

BREASTFEEDING DYADS MATTER

March 3-4, 2016

Berkeley, CA USA

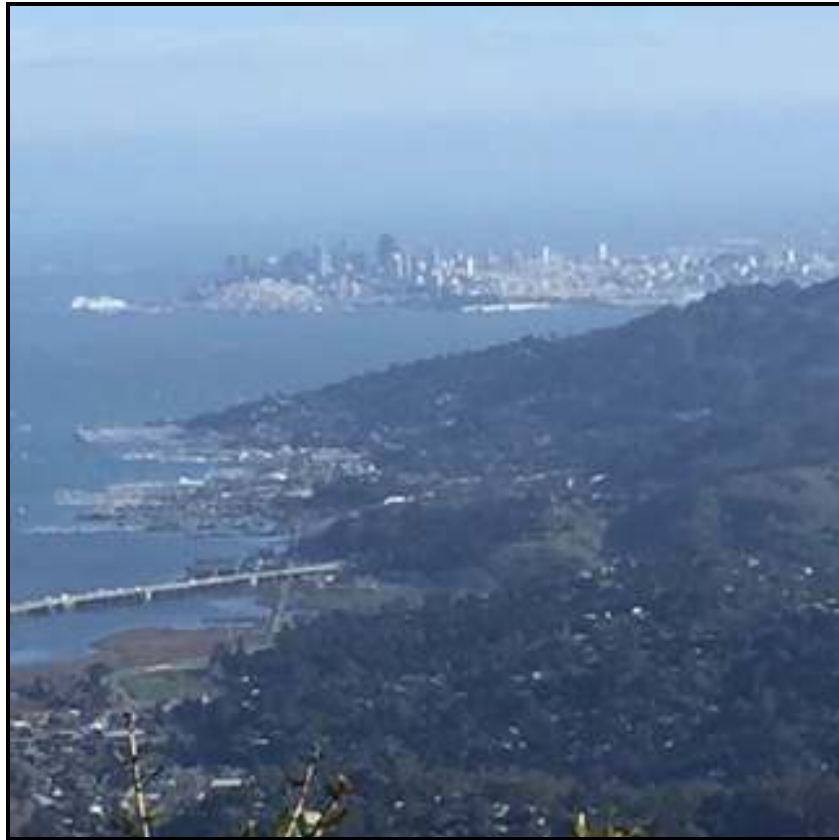


Photo by Sue Wirth

Presented by SWAG Conferences LLC
SWAGconferences.org

Featuring: E. Stephen Buescher, M.D. and Catherine Watson Genna, B.S., IBCLC

FACULTY

E. Stephen Buescher, M.D.



Dr. Buescher received his M.D. degree from Johns Hopkins University School of Medicine (Baltimore, MD) in 1975. After completing an internship in Internal Medicine at Baltimore City Hospitals, he complete his Pediatric residency at the Johns Hopkins Hospital in 1979. Following fellowship training in the Laboratory of Clinical Investigation, NIAID, NIH, he joined the Pediatric faculty at the University of Texas Medical School at Houston in 1984 where he began laboratory studies examining the anti-inflammatory characteristics of human milk. In 1992, he joined the Pediatric faculty at Eastern Virginia Medical School (EVMS) in Norfolk, Virginia, where he became a Professor of Pediatrics in 1999. At present, Dr. Buescher practices pediatric infectious diseases at the Children's Hospital of The King's Daughters in Norfolk where he is also the Medical Director of Infection Control and the Medical Director of the Clinical Microbiology laboratory. At EVMS, Dr. Buescher is the Director of the Pediatric Infectious Disease Fellowship Training Program. He continues to have laboratory interest in the anti-inflammatory characteristics of human milk and hospital microbiology. Dr. Buescher has been an invited speaker at the Academy of Breastfeeding Medicine annual conference, at the Hale-Hartmann Breastfeeding Conference and at both National and International Chapters of the La Leche league. In 2005 he received an Award of Recognition from La Leche League International.

Catherine Watson Genna, BS, IBCLC



Catherine Watson Genna has been an IBCLC in private practice in NYC since 1992. She has a special interest in the anatomical, genetic and neurological influences on infant sucking skills, and writes and speaks on these topics. She serves as associate editor of Clinical Lactation. Catherine's research includes using ultrasound and cervical auscultation to study sucking and suck:swallow coordination in infants with ankyloglossia as well as biomechanical aspects of breastfeeding. She is an avid clinical photographer and the author of Supporting Sucking Skills in Breastfeeding Infants (Jones and Bartlett Publishers, 2013 and 2008) and Selecting and Using Breastfeeding Tools (Hale Publishing, 2009).

Thursday, March 3, 2016

- 7:30- 8:00 Registration and Continental Breakfast
- 8:00- 8:15 Welcome and Introductions
- 8:15- 9:15 Human Milk—It's Not Just Food
- 9:15- 9:30 Break
- 9:30-11:00 Is It The Mother or The Infant?
- 11:00-11:15 Break
- 11:15-12:15 A Prebiotic/Probiotic Primer
(symbiotic nature of human milk & the components that interact to form the symbiosis)
- 12:15- 1:15 Lunch
- 1:15- 2:30 Introduction to Sensory Processing and Breastfeeding
- 2:30- 2:45 Break
- 2:45- 3:45 CMV From A to Z Humans
(CMV as a birth/breastmilk related infectious agent: epidemiology, risk factors, treatment)
- 3:45- 4:00 The Zika Virus
- 4:00- 4:15 Break
- 4:15- 5:00 Assessing Suck/Swallow Patterns

Friday, March 4, 2016

7:30- 8:00 Continental Breakfast

8:00- 9:30 Preventing Failure to Thrive in Breastfeeding Infants

9:30- 9:45 Break

9:45-10:45 Mastitis
(epidemiology and pathophysiology of lactational mastitis)

10:45-11:00 Break

11:00-12:00 Nuances of Latch

12:00- 1:00 Lunch

1:00- 2:00 Human Milk Folklore

2:00- 2:15 Break

2:15- 3:45 Using Supportive Techniques for Biomechanical Sucking Challenges

3:45- 4:00 Break

4:00- 5:00 Microbiome Matters
(the evolving microbiomics of the breast, the placenta and human milk)

CONFERENCE DETAILS

GOALS

Explore the cultural, social, political, physical, psychological, ethical and clinical context of lactation. Facilitate networking amongst those who work with breastfeeding families.

CONTINUING EDUCATION CREDIT

California Board of Registered Nursing, Provider Number: CEP 154807.
International Board of Lactation Consultant Examiners CERPs applied for
Instructional hours on the IBLCE Exam Blueprint

Thursday

9 CEs
6.5 L CERPs
6.5 Hours

Friday

8.4 CEs
7.0 L CERPs
7.0 Hours

DRAWINGS

There will be multiple drawings at the conference. Tickets will be \$1 and \$5.

ADVERTISING

For inquiries regarding exhibits/ads/sponsorship opportunities contact Sue Wirth at **SWAGconferences@aol.com** or see our website for the exhibit brochure: SWAGconferences.org.

CANCELLATIONS

Written requests are due by February 2, 2016 for a full refund, less a \$50.00 processing fee.
Send to: Sue Wirth, 1132 Contra Costa Drive, El Cerrito, CA 94530 or email SWAGconferences@aol.com.

BABIES AT THE CONFERENCE

Quiet infants in arms-no strollers please.

SUBSTITUTIONS

We reserve the right to change the program/speakers as necessary.

***AGENCY SPONSORSHIP** All attendees are held primarily responsible for all registration fees. If your workplace or other agency is paying your registration fee; register as soon as possible with a note to Sue Wirth telling her that the payment will follow. Attendance and receiving the completion certificate and continuing education credits are contingent on all conference fees being paid by the beginning of the conference.

SITE/DIRECTIONS

Hs Lordships, 199 Seawall Drive, Berkeley, CA 94710

510-843-8144

Free and Ample Parking

FROM THE NORTH- Take I-80 West to Berkeley. Exit at University Ave. Follow Loop West to University Ave. Left on University Ave. Stay left. Left at stop sign. Left on Seawall Drive.

FROM THE SOUTH- Take the Gilman Street exit from I-80. Left at stop sign onto Gilman Street. Go under the freeway and turn Left onto the Frontage Road. At the next stop sign, University Avenue, turn Right. Left at Marina Blvd stop sign. Turn left on Seawall Dr.

FROM THE BAY BRIDGE-Take Emeryville/Powell St. exit. Make a left and go under the freeway overpass. Make a right onto Frontage Road, following the signs to the Berkeley Marina. Turn left onto University Ave. Stay left. Left at stop sign. Left on Seawall Drive.

CONTACTS Sue Wirth SWAGconferences@aol.com 510-599-1079

WEB SITE SWAGconferences.org

REGISTRATION includes continental breakfast, lunch, breaks, conference materials and continuing education credits.

		1 Day	2 Days
Regular	(postmarked by February 27, 2016)	\$225	\$399
Walk-in	(on or after February 29, 2016)	\$250	\$449

MARCH 3-4, 2016

REGISTRATION FORM

PRINT CLEARLY

Name_____

E-mail_____

Total Registration Fee \$ _____

Meals

March 3 Buffet Lunch _____ No Meal _____

March 4 Buffet Lunch _____ No Meal _____

Special Needs Request_____

Home Address_____

City, State, Zip_____

Phone (H) _____ (W) _____

Continuing Education Requested: RN____ IBCLC____

***AGENCY SPONSORSHIP:** I agree that I am primarily responsible for the payment, by the beginning of the conference, of all registration fees if my employer or agency does not pay.

Signature

Date

- Make checks payable to SWAG Conferences LLC.
- MAIL to Sue Wirth, 1132 Contra Costa Drive, El Cerrito, CA 94530-2510
NO FAX AVAILABLE
- **CONFIRMATIONS:** Include a legible email address

Credit Cards: Circle One VISA MC American Express Discover

Signature_____Date_____

Credit Card Number_____Expiration Date_____

CLOSEST AIRPORT

Oakland International Airport (OAK)

AREA HOTELS

Courtyard by Marriott Emeryville

5555 Shellmound Street, Emeryville, CA 94608

510-652-8777

Close to mall and restaurants

Doubletree Hotel and Executive Meeting Center Berkeley Marina

(Possible free shuttle to and from BART and Hs Lordships)

200 Marina Boulevard, Berkeley, CA 94710

510-548-7920

Four Points by Sheraton-San Francisco Bay Bridge

1603 Powell Street, Emeryville, CA 94608

510-547-7888

Close to mall and restaurants

Hilton Garden Inn San Francisco Bay Bridge

(Possible free shuttle to Hs Lordships)

1800 Powell Street, Emeryville, CA 94608

510-658-9300

Close to mall and restaurants

Hyatt house Emeryville/San Francisco Bay Area

5800 Shellmound Street, Emeryville, CA 94608

510-601-5880

Close to mall and restaurants