

# Breastfeeding Basics and Problem-Solving

APRIL 1, 2019 | JULY 18, 2019 | OCTOBER 31, 2019



## FREE, but must register in order to attend!

If you register for this workshop but find that you are unable to attend, please send an email to [registration@mahec.net](mailto:registration@mahec.net) so that we may adjust the catering order. Thank you!

<b>LOCATION</b>	MAHEC Mary C. Nesbitt Biltmore Campus 121 Hendersonville Rd, Asheville NC 28803
<b>DATE</b>	<b>Monday, April 1, 2019</b>
<b>REGISTRATION PROGRAM</b>	8:30 am–9:00 am ( <i>light breakfast provided</i> ) 9:00 am–4:30 pm ( <i>lunch provided</i> )
<b>DATE</b>	<b>Thursday, July 18, 2019</b>
<b>REGISTRATION PROGRAM</b>	8:30 am–9:00 am ( <i>light breakfast provided</i> ) 9:00 am–4:30 pm ( <i>lunch provided</i> )
<b>DATE</b>	<b>Thursday, October 31, 2019</b>
<b>REGISTRATION PROGRAM</b>	8:30 am–9:00 am ( <i>light breakfast provided</i> ) 9:00 am–4:30 pm ( <i>lunch provided</i> )

## DESCRIPTION

Breastfeeding Basics and Problem-Solving has been designed to provide nutritionists, nurses, social workers, office staff and clinicians with basic skills to assist a breastfeeding dyad. The first half of the course will focus on an exploration of personal attitudes about breastfeeding and how these guide the decisions patients make about feeding their infant; the benefits of breastfeeding and the risks of not breastfeeding; followed by a discussion on milk production. To complete the first half of the day, the course will focus on getting breastfeeding started with a look at positioning and latch-on, infant feeding cues, and the assessment of effective breastfeeding.

The second half of the course will focus on solving common problems/concerns experienced by breastfeeding mothers. Areas that will be explored include milk supply concerns; supporting women returning to work or school; and ways to support breastfeeding women experiencing engorgement, sore nipples, plugged ducts, mastitis, and yeast. Material covered during the course will be applied to practice through case studies.

The goal of this course is to train staff in the basic skills to manage common breastfeeding concerns that emerge during an office or home visit.

Funding for this training has been provided through the Region 1 Lactation Training Center.



## AUDIENCE

Nutritionists, Nurses, Social Workers, Healthcare Providers, and Healthcare Provider Office Staff

## OBJECTIVES

At the completion of this course, the learner will be able to:

- Identify the effect of personal beliefs and attitudes on breastfeeding
- Discuss the benefits of breastfeeding and the risks of not breastfeeding
- Identify the perceived and true contraindications to breastfeeding
- Describe breast milk production
- Assist a patient with positioning and latch-on
- Assess if breastfeeding is going well and refer the dyad for more help with breastfeeding
- Identify common breastfeeding concerns
- Provide assistance to patients experiencing common breastfeeding concerns and make appropriate referrals
- Apply the skills learned to the clinical setting through the use of case scenarios

## PROGRAM AGENDA

<b>8:30–9:00</b>	Registration and Light Breakfast ( <i>provided</i> )
<b>9:00–9:05</b>	Welcome and Introductions
<b>9:05–10:35</b>	Breastfeeding Basics: Exploring Personal Breastfeeding Beliefs and Attitudes, Benefits of Breastfeeding and the Risks of Not Breastfeeding, Breast Milk Production
<b>10:35–10:45</b>	Break
<b>10:45–12:00</b>	Positioning and Latch-on, Infant Feeding Cues, Assessment of Breastfeeding
<b>12:00–12:45</b>	Lunch ( <i>provided</i> )
<b>12:45–2:15</b>	Problem-Solving for Common Concerns: Insufficient Milk Supply and Return to Work
<b>2:15–2:30</b>	Break
<b>2:30–4:00</b>	Problem-Solving for Common Concerns: Breast Pain (engorgement, sore nipples, plugged ducts, mastitis, yeast)
<b>4:00–4:20</b>	Problem-Solving: Application to Practice
<b>4:20–4:30</b>	Wrap-Up

## FACULTY

**Georganna Cogburn, MS, RD, LDN, IBCLC, RLC** is the Region 1 Lactation Trainer covering the 16 western most counties of North Carolina and is employed at the Mountain Area Health Education Center (MAHEC). She was a Public Health Nutritionist for 29 years with the WIC Program, where she assisted breastfeeding dyads. She currently sees breastfeeding patients at MAHEC in the High-Risk Clinics. Georganna has been an International Board-Certified Lactation Consultant since 1992 and a registered dietitian since 1984. She has been the Region 1 Breastfeeding Coordinator since 2005 and in that capacity has trained Breastfeeding Peer Counselors and health department staff throughout Western North Carolina. Since 1996, she has been on the faculty of the North Carolina Lactation Educator Training Program, which is a program offered in conjunction with the North Carolina Department of Health and Human Services, Northwest AHEC, and Novant Health. She is also an Adjunct Professor at Western Carolina University in the School of Health and Human Sciences.

## CREDITS

**CEUs:** Mountain Area Health Education Center (MAHEC) designates this continuing education activity as meeting the criteria for **0.6 CEUs** as established by the National Task Force on the Continuing Education Unit.

**Contact Hours:** Mountain Area Health Education Center (MAHEC) designates this continuing education activity as meeting the criteria for **6.0 Contact Hours**.

**CLICK TO REGISTER:**

APRIL 1<sup>ST</sup>

JULY 18<sup>TH</sup>

OCTOBER 31<sup>ST</sup>

## DIRECTIONS

**MAHEC Mary C. Nesbitt Biltmore Campus**  
121 Hendersonville Road, Asheville NC 28803

**From I-40 E:** Take Exit 50; turn left on Hendersonville Rd.

**From I-40 W:** Take Exit 50B; merge on Hendersonville Rd.

At the first light, turn left into the DoubleTree Hotel complex. Turn left (away from the hotel). You will see a steep driveway on your right. Turn right and go up that driveway to the MAHEC Biltmore Campus.

**From 19-23 (I-26):**

Take 240 East to Exit 5B (Charlotte Street). Exit right onto Charlotte Street. At the 4th light, make a left onto Biltmore Avenue. Proceed through 8 traffic lights. At the 9th light, turn right into the DoubleTree Hotel complex. Turn left (away from the hotel). You will see a steep driveway on your right. Go up that driveway to the MAHEC Biltmore Campus.



#19CH011/57758 #20CH001/57759 #20CH002/57760

3 DATES!

## Breastfeeding Basics and Problem-Solving

4/1/19 | 7/18/19 | 10/31/19

**This training is provided at NO COST, but you must register in order to attend.** A light breakfast and lunch will be provided.

Updated contact information.

**NAME** \_\_\_\_\_

**CREDENTIALS** \_\_\_\_\_

**SOCIAL SECURITY # XXX-XX-** \_\_\_\_\_ (last 4 digits required)

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**DEPARTMENT** \_\_\_\_\_

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**MEAL PREFERENCE**  Vegetarian  Gluten-free  Vegan

### SELECT WHICH PROGRAM DATE YOU ARE ATTENDING

April 1, 2019  July 18, 2019  October 31, 2019

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### HAVE A QUESTION?

#### Contact the Program Planner

Georganna Cogburn, MS, RD, LDN, IBCLC, RLC  
[georganna.cogburn@mahec.net](mailto:georganna.cogburn@mahec.net) or 828-257-4754

#### REGISTRATION INFORMATION

##### FAX REGISTRATION

##### ONLINE REGISTRATION

##### EMAIL

##### MAIL

828-257-4475  
828-257-4768

[www.mahec.net](http://www.mahec.net)

[registration@mahec.net](mailto:registration@mahec.net)

MAHEC Registration  
121 Hendersonville Road, Asheville, NC 28803



### Special Services

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