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Welcome Message

As GOLD Lactation enters its 13th year, we’re eager to continue our work of exploring the latest research, trends, new ideas and hot topics in the world of human lactation. This is an exciting time of new research and shifts in thinking and understanding. Join us for an amazing program of thought provoking topics and speakers who will expand your knowledge and skills!

One of the things we love about GOLD is that not only does it provide easy access to education from experts around the globe, it gives us the opportunity to learn from one another at the same time. Our learning experience is greatly enriched by being able to experience it with friends and colleagues, both old and new. Each year when we see your familiar names in our presentation rooms, and as we chat with you via our forums, Facebook and Twitter, it’s like coming home to family. We look forward to learning and sharing with you once again!

The GOLD Learning Family

Fleur Bickford  
BSC, RN, IBCLC  
Director of Educational Programming

Fiona Lang-Sharpe  
IBCLC, NAMCW  
Director of Communication & Master of Ceremonies
Important Dates

January 21, 2019
Early Bird Registration Opens

March 15, 2019
Early Bird Registration Ends

March 16, 2019
Regular Registration Begins

April 1, 8, 9, 15, 16, 23, 24, 29 2019
GOLD Lactation 2019 Live Days

May 13, 2019
Registration Closes

June 3, 2019
End of Conference- Final Day to View Recordings*

June 24, 2019
Final Day to Download Certificates

*GOLD Annual Members will have an additional 3 weeks of viewing time (Until June 24th, 2019)

7 Great Reasons to Attend
GOLD Lactation 2019

1. Informative!
Access 27.5 Hours of the latest, evidence-based breastfeeding research, clinical skills, case-studies, cultural experiences & industry initiatives.

2. Convenient!
Watch in your pyjamas! Access presentations for a full 8 weeks as many times as you like! No travel, hotels or time away from clients and loved ones.

3. Economical!
Under $8.3 USD per Educational Hour! At GOLD our goal is to make education financially accessible for all. Discounts available for Students, Volunteers, Groups, Associations & Institutions.

4. Group & Association Rewards!
Register as a group and continue the conversation offline! New incentives for Group Coordinators & their members now available. Associations are eligible for exclusive membership discounts + ask us about our Get 10, Give 10 Association rebate program.

5. International!
Join a growing GOLD Community! Over 2800+ Delegates from 75 Countries attended in 2018.

6. Interactive!
Participate in Online Chats, Live Question & Answer sessions, and Speaker Moderated Forums.

7. Accredited!
CERPs, CMEs, CNEs, Midwifery CEUs & Dietetic CPEUs applied for.
About GOLD Lactation

Welcome to the GOLD Lactation Online Conference! We are the largest annual breastfeeding conference in the world, serving close to 3000 delegates from over 75 different countries every year. GOLD Lactation is hosted by GOLD Learning Online Education and has been bringing quality continuing education to lactation professionals, peer supporters and students since 2007.

Our online format allows access to the knowledge and experience of industry leaders, all from the comfort of your own home or workplace. The knowledge within the field of study of human lactation is growing and changing at an incredible rate. Our goal with GOLD Lactation is to help bridge the gap between established protocols and practices and the rapid growth of new research. Join us during the live days of the conference to interact in real time with the speakers and your fellow delegates. Pause, forward and rewind presentation recordings to learn at your own pace. All of our conference sessions are accredited, and delegates are able to collect educational hours and download one or more of the following certificates: CMEs, CNEs, CERPs, MEAC CEUs and Dietetic CPEUs. Learn and grow with our large selection of international speakers, unique add-on packages and special GOLD Learning events. Become a part of our vibrant GOLD community!

Education Planning & Delivery Committee

Fleur Bickford  
BSC, RN, IBCLC  
Director of Educational Programming

Isabel Da Costa  
Event Manager

Fiona Lang-Sharpe  
IBCLC, NAMCW  
Director of Communication & Master of Ceremonies

Nina Adrianna  
Accreditation Manager

Kristin Schwarz  
LM, Master of Ceremonies

Meena Rajanala  
Marketing & Communications Coordinator, Technical Support

Stephanie Pitman  
BScN, RN, PNC (C)

Jessica Lamb-Brown  
Conference Administrator, Technical Support

Professional Advisory Committee

Along with the Program Director, the GOLD Professional Advisory Committee is responsible for the review and selection of the conference presentations.

Amy Cameron  
CLC, Clinical Midwife

Asha Evins  
CLC

Kim Smith  
IBCLC, Doula

Christina M. Smillie  
MD, FAAP, IBCLC, FABM

Lynda Robinson  
Marissa Honey-Jones

Delphine Dupuis  
DHA, DHCC, GMC, IBCLC

Paulina Erices  
BS, IBCLC, RLC

Denise Altman  
Eithne Murray

Rosemary Bonaccorso  
Nutritionist, LC

Julie Whitworth

Swati Scott  
RD, IBCLC

Tytina Sanders-Bey

Conflict of Interest Statement

GOLD Lactation Online Conference is proud to be one of the only continuing education events that is WHO Code compliant! As such, we do not accept sponsorship or advertising from any manufacturer, organization or company that is deemed to be in violation of the World Health Organization’s International Code on Marketing of Breast Milk Substitutes. As well, we require our Speakers to sign an agreement stating their knowledge of and compliance with the WHO Code.
2019 Keynote Speakers & Topics

Kathleen Kendall-Tackett
PhD, IBCLC, FAPA

Kathleen Kendall-Tackett is a health psychologist and International Board Certified Lactation Consultant, and the Owner and Editor-in-Chief of Praeclarus Press, a small press specializing in women's health. Dr. Kendall-Tackett is Editor-in-Chief of two peer-reviewed journals: Clinical Lactation and Psychological Trauma. She is Fellow of the American Psychological Association in Health and Trauma Psychology and Past President of the APA Division of Trauma Psychology. Dr. Kendall-Tackett specializes in women's-health research including breastfeeding, depression, trauma, and health psychology, and has won many awards for her work including the 2017 President's Award for Outstanding Service to the Field of Trauma Psychology from the American Psychological Association's Division of Trauma Psychology. Dr. Kendall-Tackett has authored more than 460 articles or chapters and is author or editor of 38 books.

Does Breastfeeding Protect Maternal Mental Health? The Role of Oxytocin and Stress - 75 minutes

Depression research contains many conclusions that appear to contradict each other regarding the role of breastfeeding. For example, breastfeeding lowers the risk of depression, but depression increases the risk that breastfeeding will fail. Moreover, breastfeeding problems increase women's risk of depression. These findings are not as contradictory as they may seem. By understanding the underlying physiological mechanism, we can understand these seemingly paradoxical findings. This presentation will describe the link between the stress and oxytocin systems, and how they relate to both maternal mental health and breastfeeding. When the stress system is upregulated, depression and breastfeeding difficulties follow. Conversely, when oxytocin is upregulated, maternal mental health and breastfeeding rates improve. This talk also includes the role of birth interventions and mother-infant sleep, as well as practical strategies that increase oxytocin.

Lyndsey Hookway
BSc, RNC, HV, IBCLC

Lyndsey is an experienced London-trained Paediatric Nurse, Health Visitor, International Board Certified Lactation Consultant, Holistic Sleep Coach and Birth Trauma Recovery Practitioner, with almost 20 years experience working with infants, children and families in hospitals, clinics, and the community. Lyndsey runs a busy International private practice offering one-to-one specialist support to families. She especially enjoys supporting families by bringing together infant feeding support, mental health and sleep optimization. Lyndsey is the author of Holistic Sleep Coaching and the co-founder of the Holistic Sleep Coaching Program – an international online program aiming to educate health, lactation, childcare and sleep professionals about the importance of evidence-based, gentle care of babies and children.

Addressing Complex Sleep Problems While Optimizing Breastfeeding - 75 minutes

Many health, lactation, and childcare professionals find themselves in a position where the families they work with require support with sleep. Without readily accessible, evidence-based, gentle and effective sleep support, some of these families turn to sleep training which often leaves breastfeeding abandoned in the quest for more sleep.

Understanding key sleep biology principles, and being able to apply these to both simple and complex sleep scenarios can empower parents with the tools they need to maintain breastfeeding while also getting more sleep. In this presentation, we will explore some key concepts, and apply them to some practical real-life examples of both adults and infant-related sleep problems.
Alexandra Glass MD, IBCLC

Alexandra Glass is a gynecologist/obstetrician and an International Board Certified Lactation Consultant working in Hanover, Germany, where she lives with her family. Alexandra is the Vice President of BDL Lactation Consultant Association. She speaks at Local, National and International conferences and she teaches preparatory courses for the IBCLC exam. She is the mother of two daughters, who were both breastfed.

**Persistent Pain During Breastfeeding - A Challenge in Lactation Counseling - 60 min**

This presentation will give an overview of the reasons that can cause painful breastfeeding and how we can intervene either via breastfeeding management or medically.

The reasons might be

- poor latch
- problems with sucking, like tongue tie or other anatomical issues, also nipple confusion
- Vasospasms
- Infections, mastitis
- Mammary Constriction Syndrome
- Injuries or medical conditions of the skin, such as psoriasis, dermatoses, eczema
- oversupply
- plugged ducts
- incorrect pumping or hand expression
- allodynia/functional pain
- psychological and emotional aspects

Important aspects concerning breastfeeding management and counselling and possible therapeutic interventions will be discussed as well as the impact of painful breastfeeding on the breastfeeding dyad and the whole family.

Amy Brown PhD, Professor

Professor Amy Brown is based in the Department of Public Health, Policy and Social Sciences at Swansea University in the UK. With a background in psychology, she has spent the last thirteen years exploring psychological, cultural and societal influences upon infant feeding decisions in the first year. Her research seeks to understand how we can shift our perception of how babies are fed away from an individual mothering issue to a wider public health problem - with societal level solutions. Dr Brown has published over 60 papers exploring the barriers women face in feeding their baby during the first year. She is a mother to three human children and three book babies: Breastfeeding Uncovered: Who really decides how we feed our babies, Why starting solids matters, and The Positive Breastfeeding Book: Everything you need to feed your baby with confidence. She is a regular blogger, aiming to change the way we think about breastfeeding, mothering and caring for our babies.

**What Do Normal Infant Feeding Patterns Really Look Like? - 60 min**

We know that responsive feeding gets breastfeeding off to the best start. New parents are told that breastfed babies often feed 8 – 12 times a day, but in practice many new mothers will find themselves breastfeeding more frequently than this. Research exploring breastfeeding frequency is however conducted primarily with younger infants, focuses simply on breast versus bottle, or was funded by industry.

This presentation reports novel findings from a research study of 18,000+ mothers with a baby or child aged 0 – 5 years old. It examines how often babies feed during the day and night for each age range by milk feeding type, mode, and approach (e.g. schedule versus responsive) and how frequent day and night feedings remain the norm for breastfed babies into the preschool years. The data also explores differences in maternal perceptions of infant variations in hunger e.g. in response to growth spurts, variations over different days, and cluster feeding, highlighting how breastfeeding mothers describe a more varied pattern of infant feeding compared to those formula feeding.

Together the findings challenge notions that most babies breastfeed between 8 – 12 times per 24 hour and that irregular patterns or varied numbers of feeds are normal for breastfed infants. Although many breastfeeding practitioners will recognise this pattern, these findings will provide both an addition and challenge to the scarce existing research literature on infant feeding patterns.
Annabelle MacKenzie  IBCLC, BA (Hons), MA (Cantab)

After working in the UK and France, lecturing and then in film and TV production, Annabelle became a breastfeeding support volunteer in France 10 years ago, after the birth of her first child. She then worked in lactation support in the UK NHS in London, whilst also volunteering for the National Childbirth Trust (NCT).

Since 2016, she was the Infant Feeding Coordinator at Suffolk County Council Health and Children’s Centres, and had a small private practice. In her county council role, Annabelle took the Health and Children’s Centre staff through Stage 1 of UNICEF Baby Friendly Accreditation, and left the department well prepared for Stage 2. Whilst there, she oversaw an increase in breastfeeding rates, and contributed to Public Health initiatives to promote breastfeeding, including help to improve breastfeeding knowledge amongst doctors. Annabelle qualified as an IBCLC, lactation consultant in 2017. In October 2018, Annabelle took up her current post as lactation consultant for the 48th medical group at RAF/USAF Lakenheath.

Rummaging in the Tool Bag: Examples of Approaches Borrowed from Other Disciplines, Applied in Lactation Support Practice - 60 min

Rummaging in the tool bag: how we can borrow from other disciplines, and enhance our care.

As infant feeding specialists, we should be open to discovering new tools that renew our practice. Historically, we’ve incorporated elements from elsewhere, e.g. Active Listening (Rogers and Farson, 1957), borrowed from psychology and conflict resolution.

Changes to the UK support landscape, mean that parents may not access traditional breastfeeding peer support, and instead see health staff. A diversity of background, can mean staff bring additional skills that then complement those acquired under the UNICEF Baby Friendly standard.

For specialist professionals, such as IBCLCs, some of these tools can also complement practice, and can be used to great effect.

This presentation proposes to look at some elements we can borrow that enhance our clinical practice. We will review aspects of Active Listening, and then move on to examine elements in the Signs of Safety model and Solihull Approach. These are just two examples of widely practiced approaches in the UK, and there are many other fields to be borrowed from.

Bianca Balassiano  IBCLC

Bianca Balassiano has been working with families in private practice since 2008 as an IBCLC and perinatal psychologist/maternal-child health specialist. As a natural consequence of her professional background, has supported breastfeeding families into achieving individual goals while maintaining mental health and stimulating a holistic look towards the subject. Since 2014 is also working as an educator for healthcare professionals in one of the most recognized breastfeeding courses in Brazil, currently offering classes in Rio de Janeiro, Sao Paulo and Recife. Lives with husband and two children in Rio de Janeiro, Brazil.

Gradual Weaning – Helping Mothers Who Are Ready to Move On - 60 min

Weaning is a very controversial topic when talking about breastfeeding. Nevertheless, a lactation consultant should be the professional addressed to guarantee mothers a good experience when finishing this process. When the child is 18 months or older, it is possible to develop a plan of gradual weaning that can adjust to their routine, and please both mother and child - respecting everyone’s time and rhythm. When a mother is ready to move on and wishing to re-encounter herself, if we have a baby that is ready to communicate in other ways besides the breast, it is important to develop skills and a plan of action to give breastfeeding the beautiful end it deserves.

Briana Tillman  IBCLC, M. Ed, OMS-IIV

Briana Tillman is a 4th year medical student at Rocky Vista University College of Osteopathic Medicine interested in pursuing a residency in psychiatry. She was a La Leche League leader for 10 years and has been an IBCLC since 2014. Briana has three children and a menagerie of pets that keep her fully engaged in life.

Nick Sloan  BSME, OMS-IV

Nick Sloan is a 4th year medical student at Rocky Vista University College of Osteopathic Medicine interested in pursuing a residency in child and adolescent psychiatry. He has a background in mechanical and systems engineering but found his calling in medicine after volunteering for Health4Haiti in 2011. He lives in Colorado with his wife and they enjoy the outdoors.

Psychiatric Topics in Breastfeeding - 60 min

Due to the global shortage of mental health professionals,
many primary care providers have become the first-line responders to a wide variety of psychiatric concerns. While lactation consultants and breastfeeding support counselors are not called upon to diagnose and treat mental health disorders, they nonetheless often become enmeshed in the topic due to the holistic nature of breastfeeding management. An understanding of the major psychiatric topics that can arise during lactation consultation is therefore a valuable asset.

In this presentation, we will describe mental health benefits and drawbacks of breastfeeding, and explore the controversy surrounding the “breast is best” campaign as it regards maternal mental health. We will also briefly explore the pharmacological and non-pharmacological options in treatment of major psychiatric disorders (e.g. generalized anxiety, major depressive disorder, bipolar mood disorder, schizophrenia) as they relate to lactation. Finally, we will review the scientific literature related to potential long-term mental health effects of breastfeeding on babies.

Carole Hervé IBCLC, BNCLC
Carole Hervé is a private IBCLC (since 2011). She helps breastfeeding mothers at home or location of their choice, mostly in Paris and in the nearest neighborhood. Prior to opening her private practice, she has been a La Leche Leader since 2008. Carole is passionate about information-gathering, education, articles writing, communications and training to provide lactation consulting and sensitive support to the families she works with. She has been trained to support families with Alimentary Sensory Aversion issues by Catherine Senez, a speech therapist in 2013 and is also BNCLC (Biological Nurturing Certified Lactation Consultant®). She has been a speaker at GOLD 2012, she has translated GOLD 2013 into French and has been strongly involved in the coordination of the International Breastfeeding Day (Journée Internationale de l’Allaitement), an event organized by La Leche League France. Carole is the mother of three children born in 2001, 2003 and 2006.

Could Breastfeeding Help Prevent and Overcome Sensory Food Aversion? - 60 min
Children with Sensory Food Aversions consistently refuse to eat certain foods related to the taste, texture, temperature, smell and/or appearance. Feedings or mealtimes are therefore a displeasure for everyone. Oral disorders are eating disorders caused by hypersensitivity.

Food aversions are common and believed to occur along a spectrum of severity, with some children reluctant to try new foods, and refusing whole food groups (vegetables, fruits, meats). Indeed, after an aversive experience, some children tend to generalize and refuse foods that look and/or smell like the aversive food (e.g., aversion to broccoli may be generalized to all green foods).

Reactions to the aversive foods can range from grimacing to gagging, throwing up, or spitting out the food. Some babies cannot even accept to be touched near their face, or mouth, they may not accept to be held in a wrap. Some children can’t stand to have dirty hands, to walk in the sand, to be touched.

While this can be a challenge when a mother is trying to start solid food, this hypersensitivity may also even start with breastfeeding.

Babies need proper nutrition to grow and thrive, and difficulties with feeding in infancy can be a worrisome and become a dangerous condition. There are many different reasons why a baby may struggle with feeding. All merit evaluation and treatment. This conference aims at exploring solutions to support families who deal with oral aversion.

Cynthia Good MS, LMHCA, IBCLC
Cynthia Good, MS Clinical Psychology, is an International Board Certified Lactation Consultant, author, consultant, and internationally recognized speaker, and has served as an expert witness. She is the Director of LifeCircle Consulting. She is also a Certified Diversity Executive and is Certified in Acute Traumatic Stress Management. Cynthia has a strong interest in the emerging field of lactational psychology. She brings the evidence and insights of psychology and lactation consulting to her presentations, providing information and teaching skills that are essential to understanding and effectively responding to the complex psychosocial realities of families living in diverse contexts. The focus of her presentations includes equity, diversity, and inclusion; infant feeding rhetoric; perinatal mental health; perinatal loss, grief, and trauma; counseling techniques; ethics; serving as an expert witness in lactation-related court cases; cultural competence and humility; vitamin D; and more.

The IBCLC as Expert Witness: Role, Strategies, and Resources - 60 min
In many countries, expert witnesses serve the role of educating triers of fact on issues that are typically outside the experience and knowledge of lay people or professionals who do not have the needed expertise. IBCLCs can serve as expert witnesses in legal proceedings related to situations that involve lactation (e.g., divorce, custody, and visitation; protecting lactation in the work place). Serving well in this role requires a clear understanding of the strengths and constraints inherent in the IBCLC’s scope of practice, using strategies that can make an expert witness more effective, and knowing how to find relevant resources. This session provides IBCLCs with introductory information that will 1) help them make a more informed decision about becoming an expert witness and 2) allow them to perform more effectively and confidently in that role.
**Eithne Murray**  
IBCLC, Bed, MA, Dip Bfc  

Eithne Murray developed a passion for breastfeeding as a result of her own experience as a mother — a passion she did not know she had. She initially trained as a breastfeeding counsellor with NCT in the UK and, upon moving back to Ireland, trained as a breastfeeding counsellor with Cuidiú-the Irish Childbirth Trust, later becoming a tutor. She qualified as an IBCLC in 2009, and worked privately for a while. She now works predominantly in education. This presentation was based on the research undertaken for a dissertation on transition to motherhood as part of her studies for a Masters degree.

**Mothering Experiences: The Development of Self-Efficacy in First Time Mothers - 60 min**

**Aims:** The aims of this study were to explore the role of education and support in the development of self-efficacy in first-time mothers during the transition to motherhood.

**Methodology:** Using a qualitative approach, first-time mothers, whose babies were less than 15 months old, were recruited from among women who had attended various models of antenatal classes. They took part in a semi-structured interview on their experiences and personal constructs relating to the perceived quality of support they received were then elicited.

**Findings:** Becoming a mother was a process that held great meaning for all the mothers. For the women interviewed, breastfeeding was both a practice and a process which held meaning for these women. The impact of the various forms of antenatal classes in developing self-efficacy for all parental tasks is explored. The elicitation of personal constructs provides a novel format for women to evaluate the quality of the support they received – a topic which has been seldom researched.

**Elaine Burns**  
RM, RN, PhD

Dr Elaine Burns is a Registered Midwife and Senior Lecturer at Western Sydney University and Chair of the NSW Branch of the Australian College of Midwives. Elaine has worked in the area of midwifery and women’s health for more than two decades and has an established track record as clinician, educator and researcher. Her current research interests focus around midwifery practice during the early postnatal period and peer and professional breastfeeding communication. Elaine is passionate about improving support for women who are breastfeeding and the early transition to mothering.

**Liquid Gold from the Milk Bar: Health Professional Language and Practices When Providing Breastfeeding Support - 60 min**

The language and practices of health professionals can impact upon how a woman feels about breastfeeding and her breastfeeding baby. This presentation will report on the observed, and audio recorded, language used by health professionals during the early establishment phase of breastfeeding. Much of the language positioned breastfeeding as the mechanical production of nutritious fluid rather than a relational interaction between mother and baby. At times the infant was positioned as an antagonistic being with the capacity to ‘think and decide’ whether to cooperate with breastfeeding. An alternative discourse emerged from a more relationship-focused approach to breastfeeding support. This presentation will report on projects which have included the observation of interactions between breastfeeding women and midwives, and/or lactation consultants and/or trained breastfeeding peer supporters. Exemplars of best practice for health professionals, and peer supporters, who provide breastfeeding support during the early establishment of breastfeeding, will be provided.

**Elizabeth Johnson**  
MA

Elizabeth M. Johnson, MA is a trauma educator and peer support advocate in private practice. She helps people understand how sexual abuse affects sexual and reproductive health. She looks at how sexual abuse affects breastfeeding for example but also how traditional sex education ignores issues like how past abuse affects consent, teen pregnancy and risky behavior. Using a trauma lens, Elizabeth talks about everything sexual health related from Asking (about abuse) to Z(zzzz's) and everything in between. Elizabeth is the only educator in the world specializing in training and consulting on this topic.

In addition to training, speaking and consulting, Elizabeth has facilitated a free, weekly peer support group for sexual abuse survivors for over three years. She holds a Masters of Arts degree in Womens Studies from Southern Connecticut State University. Elizabeth identifies as a rape survivor and has worked with survivors since 2005. She lives in Durham, NC with her family.

**Connection Over Perfection: Practical Strategies for Supporting Challenging Parents - 60 min**

Have you have ever...  
...felt as if a new parent wasn't listening or even trying to sabotage your good efforts?  
or  
...suspected something is off or wrong because you can’t
get through to the person in front of you?
If so, this session is for you!

While the postpartum period is a vulnerable time for all new parents, parents with a trauma history and/or living in toxic stress can be especially challenging. The good news is that breastfeeding professionals and peer support advocates are in an optimal position to be effective and confident with these parents. Participants will learn why and how something as common as a trauma history can disrupt their good work. We will discuss trust-building practices, common mistakes to avoid and how to be effective with even the most “high needs” people. This is the practical, skills-building session that you’re looking for.

**Fiona Jardine** PhD Candidate, Advanced Lactation Consultant, Postpartum Doula

Fiona Jardine is a PhD candidate at the University of Maryland’s iSchool where she is conducting pioneering research into the experiences of those who exclusively pump human milk, specifically focusing on the information they need, how they find it, and what they do with it. In addition, she is able to provide insights into many different aspects of exclusive pumping thanks to the breadth of the data she collected; follow along with her findings here: bit.ly/EPresearch. Fiona is also an Advanced Lactation Consultant and a postpartum doula so that she can provide the support that she believes is so desperately needed, especially in the fourth trimester. Find out more about Fiona, and the Universal Breastfeeding Symbol she designed, on her website: fionamjardine.com.

**Breastfeeding Without Nursing: Why Do Some Breastfeenders Exclusively Pump and What Can We Do to Support Them? - 60 min**

Exclusively pumping (EPing) provides a solution to some breastfeeding problems, while still providing most of the benefits of human milk. In addition, the prevalence of EPing is on the rise. However, there is a lack of data on EPing, especially concerning the reasons for EPing and the information and support needs of EPers. My study collected qualitative and quantitative data on these (and many other) topics from over 2,000 EPers; the findings indicate that EPers often get no or bad advice from their health/lactation care providers. This poor knowledge of and negative opinions about EPing often contribute to EPers feeling frustrated and unsupported. In addition, these undesirable experiences threaten both the initiation and duration of breastfeeding-via-EPing. This presentation focuses on the reasons why EPers breastfeed without nursing, their feelings about EPing, their information needs, and what lactation care providers can do to better support EPers.

**Gina Weissman** DMD, RN, IBCLC

Dr. Gina Weissman began her career as a dentist, receiving her training at The Hebrew University Hadassah Medical School, Jerusalem. She is also a RN nurse, and has been working as an IBCLC, certified Lactation Consultant, since 1999. She teaches courses in human lactation for both medical professionals and future lactation consultants, mentoring them in preparation for the international exam of the IBCLC.

Dr. Weissman counsels mothers and releases tongue ties at her private breastfeeding clinic, HalavM. She is an expert in teaching mothers Instinctive Breastfeeding and the author of Mother’s Milk, a Video Guide to Breastfeeding (Hebrew/Arabic/English).

Dr. Weissman is an international lecturer and the president of the Israeli Association of Certified Lactation Consultants.

She lives in Israel with her husband Amir and four sons.

**A Case for Clipping, a Case for Waiting: Difficult Decisions in Clinic - 60 min**

Institutions: Department of Nursing, Laniado Hospital, Netanya, Israel, Halav-EM Breastfeeding Clinic

Background: As far as anterior tongue tie is concerned, there is a growing, vast body of knowledge that has been validated. As for posterior tongue tie, the scientific evidence is lacking and the assessment tools are not uniform among practitioners.

Medical diagnoses are not part of the scope of practice of Lactation Consultants. Hence, there is a lot of confusion among professionals (both Drs and Lactation Consultants), resulting in over diagnosis and over treatment on the one hand, and also under treatment on the other.

Aims: To present a unique perspective of an experienced Lactation Consultant who is also a dentist, experienced in diagnosing and treating various types of tongue ties.

Narrative: The discussion will focus on the clinical dilemmas regarding releasing posterior tongue ties and their implications for breastfeeding in newborns as well as in older babies.

Clinical cases of babies with posterior tongue ties will be shown to demonstrate how exclusive breastfeeding can be achieved in clinical cases with posterior tongue ties that were not released. Cases of anterior and posterior tongue ties that had been released although breastfeeding was going well will also be shown. In these cases, additional factors were taken into account, such as the palate structure and the additional consequences...
that Ankyloglossia may have later in life.

Conclusions: In some cases of posterior tongue ties, good breastfeeding counseling can make the action of releasing the tongue redundant. However, then we are left to consider conservatively what other effects Ankyloglossia may have on our body.

**Kathleen Kendall-Tackett  PhD, IBCLC, FAPA**

Kathleen Kendall-Tackett is a health psychologist and International Board Certified Lactation Consultant, and the Owner and Editor-in-Chief of Praeclarus Press, a small press specializing in women's health. Dr. Kendall-Tackett is Editor-in-Chief of two peer-reviewed journals: Clinical Lactation and Psychological Trauma. She is Fellow of the American Psychological Association in Health and Trauma Psychology and Past President of the APA Division of Trauma Psychology. Dr. Kendall-Tackett specializes in women's health research including breastfeeding, depression, trauma, and health psychology, and has won many awards for her work including the 2017 President's Award for Outstanding Service to the Field of Trauma Psychology from the American Psychological Association’s Division of Trauma Psychology. Dr. Kendall-Tackett has authored more than 460 articles or chapters and is author or editor of 38 books.

**Lessons to Learn from Fed Is Best: How Can We Improve Our Care? - 60 min**

Fed is Best is a foundation with a major social media presence who seek to warn parents and practitioners about the dangers of insufficient exclusive breastfeeding. Through their social media campaigns that have galvanized a backlash against exclusive breastfeeding, lactation care providers, and the Baby-Friendly Hospital Initiative. Although lactation specialists disagree with much of their content, they have raised awareness about mothers who do fall through the cracks of our care system and may suffer as a result. The steep drop-off in rates of exclusive breastfeeding is an indication of this. This presentation will examine three provider-level barriers that negatively impact breastfeeding and what we can do to improve care so that mothers will reach their breastfeeding goals.

**Katrina B. Mitchell  MD, IBCLC, FACS**

Katrina B. Mitchell, MD is a board-certified general surgeon and fellowship-trained breast surgical oncologist who provides surgical care for women with breast cancer and benign breast disease. She also treats challenging maternal complications of lactation, and has a special interest in pregnancy-associated and postpartum breast cancer. She is an assistant professor of surgery at the University of New Mexico and practices at Presbyterian Healthcare Services, a MD Anderson Cancer Center Network hospital in Albuquerque, New Mexico.

**Maternal Complications and Breast Masses in Breastfeeding - 60 min**

The purpose of this presentation is to first review basic components of the breast physical exam, and then transition into the management of challenging maternal complications of lactation. We also briefly will review breast imaging that may be required for diagnostic purposes in this setting.
Lourdes M. Santaballa Mora IBCLC, IYCFS, BA

Lourdes Santaballa is a community activist and organizer, with a background in domestic violence, affordable housing, and economic equity advocacy. A La Leche League leader from 2009-2017 and IBCLC since 2011, she was the founder of the lactation program at sePARE, providing coordinated services to low income families, leading it to receive the ILCA Care Award and received the Wilson-Clay Hoover Award for Research. Lourdes received the notorious Drs. Ruth Lawrence and Audrey Naylor Legacy Scholarship in 2016 by the United States Breastfeeding Committee, the Miriam H. Labbok Award for Excellence at the Breastfeeding and Feminism conference in 2018 and is currently completing her master's degree in clinical nutrition. In October 2017, following Hurricanes Irma and Maria, Lourdes founded Alimentación Segura Infantil or ASI, an infant and Young Child feeding program focused on increasing breastfeeding, leadership and training in marginalized communities in Puerto Rico.

Equity and Safer Infant Feeding in Times of Disaster and Civil Unrest - 60 min

In times of civil instability and changing global climate, we risk natural disasters, infrastructure failure, terrorist situation, police brutality, mass migration, chemical accident, war or other type of emergencies. Infants and young children under the age of 2 are the most vulnerable due to their dependence on adults for survival and their delicate physiology. We know that lactation in emergencies saves lives, yet the unrest that occurs in the days immediately after the disaster may contribute to premature weaning. At the same time, many babies are not breast or chestfed at all or only partially. This session will explore the methods to preserve breastfeeding, decrease the use of formula and other human milk substitutes, promote relactation, and teach appropriate complementary feeding in a disaster appropriate, low tech and resource limited environment. We will also discuss the colonial and patriarchal of humanitarian relief and how to make equity our focal point.

Micaela Notarangelo PhD, IBCLC

Micaela Notarangelo, PhD, IBCLC, RLC, obtained her IBCLC certification in 2010. She has a private lactation consultant practice in Lerici, Italy and takes a particular interest in everything that concerns breastfeeding science and medicine. From 1992 to 2001, Micaela lived in Japan, where in 1998 she earned a PhD in Economics at Hokkaido University, Sapporo. She also worked as assistant professor at Hokkaido University and Utrecht University. After returning to Italy, she became a La Leche League Leader in 2005 and was the Area Professional Liaison of LLL Italy from 2010 to 2013. In 2017, together with Chiara Toti, IBCLC, Micaela has developed a new two-day course for health care providers about breastfeeding support for babies with lip and/or palate cleft. The course has been held, with the financial support of Aismel, a parents’ association, in several major Italian hospitals.

Is Teaching the Same as Marketing? Ethics and International Code Considerations When Discussing Bottle/Teat Use - 60 min

IBCLCs and other healthcare providers know that best practices use a parent-centered model: crafting a care plan individualized to the family’s needs. The plan may involve medically-indicated use of formula; there may be supplementation that involves the use of a bottle-and-teat. Can a health worker even offer this teaching, while respecting the International Code of Marketing of Breast-milk Substitutes, and professional practice-guiding documents? What if her colleagues (loudly) accuse her of not following the International Code requirements? When does “teaching” cross the line, and become “marketing” of products that fall within the scope of the International Code? Who said this teaching has to be done one-on-one ... and what happens if it occurs on-line? This session is an analysis of the ethical and legal framework when healthcare providers offer suggestions to breastfeeding or bottle-using families about the use of bottles, teats and infant formula.

Nancy Williams MA, MFT, CCE, IBCLC

Nancy has been providing information and assistance to childbearing families for over 40 years. Her second career is that of a Marriage and Family Therapist. Her passion is in combining perinatal information with Psychology in order to create a more holistic view of parents and babies. She is an adjunct faculty member of Brandman University’s psychology department with an emphasis in Human Development. She is an author and national and international speaker.

Teens and Breastfeeding - 60 minutes

Current information on working with teen mothers includes issues such as body art, nutrition, grandmothers, and adolescent brain development. Strategies for connecting with and teaching these mothers will be addressed.
Natalie Shenker  BM BCh (Oxon), PhD (Imp)

Dr Natalie Shenker is a former surgeon, scientist, and the cofounder of the Human Milk Foundation, which aims to ensure more babies are fed with human milk. As well as supporting a range of educational and research studies, the HMF aims to ensure assured access to screened donor milk through a network of human milk banks based on the cost-effective innovative model of the Hearts Milk Bank (HMB). Milk banks provide screened breastmilk to premature babies whose own mothers need time to establish breastfeeding, protecting them from a range of life-threatening complications and supporting the mother to breastfeed. The HMB has been operating in the UK for 18 months, and has supported neonatal units as well as families in the community where breastfeeding is impossible or taking time to establish.

The Resurgence and Role of Human Milk Banking - 60 min

Evolution has created human milk as a way to protect the baby postnatally, patterning the immune system and microbiome, and providing diverse developmental cues for each organ system to develop normally. Milk also provides nutrition. When screened donated human milk (DHM) is available, mothers facing the most stressful circumstances of having an ill premature baby tend to have high chances of establishing breastfeeding. If donor milk is used appropriately as a bridge to lactation, they are less likely to perceive that their bodies have failed. The work of the Hearts Milk Bank over 18 months have laid the foundation for a UK-centred drive to upscale milk bank capacity, facilitate research to determine the optimal use of donor milk, and support a shift in perception about the role of human milk, underpinned by the latest science.

Nicola Singletary  PhD, MAT, IBCLC

After studying biology in college, after studying biology at Meredith College in North Carolina, Nicola Singletary, PhD, MAT, IBCLC spent the early part of her career sharing her love of science with middle school students. It was not until after the birth of her first child in 2007 and the challenges she faced breastfeeding that she became interested in pursuing a career in breastfeeding support. She enrolled at North Carolina State University to study human nutrition and completed the Mary Rose Tully Training Initiative through the Carolina Global Breastfeeding Institute at UNC Chapel Hill in 2012. In the fall of 2013, she opened Harmony Lactation, LLC with the goal of helping mothers meet their breastfeeding goals. She recently completed her PhD in Nutrition and is a postdoctoral researcher at NCSU; her research focuses on breastfeeding education. She is also co-owner of Next Level Lactation, an educational and consulting company for lactation professionals.

Funny Tasting Milk: The Biochemistry and Clinical Applications of Human Milk Oxidation vs. High Lipase Action - 30 minutes

Some breastfeeding parents find that their stored milk tastes sour or rancid, and sometimes this milk is refused by their baby. These flavors and odors are often described as metallic, fishy, rancid, sweaty or soapy. But what exactly causes these ‘off’ flavors and what can be done about milk that is refused? Is the solution always to scale milk? Milk with high lipase action leads to milk with increased levels of free fatty acids during storage that can produce rancid and sweaty flavors. Enzymes such as lipase can be inactivated by heating prior to milk storage. Milk with high levels of polyunsaturated fatty acids is susceptible to fat oxidation during storage leading to fishy and metallic flavors. Storage recommendations to reduce oxidation of fatty acids in milk include using short storage times, thawing at cold temperatures, and avoiding light exposure during storage. Case studies of both oxidized milk and high lipase action will be presented along with possible solutions.

Sekeita Lewis-Johnson  BSN, RN, IBCLC, DNpc

Sekeita Lewis-Johnson is a Registered Nurse and International Board-Certified Lactation Consultant (IBCLC). She earned her Bachelor of Science degree in Nursing from Michigan State University in 1997. Most of her career has been as a labor and delivery nurse, with almost 10 years of experience as a Lactation Consultant. She consults with clients in the hospital setting, as well, as outpatient settings. She is currently a Doctor of Nursing Practice candidate at Wayne State University. Passionate about breastfeeding and its health outcomes, Sekeita provides lactation services with an emphasis on exclusivity.

Sekeita recently received “The People’s Choice Award” from the Michigan Council of Nurse Practitioners for her Poster Presentation titled: Implicit Bias of Health Care Providers and Breastfeeding Disparities Amongst African American Women. Additionally, she was awarded “IBCLC of the Decade” by Black Mothers’ Breastfeeding Association. She participated in a Community Innovations Project for the Massachusetts Institute of Technology (MIT). She is currently the President of Black Mothers’ Breastfeeding Association.

Marijuana and Breastfeeding: A Second Look, A Better Approach - 60 minutes

Legalization of marijuana for medicinal and recreational purposes presents challenges for health care providers in
maternal-child health. Inconsistent messaging regarding marijuana use and lactation management is creating alarm for patients and health care organizations alike. Oftentimes, policies and policing of marijuana use are filtered by biases. This webinar will explore current literature regarding marijuana use and breastfeeding, as well as, confusing and inconsistent messaging and policies regarding marijuana use while breastfeeding. Discussion will include recommendations for equitable care practices regarding this topic.

Stephanie Carroll MBA, IBCLC, CLC, CLS

Stephanie Carroll is an International Board Certified Lactation Consultant (IBCLC) who lives in southeast Ohio with her two daughters. She founded the Appalachian Breastfeeding Network in May of 2016. Now has grown to over 500 members across 15 states. Stephanie owns a private practice and works for a Breast Pump DME part-time. She also works as a speaker and marketing manager for Lactation Education Consultants. She continues to work towards transformation of breastfeeding culture, women's health equity, and increasing access to care in Appalachia, giving a voice to Appalachia, which continues to be underserved and overlooked.

Barriers to Breastfeeding in Appalachia: A Sociocultural Perspective - 60 min

Appalachia - the physical region along the Appalachian mountains, stretching from southern New York to northern Alabama, is often described as simply an area on a map of the United States. However, Appalachia is a separate entity and culture from the rest of the country in many ways. Breastfeeding trends and attitudes can be quite different in this area, and we notice a much lower rate of initiation and duration rates that coincide with these cultural attitudes.

The issue of lower breastfeeding rates in Appalachia goes beyond poverty – as many women in the region are willing to travel out of the area to receive good care. Why isn't access to care easier to obtain in these rural areas? Why are women getting most of their prenatal education from their family members – making much of the education outdated and incorrect? Why have these women lost trust in their healthcare providers that are local?

The answers to these question reverts back to two major conclusions:

1. Women are still considered second class in Appalachia and;

2. Many healthcare providers do not understand Appalachian culture in order to serve them in the best way possible.

This presentation will discuss: a. What these specific barriers are; b. How we, as health professionals, can approach these barriers; c. How to help to create a new culture trend; and d. How to empower Appalachian women to take none of their healthcare – specifically their birth and breastfeeding journey.

Shu-Fang Wang PhD, RN, CNM, IBCLC

President, Chinese Lactation Consultant Association

PAs the founders of both Taiwan Academy of Breastfeeding and Chinese Lactation Consultant Association, Shu-Fang Wang took an active role in initiating most of the crucial strategies in protecting, promoting and supporting breastfeeding in Taiwan, which includes implementing of BFHI-Taiwan modified version, starting the M2M support groups and peer counselors training program, organizing the first professional breastfeeding educator's training, just to list a few. She holds a PhD in Women Health from Kaohsiung Medical University. In 2007, she became one of the first 6 IBCLCs in Taiwan. Since then, she has practiced as an IBCLC in Tzu Chi Hospital, Hualien, Taiwan, about 10 years. She also devoted great amount of time in lactation education. She is also the chief editors of three popular books, the Chinese version, "Breastfeeding an illustrated guide to diagnosis and treatment (2010)"; “Core Curriculum for Lactation Consultant Practice (3rd edition 2017); and “Comprehensive Lactation Consultant Exam Review (4th edition, 2017)”. In addition, one of the authors as well as the chief editor for the Chinese Textbook “Breastfeeding theory and practice (2012 & 2015 version)".

B Theory of Breastfeeding: Baby-Breast-Brain-Backup Axis (Mindfulness-Based Stress Reduction) - 60 min

Breast is best. The World Health Organization recommends that exclusive breastfeeding for at least the first six months after birth. Breastfeeding 10 times a day and each lasts for 30 minutes for 180 days; that sum up to 54,000 minutes devoted for “healthy next generation”. Wang (2008) propose the B theory of breastfeeding: Baby-Breast-Brain-BackUp axis, an interpretation and application of the lactation mechanism with a new perspective. Breastfeeding is involving physical, psychological and social aspects of life. How does the lactation consultant based on counseling skills, apply the Mindfulness-Based Stress Reduction (MBSR) to empower breastfeeding women, who can activate the positive brain feedback, prompt oxytocin reflexes, and bravely express individual needs. A breastfeeding friendly society therefore be fostered and the breastfeeding family could truly enjoy their breastfeeding goals & lives.
Tamara Drenttel Brand MA, MPH, IBCLC

Tamara Drenttel Brand, IBCLC, holds an MA in Near Eastern Studies from the University of Arizona and a Master’s in Public Health (MPH) from the American University of Beirut. An American by birth, but an expat in practice – she has spent 10 years in the Middle East, where she worked as a public health practitioner, maternal and child health consultant and an IBCLC. She has had the privilege of working with breastfeeding dyads from all over the world in both in private practice and as a La Leche League Leader. In 2011, she founded and still actively facilitates “Mama 2 Mama Beirut Breastfeeding Support,” the largest breastfeeding peer support network in the Middle East. Tamara enjoys creating DIY breastfeeding ‘hacks’ and free/low-cost lactation resources, which she details on Galactablog.com – a lactation site she founded “for lactation specialists and those aspiring to be.”

In her spare time, she is a furniture artist, avid upcycler and is becoming a specialist in rare, orphan diseases in a picturesque seaside village in Ireland, where she recently moved with her husband, 7 year- old son and rescued Arabian Mau.

Reflections on a Breastfeeding Peer Counselor Program in Lebanon: Lessons Learned and Looking Forward - 60 min

Breastfeeding rates are exceptionally low in Lebanon. Only 40% of mothers exclusively breastfed through the first month and 2.4% continued to exclusively breastfeed between 4 and 5 months. In 2012, I developed, implemented and evaluated a pilot Breastfeeding Peer Counselor (BPC) Training Program in Beirut, Lebanon. I chose this format since BPCs are adaptable to local contexts and studies have shown that that improve rates of breastfeeding initiation, duration, and exclusivity in a variety of settings and across diverse populations.

The program successfully trained 8 BPCs and led directly to the establishment of the largest mother-to-mother peer breastfeeding online support network in the Middle East (over 11,000 members to date). This presentation will provide participants with the knowledge to develop, adapt, and implement their own BPC Training programs suited to their local context. In addition, this presentation will reflect upon ethical considerations of such programs and will offer guidance on the process of program evaluation. This will allow participants to identify their own program’s strengths and weaknesses, which can improve the effectiveness of subsequent organizations.

Panel Discussion 2019

Amy Brown PhD, Professor

Professor Amy Brown is based in the Department of Public Health, Policy and Social Sciences at Swansea University in the UK. With a background in psychology, she has spent the last thirteen years exploring psychological, cultural and societal influences upon infant feeding decisions in the first year. Her research seeks to understand how we can shift our perception of how babies are fed away from an individual mothering issue to a wider public health problem – with societal level solutions. Dr Brown has published over 60 papers exploring the barriers women face in feeding their baby during the first year. She is a mother to three human children and three book babies: Breastfeeding Uncovered: Who really decides how we feed our babies, Why starting solids matters, and The Positive Breastfeeding Book: Everything you need to feed your baby with confidence. She is a regular blogger, aiming to change the way we think about breastfeeding, mothering and caring for our babies.

Kathleen Kendall-Tackett PhD, IBCLC, FAPA

Kathleen Kendall-Tackett is a health psychologist and International Board Certified Lactation Consultant, and the Owner and Editor-in-Chief of Paeclarus Press, a small press specializing in women’s health. Dr. Kendall-Tackett is Editor-in-Chief of two peer-reviewed journals: Clinical Lactation and Psychological Trauma. She is Fellow of the American Psychological Association in Health and Trauma Psychology and Past President of the APA Division of Trauma Psychology. Dr. Kendall-Tackett specializes in women’s health research including breastfeeding, depression, trauma, and health psychology, and has won many awards for her work including the 2017 President’s Award for Outstanding Service to the Field of Trauma Psychology from the American Psychological Association’s Division of Trauma Psychology. Dr. Kendall-Tackett has authored more than 460 articles or chapters and is author or editor of 38 books.

Nekisha Killings MPH, IBCLC, LLLL

Nekisha Killings MPH, IBCLC is an experienced marketer, writer, equity strategist, and international board certified lactation consultant. After spending years in consumer-packaged goods marketing and community partnership building, followed by a decade of public relations and ghostwriting, she found her life’s work in lactation support and maternal and child health equity through her personal experiences with birth and breastfeeding. Nekisha contributed the chapter on Cultural Humility in the latest Core Curriculum for Interdisciplinary Lactation Care. She acts as equity strategist for lactation-related organizations that seek to better reach underserved communities. Recently, she co-founded Nikki & Nikki: Lactation Career Consultants, an organization dedicated to equipping aspirants of color to sit the IBCLC exam.
In addition to being spouse to an active duty United States Air Force member, Nekisha also homeschools three little future world changers and enjoys writing and research on the impact of historical trauma on families’ breastfeeding experiences today.

**It’s Time For a Change in the Way We Market Breastfeeding and Human Milk – 60 min**

We don’t often think about “marketing” breastfeeding/chestfeeding and human milk, but when it comes to public health messaging, that’s exactly what we’re doing. Marketing is defined as “the action or business of promoting and selling products or services, including market research and advertising”. Recent public health campaigns have been successful at increasing breastfeeding initiation rates, but the duration of exclusive breastfeeding remains low, certain groups that question the safety of exclusive breastfeeding are gaining traction, and lactation professionals continue to be seen as “pushing breastfeeding” and causing feelings of guilt of shame. Clearly it is time for a change. This panel of experts will look at the reasons why marketing of breastfeeding and human milk is important, the impact of recent marketing campaigns, and what we could be doing better.
Conference Add-ons

Focus on Foundations Lecture Pack 6 Hours

When it comes to caring for breastfeeding/chestfeeding families, there are certain foundational skills that we should all be well versed in. This package is perfect for everyone who wants to make sure that their foundation of knowledge is strong and up to date with the latest evidence. Getting milk production off to a good start, latch and positioning, breast assessment, infant oral assessment, history taking and care plan development will all be covered in detail by our expert speakers.

Getting Milk Production off to a Good Start
Carmela Kika Baeza MD, IBCLC - 60 minutes

Positioning and Latch for Breastfeeding
Catherine Watson Genna BS, IBCLC - 60 minutes

Performing Physical Breast Assessment
Katrina Mitchell MD, FACS - 60 minutes

Taking a Lactation History: From Pregnancy to Postpartum and Beyond
Lisa Amir MBBS, MMed, PhD, IBCLC, FABM - 60 minutes

Infant Oral Assessment: Exploring Anatomy and Function Beyond the Frenulum
Melissa Cole MS, IBCLC - 60 minutes

Marching Orders: Developing Practical and Impactful Care Plans
Nekisha Killings MPH, IBCLC - 60 minutes

Tools of the Trade Lecture Pack 6 Hours

Sometimes, tools are a necessary part of supporting breastfeeding/chestfeeding. Learn more about the what, when, why and how from the experts in the field. Finger feeding, bottles and artificial nipples, nipple shields, dietary and herbal galactagogues, breastpumps, and at breast supplementers will all be covered in this comprehensive package.

Finger Feeding: What Do We Know? What Should We Know?
Alison Hazelbaker PhD, IBCLC, FILCA, RCST - 60 minutes

Meet Me in the Nipple Aisle
Amy Peterson IBCLC & Mindy Harmer CCC-SLP, CLC - 60 minutes

The Great Nipple Shield Debate
Barbara Robertson BA, MA, IBCLC, RLC, LLL - 60 minutes

Beyond Fenugreek: An Individualized Approach to Dietary and Herbal Galactagogues
Melissa Cole MS, IBCLC - 60 minutes

The Proficient Pumper
Alyssa Schnell MS, IBCLC - 60 minutes

Thinking Outside the Box to Increase Breastfeeding in Communities of Colour
Tytina Sanders-Bey CLC - 60 minutes
Virtual Exhibitors

GOLD Learning invites you to exhibit at our next series of online conferences. As a conference exhibitor, your information will be made visible to all public visitors and registered delegates. Plus conference attendees will be encouraged to interact with exhibitor throughout the conference period.

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No need to travel! Your virtual exhibition exposure begins as soon as you sign on and runs until 1 month after the conference period ends. Get in early to maximize your visibility

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Attend yourself, offer it through a contest or sponsor someone that could benefit from the education. A great way to reward your customers ($250 USD Value)

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Cost - USD $50 and can be purchased at time of registration. 10% Discount will automatically be applied to your registration.
Registration

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Prices in USD

*Group, Institutional, Student & Country Discounts Available

**Payment**

Registration can be completed via Credit Card (Visa, Mastercard), Cheque, Bank Transfer or Wire Transfer. Cheque, bank transfer & wire transfer options will incur an additional $20 processing fee and access to the conference will be made available once the payment comes in. Credit card payments receive immediate access to the Delegates Area.

**Groups**

Receive a discount when you register as a group of 10 or more individuals. We ask one person to coordinate the registration information and payment for all the members and submit as a single payment during group registration. Become a Group Coordinator to enjoy perks!

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To complete your group registration via a credit card, full group payment will be required. For alternate payment options, we ask if you could send a combined transaction total for your group.

**Institutional License**

For Hospitals, schools and other qualifying institutions of 30 or more seats, please contact us for institutional pricing.

**Registration Categories**

As an international conference, we are sensitive to the fact that not all countries are economically equal. As breastfeeding advocates we recognise that people in these countries generally have the most need for this information and limited resources, which is why in addition to our standard registration options, this year we are offering a special registration fee for residents from countries that fall in Cat. B, C & D. The Categories are based of the World Bank Data. Please view our Reduced Rate Terms. Proof of residency may be required.

**Category A**

Andorra, Antigua and Barbuda, Aruba, Australia, Austria, Bahamas, Bahrain, Barbados, Belgium, Bermuda, British Virgin Islands, Brunei Darussalam, Canada, Cayman Islands, Channel Islands, Chile, Curacao, Cyprus, Czech Republic, Denmark, Estonia, Faroe Islands, Finland, France, French Polynesia, Germany, Gibraltar, Greece, Greenland, Guam, Hong Kong, Hungary, Iceland, Ireland, Isle of Man, Israel, Italy, Japan, Rep. Korea, Kuwait, Latvia, Liechtenstein, Lithuania, Luxembourg, Macao, Malta, Monaco, Netherlands, New Caledonia, New Zealand, Northern Mariana Islands, Norway, Oman, Palau, Poland, Portugal, Puerto Rico, Qatar, San Marino, Saudi Arabia, Seychelles, Singapore, Sint Maarten (Dutch part), Slovak Republic, Slovenia, Spain, St. Kitts and Nevis, St. Martin (French part), Sweden, Switzerland, Trinidad and Tobago, Turks and Caicos Islands, United Arab Emirates, United Kingdom, United States, Uruguay, Virgin Islands (U.S.).

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**Category C**


**Category D**


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How GOLD Works

The 2019 GOLD Lactation Conference kicks off on April 1, 2019 with our Free Live Keynote Presentation and is followed by a series of “Live Days” which are held over the following weeks. Each Live Day consists of 4 or more Live Speaker Presentations followed by a Question & Answer Session after each presentation. This year, we’ve made attending Live presentations even easier with convenient presentation times to fit a range of international timezones.

Each presentation is recorded and we make recordings available in the Delegates Area at the end of each Live Day. Conference Attendees will have until June 3, 2019 to watch as many presentations as they like. Those with GOLD Annual Membership will have until June 24, 2019.

1. Registration

Early Bird Registration for the Conference opens on January 21, 2019. Registration is very easy and only takes a few minutes to complete. In addition to the discounted early bird rate for individual Delegates, there are additional discount savings for groups and those from certain Countries.

- Early Bird Registration Opens: January 21, 2019
- Regular Registration Opens: March 16, 2019
- Final Day for Registration: May 13, 2019

2. The Delegate Area

After Registration, you will be sent login details that will give you access to the Conference Delegates Area. From this page, your GOLD Experience begins!

- Print Custom Live Presentation Schedule
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Viewing Presentations is easy with our Virtual Meeting Rooms! All you need is a computer & an internet connection. Watch Presentations LIVE or view the Recordings the following day.

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After each presentation, simply check off your attendance on our Attendance Record page. Once all complete, submit your final attendance record to unlock your Conference Certificate.

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Continuing Education Credits

For our GOLD Lactation 2019 Conference, we’ll be offering 27.5 hours of continuing education for the main conference. The following credits have been applied for:

**CERPs**
Applicable to IBCLC Lactation Consultants, Certified Lactation Consultants (CLCs), CBEs, CLE, Doulas & Birth Educators. GOLD Learning is designated as a Long Term Provider of CERPs by the International Board of Lactation Consultant Examiners (IBLCE) -Approval #CLT114-07.

**CMEs - Continuing Medical Education**
Applicable to Physicians, Nurse-Midwives and those that require AAFP CME credits. This program will be reviewed and made acceptable for credit by the American Academy of Family Physicians.

**CNEs - Nursing Contact Hours**
This program has applied for Contact Hours from the American Nurses Association of Massachusetts. ANA Massachusetts is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center’s Commission on Accreditation.

**Midwifery CEUs - MEAC Schools**
Applicable to NARM Certified Professional Midwives and those require MEAC Certified Education. This program has applied for MEAC CEUs by the Midwifery Education Accreditation Council.

**Dietetic CPEUs - Dietetic Continuing Education Units**
This program has applied for Dietetic CPEUs by the Commission on Dietetic Registration the credentialing agency for the Academy of Nutrition and Dietetics.

**GOLD Lactation 2019 Add-ons**
CERPs, CMEs, CNEs, MEAC Midwifery CEUs and Dietetic CPEUs for the Focus on Foundations Lecture Pack (6 hours) and the Tools of the Trade Lecture Pack (6 hours) have been applied for.

Please visit our [Continuing Education page](#) for the most current information on approved continuing education credits and a list of instructional hours.

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