



University of Nebraska
Medical Center™

13th Biennial

Breastfeeding:

Baby's Natural Choice Conference

Conference Registration & Brochure

Keynote Speakers: Jarold (Tom) Johnston, DNP, CNM, IBCLC &
Catherine Watson Genna, BS, IBCLC



August 28, 2019 | 7:15 a.m. - 4:30 p.m.

La Vista Conference Center
La Vista, Nebraska

13th Biennial Breastfeeding: Baby's Natural Choice Conference Wednesday, August 28, 2019

PURPOSE

This conference aims to enable the learner to provide competent and successful support for breastfeeding dyads through essential topics related to potential "tongue-tie" diagnoses, the Maternal-Newborn Microbiome, breastfeeding techniques, and strategies to enhance maternal-infant proficiency and wellness.

OBJECTIVES

At the conclusion of the conference, the participant should be better able to:

1. Discuss the ambiguous patterns of symptoms related to infant's sucking difficulties and when to appropriately refer for further evaluation for a potential "tongue-tie" diagnosis.
2. Describe current evidence associated with the Maternal-Newborn Microbiome or the "Oro-Boobular" axis and how clinical practices within the birth arena can impact the long-term health outcomes of women and their children.
3. Identify strategies to facilitate autonomous infant hand use resulting from innate abilities to self-latch for successful breastfeeding dyads.
4. Apply techniques in practice to improve the breastfeeding experience for mother-infant dyads while fostering maternal-newborn competence, milk production, or physical activity and nutrition as well as acknowledging the unique role of the father.

TARGET AUDIENCE

Physicians (OB/GYN, pediatric, and family medicine), nurses, lactation consultants, registered dietitians, medical nutrition therapists, residents, physician assistants, nurse practitioners, nurse midwives, breastfeeding advocates, social workers, and students.

SPONSORED BY

Olson Center for Women's Health
University of Nebraska Medical Center

IN COOPERATION WITH

UNMC College of Nursing Continuing Nursing Education
UNMC Center for Continuing Education

IMPORTANT: HANDOUT MATERIALS

Please be advised that handout materials for this conference will not be distributed as paper copies. Rather, these will be made available online ahead of time (to the best extent possible) so participants can download and print or follow along on their own device prior to, or during the conference.

Online Registration is available at:
unmc.edu/cce/breastfeeding2019

REGISTRATION FEE

Early bird fee: \$115 on or before July 31, 2019; \$140 after July 31, 2019, which includes breakfast, lunch, and CE credit. There is a \$50 charge for students with verification of full-time status. **All registrations must be received by Wednesday, August 21, 2019.**

No registrations will be accepted at the door.

CANCELLATION POLICY

If an emergency arises and you need to cancel your registration, a refund of your registration fee, less \$25 for processing, will be issued until August 21, 2019. No refunds will be issued after this date. All requests for refunds must be submitted in writing by mail to: UNMC Center for Continuing Education, 986800 Nebraska Medical Center, Omaha, NE 68198-6800; by fax to 402-559-5915; or by email to conted@unmc.edu.

CREDIT

The University of Nebraska Medical Center, Center for Continuing Education is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The University of Nebraska Medical Center, Center for Continuing Education designates this live activity for a maximum of 6.25 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

This program meets the criteria of an approved continuing education program for social work.

The University of Nebraska Medical Center College of Nursing Continuing Nursing Education is accredited with distinction as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation. This activity is provided for 6.25 contact hours under ANCC criteria.

6.25 L-CERP allocated by the International Board of Lactation Consultant Examiners (IBLCE); IBLCE Approval #C1991128.

This activity has been approved for 6.5 Level 1/3 continuing professional education units (CPEUs) by the Commission on Dietetic Registration, Academy of Nutrition and Dietetics.

This program is approved for 2.75 Nebraska Medical Nutrition Therapy Continuing Education hours.

The American Midwifery Certification Board accepts *AMA PRA Category 1 Credits™*.

ADA

In compliance with the Americans with Disabilities Act, the UNMC Center for Continuing Education does not discriminate on the basis of disability. The Center shall provide reasonable accommodation, including auxiliary aids and services, to ensure equal access to its services and activities. If you would like an auxiliary aid or service, please call Jackie Farley at 402-559-5891 or email jrfarley@unmc.edu by August 21, 2019 with your request.

LODGING & PARKING

For a list of hotels, please call 402-559-6345.

Parking is free at the La Vista Conference Center.



Schedule of Events

7:15 a.m.	Registration & Exhibits
7:45 a.m.	Welcome Carl Smith, MD, Chair, Department of Obstetrics/Gynecology
8:00 a.m.	Breakfast Keynote: <i>"Tongue Tie Update"</i> Catherine Watson Genna, BS, IBCLC
9:30 a.m.	Break & Exhibits
10:00 a.m.	Morning Keynote: <i>"The Maternal-Newborn Microbiome or the 'Oro-Boobular' Axis: What Do We Know and What Does It Mean?"</i> Jarold (Tom) Johnston, DNP, CNM, IBCLC
11:30 a.m.	Exhibits
12:00 p.m.	Lunch
12:15 p.m.	Luncheon Keynote: <i>"Facilitating Infant Competence: Hand Use During Latch"</i> Catherine Watson Genna
1:15 p.m.	Break & Exhibits
1:30 p.m.	Breakout Sessions (attendee will select one) <ol style="list-style-type: none">1. <i>"Getting Breastfeeding Right From the Start: Enhancing Maternal and Newborn Competence"</i> Catherine Watson Genna2. <i>"Human Milk Production: Just When You Thought You Knew"</i> Tom Johnston3. <i>"Physical Activity and Nutrition During Pregnancy and Breastfeeding"</i> Kailey Snyder, PhD
2:45 p.m.	Refreshments and Exhibits
3:15 p.m.	Closing Session: <i>"A Father's Role in Breastfeeding"</i> Tom Johnston
4:15 p.m.	Closing Remarks
4:30 p.m.	Adjourn

Online Registration is available at:
unmc.edu/cce/breastfeeding2019

Speakers & Planning Committee

SPEAKERS

**Jarold (Tom) Johnston, DNP,
CNM, IBCLC**
Methodist University
Fayetteville, North Carolina

Kailey Snyder, PhD
Creighton University
Omaha, Nebraska

Catherine Watson Genna, BS, IBCLC
Lactation Consultant, private practice
Woodhaven, New York

PLANNING COMMITTEE

Laura Cudzilo-Kelsey, MD
UNMC Department of Ob/Gyn

John Davis, PhD
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Nebraska Medicine
Women and Infant Services

Sonja Kinney, MD
UNMC Department of Ob/Gyn

Lana Molczyk, MA
Olson Center for Women's Health

April Nelson, MS, APRN-CNM
UNMC Department of Ob/Gyn

Tess Parriott, RN, IBCLC, RLC
Nebraska Medicine

Renee Paulin, MSN, RN, CWOCN
UNMC College of Nursing
Continuing Nursing Education

**Amanda Schraut, MSW,
LCSW, LMHP**
Olson Center for Women's Health

Carl Smith, MD
UNMC Department of Ob/Gyn

Jaime Stevens, RD, LMNT
Olson Center for Women's Health

Jen Vidlak, RN, IBCLC
Nebraska Medicine
Women and Infant Services

Laura Wilwerding, MD, IBCLC
Naturally Healthy Kids



Keynote Speakers



JAROLD (TOM) JOHNSTON, DNP, CNM, IBCLC

Tom is unique as a midwife and lactation consultant and the father of eight breastfed children. Recently retired after 27 years in the U.S. Army, he is now an assistant professor of nursing at Methodist University where he teaches, among other things, Maternal-Child Nursing and Nutrition. You may have heard him at a number of conferences at the national level, to include the Association of Women's Health and Neonatal Nurses (AWHONN), the International Lactation Consultant's Association (ILCA), or perhaps at dozens of other conferences across the country. In his written work he routinely addresses fatherhood and the role of the father in the breastfeeding relationship. He has authored a chapter on the role of the father in breastfeeding for *Breastfeeding in Combat Boots: A Survival Guide to Breastfeeding in the Military*.



CATHERINE WATSON GENNA, BS, IBCLC

Catherine 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. 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, 2016, 2013 and 2008) and *Selecting and Using Breastfeeding Tools* (Hale Publishing, 2009). She served as the founding associate editor of *Clinical Lactation* for its first seven years.

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Breastfeeding: Baby's Natural Choice Conference

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NAME	BIRTH DATE (MONTH/DAY)
CREDENTIALS	SPECIALTY
AFFILIATION	NURSE LICENSE # / STATE ISSUED
MAILING ADDRESS	
CITY, STATE, ZIP	
PHONE (INCLUDING AREA CODE)	FAX (INCLUDING AREA CODE)
EMAIL (REQUIRED; REGISTRATION CONFIRMATION SENT VIA EMAIL)	
MEDICALLY-INDICATED DIETARY REQUIREMENTS:	

PAYMENT INFORMATION

- \$115 on or before July 31, 2019
 \$140 after July 31, 2019
 \$50 Student Registration
 (Online registration not available)

1:30 p.m. Concurrent Session
 Choose One: A B C

- Enclosed Check or Money Order (Payable to UNMC Center for Continuing Education)

- Please charge my: Mastercard Visa Discover American Express

Card Number: _____

Exp. Date: _____ 3-Digit Code: (see back of card) _____

Amount: _____

Cardholder's Name: _____

Cardholder's Signature: _____

OPTIONAL

- How did you find out about this conference? Postcard Brochure Work
 Facebook Website _____ Other _____

REGISTRATION DEADLINE IS THURSDAY, AUGUST 21, 2019.

No registrations will be accepted at the door. You may register by mail: UNMC Center for Continuing Education, University of Nebraska Medical Center, 986800 Nebraska Medical Center, Omaha, NE 68198-6800; phone: 402-559-5929 or toll-free 877-832-6924; fax: 402-559-5915; online: www.unmc.edu/cce/breastfeeding2019.

For additional brochures or more information, contact the Olson Center for Women's Health, 989450 Nebraska Medical Center, Omaha, NE, 68198-9450; phone: 402-559-6345 or 800-775-2855; email: ljmolczy@unmc.edu



Olson Center for Women's Health
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