REGISTRATION

Registration

Online registration not available

For Registration by mail:

Please mail completed registration form and check made payable to *"Sarasota Memorial Hospital"*
ATTN: Diane Fregonese - Childbirth Education
1700 South Tamiami Trail, Sarasota, FL 34239-3555

Name _____

Address _____

_____

City _____ State ____ Zip _____

Email Address _____

Tel (Home) _____ (Work) _____

License # _____

Lunch sandwich choice: Turkey ____ Ham ____ Veggie ____

SMH____ Non-SMH____ RN____ IBCLC____ Other____

For Registration by phone:

Call (941) 917-1700. Please have credit card information ready.

For Registration on day of conference:

Only cash or check will be accepted.

Forms of payment include:

Cash, check or credit card.

Registration Fees

Includes Continental Breakfast, Lunch, refreshments and continuing education credits

$45 for all SMH Employees
$75 for all non-SMH Employees
$20 for Medical and Nursing Students

For more information, please call (941) 917-1700

Or email questions to diane-fregonese@smh.com

SARASOTA MEMORIAL HEALTH CARE SYSTEM

Sarasota Memorial Health Care System
1700 S. Tamiami Trail, Sarasota, FL 34239
(941) 917-1700 | smh.com

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SARASOTA MEMORIAL HEALTH CARE SYSTEM

Breastfeeding Symposium

Practical Strategies to Empower the Breastfeeding Family

Saturday, April 20, 2013

SARASOTA MEMORIAL HEALTH CARE SYSTEM

SARASOTA MEMORIAL BREASTFEEDING SYMPOSIUM

Symposium Description

This breastfeeding symposium will provide participants with an opportunity to learn practical strategies to empower today's breastfeeding family. National speakers and community leaders will present the latest evidence–based interventions that are designed to enhance breastfeeding behaviors as they apply to the laboring, postpartum and working mother. The participants will also enhance their knowledge with the most current research surrounding the critical importance of donor breast milk for premature and fragile infants.

Symposium Objectives

At the end of the presentations, the participants will be able to:

- Identify the importance of donor milk for the NICU infant.
- Explain the strict safety standards surrounding the screening, processing, and testing of banked human donor milk.
- Recognize the areas of need for community breastfeeding support and education.
- Describe caretaking and delivery practices to encourage breastfeeding behavior.
- Describe the management of the infant receiving supplementation.
- Identify common barriers that lead to a non-latching infant.
- Demonstrate a variety of approaches to optimize infant latching behaviors.

Continuing Education

Sarasota Memorial Health Care System is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission. Sarasota Memorial Hospital has applied for 7 hours of nursing continuing education through the ANCC. Application for CERPs has been submitted to IBLCE. No partial credit will be awarded for less than full day attendance.

SARASOTA MEMORIAL
HEALTH CARE SYSTEM

Agenda

7:00 **Registration/Check in – Continental Breakfast**

7:45 Welcome and Conference Introduction

8:00 **Kim Updegrove, RN, CNM, MSN, MPH**
"Donor Human Milk: Evidence of Benefit"

9:00 **Jennifer Highland, RN, MPH**
"Community Resources for the Breastfeeding Family: How Are We Doing?"

10:00 **Break**

10:15 **Marsha Walker, RN, IBCLC**
"Birth Interventions and Breastfeeding"

11:45 **Box lunch provided**

12:45 **Marsha Walker, RN, IBCLC**
"Latch is Everything: Practical Strategies for Success"

1:45 **Kim Updegrove, RN, CNM, MSN, MPH**
"Ensuring Safe Donor Human Milk for Fragile Infants"

2:45 **Break**

3:00 **Marsha Walker, RN, IBCLC**
"Stemming the Tide of Supplementation"

4:30 **Closing Remarks**

Conference Faculty

Kim Updegrove, RN, CNM, MSN, MPH
Kim is Clinical Director and Chief Operating Officer at Mother's Milk Bank at Austin

Marsha Walker, RN, IBCLC
Marsha is a registered nurse and International Board Certified Lactation Consultant. She maintained a large clinical practice at a major HMO in Massachusetts, is a published author and an international speaker.

Jennifer Highland, RN, MPH
Jennifer is Executive Director of the Healthy Start Coalition of Sarasota County.

Conference Location

Sarasota Memorial Hospital, Auditorium, 1700 S. Tamiami Trail, Sarasota. The room can be chilly, so bring a sweater or something warm to wear.

From Tampa International Airport:
Follow I-275 South through St. Petersburg (partial toll road) about 40 miles, then merge onto I-75 and proceed another 18 miles to Exit 210 (Fruitville Road). Turn right (west) on Fruitville Road and proceed 5 miles to US 41 (Tamiami Trail). Turn left and head south approximately one mile.

From Sarasota-Bradenton Int'l Airport:
Turn right (west) on University Parkway to US 41 (Tamiami Trail). Turn left and head south approximately 5 miles.

Sarasota Memorial is located on the west side of road.

Hotel Information

Hyatt Regency - (941) 953-1234
1000 Blvd. of the Arts, Sarasota. Please mention "SMH Corporate Rate" when making registration. www.sarasota.hyatt.com

Courtyard Sarasota Bradenton Airport by Marriott - (941) 355-3337
850 University Pkwy, Sarasota
Please call the hotel directly and ask for the Sarasota Memorial rate.
cwp.marriott.com/srqri/smh

Hotel Indigo - (941) 487-3800
1223 Boulevard of the Arts, Sarasota. www.hotelindigo.com