

Conference Objectives

Friday

Reclaiming an African American Tradition: Breastfeeding

- 1) Provide change management expertise and training to create and integrate community resources for maternity services in communities with low breastfeeding rates and high health disparities.
- 2.) Explain the importance of the history of breastfeeding.

Dazed and Confused After Discharge: Breastfeeding Support is Different Once Families Go Home

- 1) Describe three clinical breastfeeding situations, in the immediate postpartum period, that rarely persist after hospital discharge.
- 2) Identify three key phrases and new techniques for effective breastfeeding support
- 3) Learn five reliable web-based resources for parents to use after discharge for assistance with breastfeeding issues

Conflict of Interest BINGO: Pens and Pizza Change the Way You Think

- 1) Define a personal conflict of interest, and compare it to a professional conflict of interest.
- 2) Identify sections in IBCLC practice-guiding documents (IBLCE Code of Professional Conduct, Scope of Practice, Clinical Competencies and ILCA Standards of Practice) that caution against conflicts-of interest in the clinical care of breastfeeding/chestfeeding and human milk using families.
- 3) Describe three methods used by commercial interests to persuade “thought leaders” (revered experts) in clinical fields to assist in the marketing of commercial products.

#NowWatchMeNurse

- 1) Identify the process and importance of engaging the African American community through social media.
- 2) Identify 2 ways how to promote extended lactation support for African American families through different social medias.
- 3) Identify 2 ways of how moms receive support and information within their communities.

What's Too “Friendly” for Breastfeeding Helpers on Social Media? Legal and Ethical Implications of On-line Clinical Care

- 1) Identify two mandatory practice-guiding documents the IBCLC must follow, and one voluntary practice-guiding document the IBCLC should follow.
- 2) Explain the difference between sharing electronic health records online, and using social media for clinical information
- 3) Describe three ways that social media use for lactation support can compromise patient/client care for the clinician
- 4) Define three ways to provide education and information on-line, while protecting patient/client privacy

Conference Objectives

Saturday

Dare to TRANSFORM: Peer to Peer Support

- 1) Explain the importance of peer to peer support within the community.
- 2) Describe the importance of breastfeeding vs the benefits of breastfeeding.
- 3) List 3 barriers of breastfeeding within the community and 3 importance of breastfeeding.
- 4) Empower moms to hold space and time for others while facilitating a peer to peer support group.

Litigation & Lactation: Protecting Breastfeeding in Divorce, Custody, Separation, and Foster Care Cases

- 1) Identify the IBCLC's four practice-guiding documents describing legal and ethical obligations to a lactation patient/client.
- 2) Describe the difference between a fact witness and an expert witness in a legal case.
- 3) Understand factors preventing an IBCLC from serving as an expert witness in a lawsuit.
- 4) Explain why it is not a conflict of interest for an expert witness to be compensated for working on a case.

Action Planning for Equity

- 1) List 3 ways you can improve equity in your practice.
- 2) Describe 3 inequities in your community.



Significant funding and support for our 16th Annual Conference comes from a partnership with Reaching Our Sisters Everywhere (ROSE). This is part of KLIC's commitment to promoting breastfeeding equity in Kentucky and Southern Indiana



Conference Faculty

Elizabeth “Liz” Brooks, JD, IBCLC, FILCA, is a lawyer/litigator (since 1983) and private practice IBCLC lactation consultant (since 1997). Liz explains (with plain language and humor) how lactation advocacy, ethics, and the law overlap, in all geographic and work settings. She is an Adjunct Professor in Drexel University's Human Lactation Consultation Program, recently served as the President of the International Lactation Consultant Association (ILCA), and as a Director of the United States Breastfeeding Committee (USBC), and is a current Director of the Human Milk Banking Association of North America (HMBANA). She wrote the only textbook focusing on IBCLC ethics and legal issues, and authored chapters on similar topics in several other texts.

Kimarie Bugg, DNP, FNP-BC, MPH, IBCLC, CLC, is Chief Empowerment (CEO) and Change Leader of Reaching Our Sisters Everywhere, Inc (ROSE), a nonprofit corporation developed in 2011, to address breastfeeding inequities and disparities in the African American community. Kimarie previously worked for Emory University, School of Medicine, as a nurse practitioner. She is a member of the faculty for CHAMPS (communities and hospital's advancing maternal practices), a Baby Friendly Hospital Initiative, and chair of the nominating committee for the United States Breastfeeding Committee (USBC). She also provides training for WIC Breastfeeding administrative staff and Peer Counselors nationally.

Andrea Serano, CLC, IBCLC, is originally from North Hollywood CA. In 2012, Andrea helped coordinate the first ROSE breastfeeding summit after which she relocated to Atlanta, Georgia. She currently serves as ROSE Program Director, serving on the coordinating team for ROSE events, trainings, and program related activities. Andrea is also a Co-Founder and Treasurer for National Association of Professional and Peer Lactation Supporters of Color (NAPPLSC), a board member for the Georgia Breastfeeding Coalition, and a member representative for the United States Breastfeeding Committee (USBC). Andrea also serves as a member of the Center for Social Inclusion (CSI) National 2016 First Food Racial Equity cohort, where she co-facilitates trainings for communities and organizations.

Tenesha Sellers, BS, CLC, is the Community Transformer Coordinator for ROSE, through which she has trained and mentored approximately 300 Community Transformers. She is a modern mom of 6 beautiful children. Tenesha is currently collaborating with DeKalb Medical's NICU department in their milk room laboratory while working in lactation there. She has also worked as a proud Peer Counselor, where she taught breastfeeding classes and followed moms on their breastfeeding journey through the Loving Support Curriculum. With 11.5 years of experience Tenesha has stayed committed to lactation while serving as a WIC peer Counselor and Rockdale County school liaison. She has received several certificates and acknowledgements for her work and participation in advocating breastfeeding in and out of her local communities.



Kentuckiana Lactation Improvement Coalition

16th Annual Conference

Ethics and Building Community Lactation Support for ALL Families

with

Elizabeth “Liz” Brooks, JD, IBCLC, FILCA

And Faculty from Reaching our Sisters Everywhere (ROSE):

Kimarie Bugg, DNP, FNP-BC, MPH, IBCLC, CLC

Andrea Serano, CLC, IBCLC
Tenesha Sellers, BS, CLC

Friday & Saturday
October 19-20, 2018

Big Spring Country Club
Louisville, KY

Friday

- 7:30-8:00 Registration
- 8:00-8:10 Introductions
- 8:15-9:45 Reclaiming an African American Tradition: Breastfeeding
Kimarie Bugg
- 9:45-10:00 Break
- 10:00-11:30 Dazed and Confused After Discharge: Breastfeeding Support is Different Once Families Go Home
Liz Brooks
- 11:30-12:00 KLIC meeting
- 12:00-12:45 Networking Lunch
- 12:45-1:45 Conflict of Interest BINGO: Pens and Pizza Change the Way You Think
Liz Brooks
- 1:45-2:45 #NowWatchMeNurse: Social Media and Breastfeeding
Andrea Serano
- 2:45-3:00 Break
- 3:00-4:15 What's too "friendly" for an IBCLC on Social Media? Legal and Ethical Implications of online Clinical Care
Liz Brooks
- 4:15-4:30 Wrap-up

Scholarships

KLIC provides scholarships to our conferences to Community Members and health care providers. You do not necessarily need to be a KLIC member to receive a scholarship.

Visit www.klicbreastfeeding.org for more information and scholarship applications.

Deadline to apply: **October 1, 2018**. Recipients will be notified by October 10.

Saturday

- 8:00-8:30 Registration
- 8:45-9:00 Introductions
- 8:30-10:00 Dare to TRANSFORM: Peer to Peer Support
Tenesha Sellers
- 10:00- 11:30 Litigation and Lactation: Protecting Breastfeeding in Divorce, Custody, or Separation and in Foster care.
Liz Brooks
- 11:30-12:30 Lunch: LINK Presentation
- 12:30-1:30 Action Planning for Equity
Kimarie Bugg
- 1:30-1:50 Discussion/Q&A: Where do we go from here in building peer-to-peer support in Kentucky?
- 1:50-2:00 Closing

Continuing Education

	Friday	Saturday
RN CEU	7.5	4.8
IBCLC CERP	6.25	4
RD CDR	6.25	4

KBN Provider #5-0033. L-CERPs /E-CERPs have been requested from IBLCE. KBN, IBLCE, or CDR approval of an individual continuing education provider or offering does not constitute endorsement of program. Participant must complete entire program for credit.



Babies in Arms Welcome!
A pumping area will also be available.

Location

Big Spring Country Club

5901 Dutchman's Lane
Louisville, KY 40205
(502) 459-2622

Parking in the rear of the clubhouse.

Lodging

Hilton Garden Inn

Louisville Mall of St. Mathews

400 Sherburn Lane
Louisville, Kentucky 40207
502-690-3325

<http://hiltongardeninn.hilton.com>

A block of rooms has been reserved for the conference with the special rate of \$139 + tax per suite.

Bring cash, check, or debit/credit card to shop for wonderful items from our bookstore, silent auction and our vendors!

Cancellation Policy

Pre-registration is required. No refunds will be given for cancellations **after October 1**. In case of severe weather, KLIC reserves the right to cancel the conference.

Target Audience

Lactation Consultants, Physicians, Nurses, Dietitians, Doulas, Childbirth Educators, Certified Lactation Counselors/Specialists/Educators, HANDS staff, Breastfeeding Peer Counselors, and LLL Leaders. Any healthcare professional working with moms and babies.

Questions?

Email registrar@klicbreastfeeding.org or visit www.klicbreastfeeding.org. You may also phone Bonnie Logsdon at (270) 202-9545.

Twitter and instagram: @KLICbf
Facebook: <https://www.facebook.com/KLICBF/>

Registration Form

Online registration available at www.klicbreastfeeding.org

OR complete and return the form below with your payment

Registration Deadline: October 10

Space is limited so reserve your seat now!

Name / Credentials: _____

Address: _____

City /State/ Zip: _____

Phone: _____

Email address: _____

PLEASE PRINT CLEARLY

You will receive an e-mail confirmation of your registration.

PLEASE CIRCLE APPLICABLE FEES:

\$175 Non-KLIC Member (2day)
\$125 Non-KLIC Member (Friday)
\$70 Non-KLIC Member (Saturday)

\$125 KLIC Member (2 day)
\$85 KLIC Member (Friday)
\$55 KLIC Member (Saturday)

\$70 Community Supporter (2 day)
\$50 Community Supporter (Friday)
\$25 Community Supporter (Saturday)

NOTE: Continental Breakfast, Lunch and a snack are included in registration fee. Please circle one lunch option:

Turkey Club Cobb Salad Grilled Veggie Wrap

Gluten Free _____ Other Allergies? _____

Enclose Check Payable To: KLIC

Mail to: Laura Serke
c/o KLIC
1705 Tyler Parkway
Louisville, KY 40204