THE SACRED HOUR AND BEYOND

April 4, 2017
8:00 Registration and Breakfast
8:30 am – 12:00 noon
SAN JUAN OAKS GOLF CLUB
3825 Union Road · Hollister

This presentation will share the evidence from research and experience about the importance of avoiding separation of mothers and newborns. We will also discuss practical ways to achieve uninterrupted skin-to-skin contact between stable newborns and mothers immediately after both vaginal and cesarean births.

Guest Speaker: RAYLENE M. PHILLIPS, MD, MA, IBCLC, FABM, FAAP

Assistant Professor of Pediatrics,
Loma Linda University Children's Hospital - Division of Neonatology

Dr. Phillips is currently an attending neonatologist at Loma Linda University Children's Hospital in Loma Linda, CA and Co-director of the Newborn Nursery at Loma Linda Medical Center– Murrieta.

Dr. Phillips is an International Board Certified Lactation Consultant and is a Fellow of the Academy of Breastfeeding Medicine. She is the immediate past president of the National Perinatal Association. Her primary areas of interest are mother-infant attachment, breastfeeding education and support, and Family Integrated, neuroprotective Care of premature infants in the NICU.

Who should attend:

Pediatricians · Family Practitioners · OB/GYN's · RN's · Doulas, Perinatal Health Educators · Medical Assistants · Medical Office Staff

WORKSHOP FEE: **FREE -** *If you are employed in San Benito County* · **$25 -** *For all others*
(HMHB regrets that refunds will not be granted)
For more information, call: Jana Tomasini at 637-5711 ext. 3385
To register, go to: https://the sacredhour. eventbrite.com

3 CME's and 3 CEU's will be available.
See back side of flyer for details.

healthy mothers, healthy babies

Hazel Hawkins MEMORIAL HOSPITAL

PUBLIC HEALTH
Healthy People In Healthy Communities

CALIFORNIA WIC
WOMEN, INFANTS & CHILDREN
COMMUNITY BRIDGES
PUENTES DE LA COMUNIDAD

California Breastfeeding Coalition
Working Together for a Healthier California

FIRST 5 SAN BENITO

pac·lac

08:00 Arrival and Continental Breakfast
08:30 Welcome and Introduction - *Course objectives and handouts will be provided*
08:35 The Sacred Hour: Uninterrupted Skin to Skin Immediately after Birth
10:05 Ten minute break
10:15 Beyond the Sacred Hour: Supporting Exclusive Breastfeeding in the Early Postpartum Period
11:45 Evaluations and Adjourn

CME/CEU INFORMATION:
For Physicians: This activity has been planned and implemented in accordance with the Institute for Medical Quality and the California Medical Association's CME Accreditation Standards (IMQ/CMA) through the Joint Providership of the Perinatal Advisory Council: Leadership, Advocacy and Consultation (PAC/LAC) and California Breastfeeding Coalition. PAC/LAC is accredited by the Institute for Medical Quality/California Medical Association (IMQ/CMA) to provide continuing education for physicians. PAC/LAC takes responsibility for the content, quality and scientific integrity of this CME activity. PAC/LAC designates this live activity for a maximum of 3 *AMA PRA Category 1 Credit(s)™*. Physicians should only claim credit commensurate with the extent of their participation in the activity. This credit may also be applied to the *CMA Certification in Continuing Medical Education*.

For Nurses: Provider (Hazel Hawkins Memorial Hospital - San Benito Health Care District)) approved by the California Board of Registered Nursing. Provider Number CEP 1559 for 3 contact hours.

After attending the Breastfeeding workshop, attendees will be able to:

- Describe five benefits of early postpartum skin-to-skin contact for both mother and baby

- Recognize nine instinctive stages newborns display that lead to the first breastfeeding

- Describe four practical ways to change the culture of early skin-to-skin contact after vaginal and cesarean births to increase breastfeeding rates

- Recall how to reduce the risk of SIDS/SUID that includes the protection offered by breastfeeding

- Describe three benefits of exclusive breastmilk feeding during the first six months after birth

- List five common challenges to exclusive breastmilk feeding in the early postpartum period

- Describe five evidenced-based practices that address these challenges