

The Mid-Hudson Lactation Consortium and Maternal-Infant Services Network, Inc.
present their 23rd annual breastfeeding education conference:

Breastfeeding: It Takes a Village, Part 3



Kimberly Seals Allers, BA, MS

V. Kuroji Patrick, Author/Illustrator

Susan Vierzchalek, MD, IBCLC



Wednesday, June 14, 2017

7:30 AM—4:30PM

Anthony's Pier 9

2975 Route 9W South New Windsor, NY 12553 www/piernine.com 845-565-3390

About our presenters

V. Kuroji Patrick has traveled across the country presenting workshops that speak towards supporting and promoting breastfeeding in communities where statistics show a low percentage of breastfeeding families. Kuroji illustrated and co-published the children's book, "This Milk Tastes Good!" about breastfeeding, which also features an African American family. In February of 2013, Kuroji was awarded the Liberated Muses' 'heART' award, an award that recognizes a member of the community who has used their creative talents to uplift the community while supporting the transformation of spaces into art places. In August 2013 he was also inducted into the Medela Breastfeeding Hall of Excellence as Community Breastfeeding.

Kimberly Seals Allers, BA, MS is an award-winning journalist and a leading commentator, speaker and consultant on breastfeeding issues, with an expertise in African American women and racial disparities in breastfeeding. She works with organizations to increase programmatic outcomes with more effective community engagement and impactful communication strategies. Kimberly has designed and developed strategic messaging campaigns and exploratory community-based projects examining the role of 'community' in breastfeeding success and pioneered the concept of "first food deserts and "First Food Friendly" communities. Her fifth book, *The Big LetDown— How Medicine, Big Business and Feminism Undermine Breastfeeding* was published in early 2017.

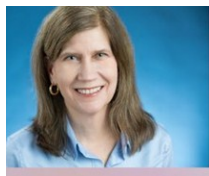
Susan Vierzchalek, MD, IBCLC, is Clinical Associate Professor of Pediatrics at NYU School of Medicine at the NYU Langone Medical Center. Dr. Vierzchalek serves as the Chair of the Board of Directors for the New York Statewide Breastfeeding Coalition, as well as the Vice Chair of the NYC Breastfeeding Leadership Council, and has worked tirelessly to help the New York State Paid Family Leave become law.



V. Kuroji Patrick



K. Seals Allers



S. Vierzchalek

Who Should Attend

IBCLC lactation consultants, nurses, pediatricians, obstetricians, family practice physicians, neonatologists, midwives, La Leche League Leaders, childbirth educators, doulas, WIC breastfeeding peer counselors, CLC lactation counselors and educators, MICH Community Health Workers, public health educators, WIC and home visitor staff, nutritionists, dieticians, parenting educators, maternal mental health providers, and other health care and human service providers who counsel and support birthing and breastfeeding families. Aspiring lactation consultants are encouraged to attend.

Objectives

Upon completion of this program participants will be able to:

- Strategically identify target populations by becoming familiar with different types of fathers and their unique situations
- Develop practical support for fathers by comparing and contrasting current trends, best practices and evidence-based recommendations related to a father's role in the breastfeeding experience
- Construct a working knowledge of breastfeeding specific solutions relevant to fathers to modify organizational resources, programming, language and approaches to engaging fathers
- Identify and address the father's needs and implementing methods to meet those identified
- Describe the NYS Paid Family Leave Law Implementation Plan
- Describe and discuss the multi-billion dollar forces battling to replace mothers' milk and the failure of the medical establishment to protect infant health.
- Identify how other "actors" often excluded from the breastfeeding dialogue exert considerable influence on infant feeding decisions
- Identify 3 common breastfeeding messaging themes that limit broad based breastfeeding promotion
- Understand basic storytelling techniques that create emotional affinity to create a new breastfeeding narrative

Continuing Education

This activity has been submitted to IBCLC for CERPs

Registration fee includes continental breakfast, lunch and afternoon snack break, syllabus, and continuing education credits.

See other side for more information and registration form. Online registration is available at: <https://mhlc061417conference.eventbrite.com>

AGENDA

June 14, 2017

- 7:30 AM Registration, Continental Breakfast, Silent Auction & Exhibits Open
- 8:15 AM Welcome Stephanie Sosnowski, BS, IBCLC; Caren Fairweather, MPS
- 8:30 AM Engaging Fathers of Breastfed Children V. Kuroji Patrick
- 10:00 AM Refreshment Break, Exhibits Open, Book Signing and Sales
- 10:30 AM Now That We Have Dad V. Kuroji Patrick
- 12:00 PM Lunch, Exhibits Open
- 1:00 PM The Big Let Down: How Big Business, Medicine and Feminism Undermine Breastfeeding Kimberly Seals Allers, BA, MS
- 2:15 PM New York State Paid Family Leave Update Susan Vierzchalek, MD, IBCLC
- 2:45 PM Break, Exhibits, Book Signing, Silent Auction closes
- 3:00 PM The Power of Language: Rewriting the Narrative of Breastfeeding to Improve Outcomes Kimberly Seals Allers, BA, MS
- 4:15 PM Closing remarks, Raffle Prizes / Silent Auction Items Awarded
- 4:30 PM Adjourn

Registration deadline is June 7, 2017

Conference Committee

- Stephanie Sosnowski, BS, IBCLC, RLC, ICCE
Conference Chair; Maternal-Infant Services Network;
Mid-Hudson Lactation Consortium Regional Coordinator
- Caren Fairweather, MPS
MISN, Inc.
- René R. Fisher, BA, IBCLC, RLC
La Leche League, Ameda
- Johanna Hagelthorn, BS, RNC, C-EFM, IBCLC
Health Alliance of the Hudson Valley, Kingston

Limited (based on available seating) on site registration the day of the event is available for \$150 per person. No admittance without payment. Please note that any special dietary needs may not be available

Exhibitor Information: Exhibit space is available. Email ssosnowski@misn-ny.org to request an application to market your products or related services. All exhibitors must comply with the International Code of Marketing of Breast-milk Substitutes. No conference funding is accepted from the makers of breast-milk substitutes. The vendor application is also available online at <https://mhlc-june14-2017conference-exhibitor.eventbrite.com>

Your Comfort: Room temperature will vary throughout the day. Please dress in layers; bring a jacket or sweater. Seating is first come, first seated.

Childcare will not be provided. Nursing infants in arms are welcome. Please respect the professional nature of the conference by caring for restless babies outside of the main room. A private space for pumping will be provided.

Cancellations received before June 7 will be refunded, minus a \$15 handling fee. Or you may transfer your registration to this conference to a colleague.

No refunds will be given after June 7 or once the conference has begun or for "no-shows." Limited (based on available seating) on-site registration is available for an additional fee. Online registration is available at: <https://mhlc061417conference.eventbrite.com>

One registration form per person. Form may be copied. **Confirmation will be sent by email only**—please print clearly. Payment or voucher **MUST** accompany registration.

Make check payable to: Maternal Infant Services Network Mail to: MHLc Conference c/o MISN, 10 Little Britain Road, Suite 203, Newburgh, NY 12550

REGISTRATION AND PAYMENT (or voucher) MUST BE RECEIVED BY CLOSE OF BUSINESS ON June 7, 2017

MHLc June 14, 2017 Conference Registration

Please check appropriate box.

Registration **BEFORE** May 15 \$100 pp Registration **AFTER** May 15 \$125 Group registration (3 or more from the same agency at one time) \$90 pp (Please submit a registration for each person, all registrations and payment or voucher **MUST** be received at the same time) WIC Peer Counselors/Full time Students /La Leche League Leaders \$90 (students must include proof of school enrollment)

Name _____ Credentials _____

Title _____

Affiliation _____

Address _____

Zip _____ State _____ Phone # _____

Email _____ Amount enclosed _____

Special dietary needs? _____