

# **EVERGREEN PERINATAL EDUCATION And SWAG Conferences LLC**

**Present**

**Professional Education in Breastfeeding and Lactation  
Including (CLE) Lactation Educator Certificate**

**October 17-21, 2011 OR February 27-March 2, 2012**

**Hs Lordships Restaurant Berkeley, CA**



**Set in a room with a beautiful 3-sided floor-to-ceiling view of San Francisco, the San Francisco Bay and the Golden Gate Bridge this in-depth course** enables participants to provide accurate, current and consistent information about breastfeeding and lactation and support expectant new families in feeding their babies from birth through the process of weaning. Each participant will be given the knowledge to work with other healthcare providers to ensure continuity of care for the breastfeeding mother and her infant(s). All areas of the International Board of Lactation Consultant Examiners exam grid are included and the course content is based on current scientific research as it applies to “best practice” issues in the clinical setting.

**REQUIREMENTS ARE FINISHED BY THE LAST DAY OF THE COURSE WHEN CERTIFICATES ARE AWARDED. NO ASSIGNMENTS DUE IN THE FUTURE.**

**In order to comply with the IBLCE requirements to apply to take the IBCLC exam this course is Part 1 of a total of 90 hours of education. Part 2, several online modules totaling 37.5 hours will be available through Evergreen Perinatal Education starting Fall 2011. Part 3, Applications in Lactation Care, will be a 2-day 15-hour course offered on March 14-15, 2012. Parts 2 and 3 will require separate registration and fees.**

## **FACULTY**

### **Molly Pessl, BSN, IBCLC Director Evergreen Perinatal Education**

Molly has spent most of her career with a focus on family centered maternity care. She worked at Evergreen Hospital Medical Center from 1985-2003, following 5 years as a health educator, clinician and lactation consultant for a hospital-based nurse-midwifery service. At Evergreen Hospital, she developed comprehensive parent and professional education programs, the regional breastfeeding center, a postpartum clinic and Baby-Parent Groups. This led to the first US designation of "Baby Friendly" by UNICEF and the World Health Organization. Molly is currently the director of Evergreen Perinatal Education, a consulting and education program for professionals. She has served on the International Board of Lactation Consultant Examiners and is a past president of that board. She is a registered nurse, childbirth educator and an International Board Certified Lactation Consultant.

### **Ginna Wall, MN, RN, IBCLC**

Ginna founded the lactation program at the University of Washington Medical Center in 1986 and continues there as coordinator for Lactation Services. This program serves a predominantly indigent and high-risk client, and the challenge of caring for the premature infant is a major focus of the program's lactation consultants. Almost 20% of the infants born at the University of Washington Medical Center require neonatal intensive care. Ginna received her master's degree in nursing from the University of Washington and has published several articles about breastfeeding in BIRTH, JOGNN and the Journal of Human Lactation. Ginna has served on the editorial board of the JHL and the exam committee of IBLCE. She has been on the faculty of Evergreen Perinatal Education since its inception.

## **COURSE WORK**

Each participant will:

- Review course material with multiple choice exams in lactation
- Complete a written project and an anatomy and physiology study guide
- Receive a certificate of completion at conclusion of course

## WHO SHOULD ATTEND?

- Individuals preparing to become a board certified lactation consultant
- IBCLCs requiring CERPS or exam preparation for re-certification
- Maternity or pediatric nurses
- Obstetricians, pediatricians or family medicine physicians
- Midwives
- Childbirth educators
- Doulas
- WIC clinic staff members
- Perinatal educators
- Social workers
- Early Head Start staff
- La Leche League leaders
- Nursing Mother's Counselors
- Public health nurses or staff
- Occupational or respiratory therapists
- Registered dieticians

## PROGRAM

Introductions and Overview of Course  
Talking to Mothers about Breastfeeding  
Prenatal Breastfeeding Risk Assessment  
Why it Matters What We Feed Babies  
Getting Feedings Started with Evidence-based Care

Breast and Nipple Pain  
Positioning and Latching Babies at the Breast  
Normal Patterns of Early Breastfeeding  
Internal Anatomy and Hormones of Lactation  
Challenging Early Feedings

Diet, Allergy, Colic, Drugs and Medications  
Preterm and Late Preterm Babies  
Tools and Techniques of the Trade  
Hand Expression of Milk

Hyperbilirubinemia and Breastfeeding  
Biology and the Conflict with Culture  
Insufficient Milk - Intake and/or Supply  
Breastfeeding & Families  
Postpartum Adaptation, Mood Disorders, Depression and Breastfeeding

Breastfeeding and Working Outside the Home  
Learning to be "Baby Friendly"  
Miscellaneous Breastfeeding Problems and Unfinished Questions  
Biological Weaning From the Breast  
Evaluation of the Course

**REGISTRATION** Seats are limited. Registration includes this 5-day course, the Certified Lactation Educator Certificate, meals and continuing education credits. Full attendance is required. There is no partial credit.

**EDUCATION CREDITS**

|  |                             |
|--|-----------------------------|
| California Board of Registered Nursing Provider #14127 | 45 Contact Hours            |
| International Board of Lactation Consultant Examiners  | 37.5 CERPs (35.5 L & 2 E)   |
| Commission on Dietetic Registration                    | 37.5 CPE Hours, Category II |

**PROGRAM**

| Day                  | Monday    | Tuesday   | Wednesday | Thursday  | Friday    |
|----------------------|-----------|-----------|-----------|-----------|-----------|
| Registration/Sign-in | 7:30-8:00 | 7:45-8:00 | 7:45-8:00 | 7:45-8:00 | 7:45-8:00 |
| Program              | 8:00-5:00 | 8:00-5:00 | 8:00-5:00 | 8:00-5:00 | 8:00-5:00 |

**MEALS INCLUDED**

Continental breakfast: Yogurt, orange juice, fresh fruit, bagels and croissants, coffee, tea and decaf.

Lunch: Restaurant Dining Room Buffet

Afternoon Break: Assorted sodas and mineral waters or coffee, tea and mineral waters plus cheese and crackers, nuts and pretzels or veggies and dip.

**WALK-INS** There will be **NO** registration at the door.

**REFUNDS** Requests for refunds must be in writing and postmarked no later than **one month before the starting day of the course**. A \$100.00 administration fee will be retained on all cancellations.

**NON-SUFFICIENT FUNDS** A \$50 fee will be charged for checks returned from the bank.

**CERTIFICATES** These will be handed to all participants who have completed all course requirements, including payment, at the end of the course. Replacement certificates cost \$30.

**\*AGENCY SPONSORSHIP** All attendees will be held primarily responsible for payment of all registration fees. If your workplace or other agency will be paying your registration fee, it is important for you to register as soon as possible with a note to Sue Wirth telling her that the payment will follow. Attending the course is contingent on all course fees being paid by the beginning of the course.

**CONTACT/QUESTIONS** Anne Garrett 650-755-7165 Sue Wirth SWAGconferences@aol.com

**WEB SITE** SWAGconferences.org

**DIRECTIONS to HS LORDSHIPS at 199 Seawall Drive, Berkeley, CA 94710**

**510-843-2733**

**Parking: Free and Ample**

**FROM THE NORTH-** Take I-80 West to Berkeley. Exit at University Ave. Follow Loop West to University Ave. Make the left on University Ave. Stay in left lane. At Marina Blvd. stop sign turn left and go to the end. Turn left on Seawall Drive and go to the end of the road.

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

**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. Make a left turn onto University Ave. Turn left at Marina Blvd stop sign. Turn left on Seawall Drive and go to the end.

# Registration Form

Please Print Clearly

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Name (as you wish it to appear on your name badge) and Credentials

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Institution/Agency

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Email(s)\*\*\*

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Home Address

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City

State

Zip

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Phone (home)

Phone (work)

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Special Needs

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

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Signature

Date

- Send registration form to Sue Wirth, 908 Curtis Street, Albany, CA 94706-2108
- *There is no FAX available.*
- \*\*\*Provide a legible *email address* for confirmation and course information. If you do not have an email address it is important that you have a friend or coworker who can receive emails for you.

Course Date: Circle One      October 17-21, 2011    OR    February 27- March 2, 2012

*Registration*

Early      (*postmarked by Sept 10, 2011 or Jan 21, 2012*)      \$950    (\_\_\_\_)

Regular    (*postmarked by Oct 10, 2011 or Feb 20, 2012*)      \$999    (\_\_\_\_)

CHECKS    Make checks payable to **SWAG Conferences LLC**

CREDIT CARDS    VISA    MC    Discover    American Express

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

### **Woodfin Suite Hotel San Francisco Bay**

(Possible free shuttle to Hs Lordships)

5800 Shellmound Street, Emeryville, CA 94608

510-601-5880

Close to mall and restaurants