEE</b> Postmarked BEFORE September 20, 2010	\$75.00	
<b>STANDARD REGISTRATION FEE</b> Registered or postmarked AFTER September 20, 2010	\$95.00	
<b>DISCOUNTED FEE for NON-PAID VOLUNTEERS</b> Breastfeeding Peer Counselors or LLL Leaders	\$45.00	
<b>OPTIONAL FREE OFFERING – Sunday, Oct. 17</b> 9:00 AM – 12:00 PM 3-Hour Business Case for Breastfeeding Training (limited to first 30 persons to register)		0.00 <input type="checkbox"/> Check here to attend
<b>TOTAL</b>		

**PLEASE PRINT**

\_\_\_\_\_  
Name & Credentials (as you wish to appear on your badge)

\_\_\_\_\_  
Street

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

\_\_\_\_\_  
Email

\_\_\_\_\_  
Phone Affiliation

**IF MAILING YOUR REGISTRATION, SEND TO:**

**Cathy Gillespie, 2022 Sunset Road, Mount Dora, FL 32757**

**Make check payable to: Florida Breastfeeding Coalition**

**OR, REGISTER ONLINE AT <http://flbreastfeeding.org/hps.htm>**

**Please read Healthcare Provider Seminar Policy & see Box Lunch Menu.**

To register online for the **La Leche League Breastfeeding and Parenting Conference**, a separate conference which will follow the HPS, go to <http://floridaparentingconference.com/>

**\*BOX LUNCH CHOICES as follows:**

<b>ROAST BEEF</b> Sliced Tenderloin of Beef with Herbed Boursin Cheese Spread, Sliced Red Onions, Lettuce and Tomato served on Rosemary Focaccia Bread and presented with Potato Chips, Macaroni Salad, Whole Fruit and a Brownie, Bottled Water	<b>TURKEY</b> Sliced Oven Roasted Turkey with Swiss Cheese, Mayonnaise, Lettuce and Tomato served on a Flaky Croissant and presented with Pretzels, Potato Salad, Whole Fruit and a Cookie, Bottled Water
<b>VEGGIE</b> Grilled Portobello Mushrooms, Zucchini, Yellow Squash, Red Onions and Sun Dried Tomatoes tossed in a Balsamic Vinaigrette on a Spinach Tortilla and served with Sun Chips, Whole Fruit and Granola Bar, Bottled Water	No coffee or tea will be served this year in order to keep registration cost the same as last year. There is a Starbucks in the hotel lobby.  This year's HPS is offering more continuing education than last years.

**Healthcare Provider Seminar Policy**

**NO CHILDREN (ONLY BABY IN ARMS)** - This is a professional seminar and out of respect for the attendees and speakers we are asking that only quiet nursing babies in arms attend. Please plan to sit at back of room to minimize distraction to other attendees and to leave the seminar room if your baby cannot quickly be settled.

**SPEAKERS**

Speakers and/or topics are subject to change or cancellation without notice.

**SPEAKER HANDOUTS**

Will NOT be provided at seminar but will be provided on the FBC website for attendees to download. They will be up at least one week before the seminar for attendees to download if they wish a copy to take to the seminar.

**CANCELLATIONS AND REFUNDS**

For cancellations with a full refund, less a \$25 handling fee, requests must be postmarked by October 4, 2010. Mail your request to **Cathy Gillespie, 2022 Sunset Road, Mount Dora, FL 32757** and include a self addressed stamped envelope.

**REGARDING LLL of FL/ESI Parenting and Breastfeeding Conference:**

**Must register separate** for Oct 15-17 LLL of FL/ESI Parenting and Breastfeeding Conference following the FL Breastfeeding Coalition Healthcare Provider Seminar.

**"Positive Parenting: Building Bridges to Tomorrow"**

**Featured speakers include:**

- **Mary Ann Cahill, La Leche League Co-Founder**
- **Diana West, IBCLC**
- **Kendall Cox**
- **Dr. Michelle Angeletti**

Online registration information for La Leche of FL at

<http://floridaparentingconference.com/>