

1

Breastfeeding Basics: Building Skills to Support Early and Exclusive Breastfeeding

MULTIPLE DATES IN 2021

2

Problem-Solving for Breastfeeding Concerns

MULTIPLE DATES IN 2021



FREE BUT MUST REGISTER TO ATTEND!

DESCRIPTION

Breastfeeding Basics will provide basic breastfeeding information to meet the needs of the novice working with breastfeeding parents. All of our professional organizations recommend exclusive breastfeeding for the first six months of an infant's life. Do you find yourself struggling with the best way to support a dyad through the early days, weeks, and months of the breastfeeding journey? This course will provide you with basic skills to talk with a family about the decision to breastfeed, to assist with breastfeeding positioning and latch-on, and to assure the patient that breastfeeding is meeting the infant's nutritional needs. Throughout this training, hands-on practice and skill building will occur, as well as application to practice through case studies.

Problem-Solving for Breastfeeding Concerns will dig into the problems that breastfeeding dyads might be experiencing—like concerns about milk production and breast pain—and include a clinical focus that will be beneficial to the staff during a home or clinic visit. As a healthcare professional working with breastfeeding families in the clinic or home-setting, do you find yourself struggling to provide support when concerns arise? This course will provide you with skills to assist a patient who is struggling with milk production. The impact of pumping and separation from the infant will be explored. Through case studies and hands-on activities, participants will gain skills to support and assist a patient who is experiencing engorgement, sore nipples, plugged ducts, mastitis, a breast abscess, and yeast. Throughout the day, hands-on activities and case studies will be utilized to increase the understanding and application of basic concepts.

Funding for both of these trainings has been provided through the Region 1 Lactation Training Center.

OBJECTIVES

Upon completion of Breastfeeding Basics training, participants will be able to:

- Discuss the benefits of breastfeeding with a patient
- Identify the perceived and absolute contraindications to breastfeeding
- Conduct a conversation with a patient about the decision to breastfeed
- Provide a patient with a description of how the breast makes milk
- Assist a patient with positioning and latch-on
- Assess if breastfeeding is going well and refer the dyad for more assistance with breastfeeding if needed

Upon completion of Problem-Solving for Breastfeeding Concerns training, participants will be able to:

- Identify and address common breastfeeding concerns
- Support and assist a patient who is struggling with concerns about milk production
- Help a parent separated from their infant for work or school develop a plan to support breastfeeding
- Address patient concerns related to breast pain
- Apply the skills learned to the clinical setting through the use of case studies

BREASTFEEDING BASICS: BUILDING SKILLS TO SUPPORT EARLY AND EXCLUSIVE BREASTFEEDING

REGISTER

DATE OPTIONS

- Monday, January 11, 2021
- Monday, April 19, 2021
- Monday, July 19, 2021
- Monday, October 18, 2021

LOCATION

Live via webinar

REGISTRATION

8:30 am–9:00 am

PROGRAM

9:00 am–4:15 pm

PROBLEM-SOLVING FOR BREASTFEEDING CONCERNS

REGISTER

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AUDIENCE

Breastfeeding Basics: Staff working in health departments and healthcare provider offices, including nurses, nutritionists, social workers, clinicians, office staff, and doulas.

Problem-Solving for Breastfeeding Concerns: Staff working in health departments and healthcare provider offices, including nurses, nutritionists, social workers, and clinicians.

CREDITS (per program)

CEUs: 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: MAHEC designates this continuing education activity as meeting the criteria for **6.0** contact hours.



BREASTFEEDING BASICS: BUILDING SKILLS TO SUPPORT EARLY AND EXCLUSIVE BREASTFEEDING

8:30–9:00	Registration
9:00–10:30	<ul style="list-style-type: none">• Professional Recommendations• Benefits of Breastfeeding• Perceived and Absolute Breastfeeding Contraindications: Marijuana, Alcohol, Cigarettes, Medications, SUD, and COVID-19• How Patients Make the Decision to Breastfeed: A look at the Barriers to Breastfeeding
10:30–10:45	Break
10:45–12:15	<ul style="list-style-type: none">• Breast Milk Production and Composition• Getting Breastfeeding Started: Role of Skin-to-Skin Care
12:15–1:00	Lunch Break
1:00–3:00	<ul style="list-style-type: none">• Positioning and Latch-on• Assessing that Breastfeeding is Effective: Infant Factors/Maternal Factors• Concerns in the Early Weeks
3:00–3:15	Break
3:15–3:45	<ul style="list-style-type: none">• Nutritional Needs of the Parent and Infant• Supplementation
3:45–4:15	Application to Practice: Case Studies
4:15	Adjourn

PROBLEM-SOLVING FOR BREASTFEEDING CONCERNS

8:30–9:00	Registration
9:00–10:30	<ul style="list-style-type: none">• Professional Recommendations• Milk Supply Concerns: Establishing a Milk Supply• Low Milk Supply Considerations• Effective Ways to Increase Milk Supply• Oversupply Concerns• Overactive MER
10:30–10:45	Break
10:45–12:15	<ul style="list-style-type: none">• The Effect of Pumping on Milk Supply• Types of Pumps Used by Breastfeeding Families• Choosing the best breast pump for the situation• Support for families when separated from the infant
12:15–1:00	Lunch Break
1:00–3:00	<ul style="list-style-type: none">• Working Through Common Breastfeeding Concerns: Engorgement and Sore Nipples• Plugged Ducts/Milk Blebs• Mastitis• Breast Abscess and Yeast
3:00–3:15	Break
3:15–3:45	Supporting Breastfeeding with Substance Use Disorder and COVID-19
3:45–4:15	Application to Practice: Case Studies
4:15	Adjourn

FACULTY

BREASTFEEDING BASICS: BUILDING SKILLS TO SUPPORT EARLY AND EXCLUSIVE BREASTFEEDING

Georganna Cogburn, MSHE, RD, LDN, IBCLC, RLC, has been a registered dietitian since 1984 and an International Board Certified Lactation Consultant since 1992. She was a Public Health Nutritionist for 29 years with the Buncombe County Health and Human Services WIC Program where she assisted breastfeeding dyads. While at Buncombe County Health and Human Sciences, she also established the Breastfeeding Support and Breastfeeding Peer Counselor Program. Currently, she works at MAHEC as the Region 1 Lactation Trainer serving the 16 westernmost counties of North Carolina and provides services to breastfeeding patients at MAHEC Ob/Gyn Specialists and MAHEC Family Health Center. She has been the Region 1 Breastfeeding Coordinator since 2005 and in that capacity has trained Breastfeeding Peer Counselors, health department staff, and healthcare provider staff throughout Western North Carolina. Since 1996, Georganna has been on the faculty and is the course director for the North Carolina Lactation Educator Training Program, 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 College of Health and Human Sciences.

Sonja Emerson, MSN, MPH, RN, IBCLC, is a Clinical Education Nurse with the MAHEC Center of Ambulatory Nursing Excellence. Sonja has been a registered nurse for 16 years and an International Board Certified Lactation Consultant for six years. She has worked with breastfeeding families in homes, hospitals, and clinical settings. She also taught breastfeeding education and breastfeeding classes at Johns Hopkins University School of Nursing.

FACULTY

PROBLEM-SOLVING FOR BREASTFEEDING CONCERNS

Georganna Cogburn, MSHE, RD, LDN, IBCLC, RLC, (*bio above*).

Ginger Poulton, MD, is originally from Falls Church, VA, and graduated from the University of Virginia in 2004. It was there that she first became interested in medicine while serving as an impromptu Spanish medical interpreter at a free clinic in the area. After college, she joined Teach for America where she worked as a high school science teacher in Phoenix, AZ, while enjoying lots of active pursuits out West. She spent her summers abroad working with healthcare personnel in Honduras and Uganda and decided to switch career paths. Dr. Poulton graduated from the University of Michigan Medical School in 2010 and was thrilled to come to Asheville for residency training at MAHEC. She and her husband have settled here with their two sons and continue to enjoy all of the wonderful outdoor activities Asheville has to offer. She became board certified in Lifestyle Medicine in 2019 and is the Program Director for the Lifestyle Medicine Residency Curriculum. She also provides lactation education for the Family Medicine Residences during didactics. Dr. Poulton chose Family Medicine because she was excited by the opportunity to form long lasting relationships with patients and to help connect patients to valuable resources they need in the community. She is thrilled to be working at the MAHEC Family Health Center at Newbridge.

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REGISTRATION FORM

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Updated contact information.

NAME _____

CREDENTIALS _____

SOCIAL SECURITY # XXX-XX- _____ (last 4 digits required)

OCCUPATION _____

EMAIL ADDRESS _____

HOME ADDRESS _____

CITY _____ STATE _____ ZIP _____

HOME COUNTY _____

HOME # _____ WORK # _____

EMPLOYER _____

DEPARTMENT _____

EMPLOYER'S ADDRESS _____

CITY _____ STATE _____ ZIP _____

WORK COUNTY _____

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Fax to: 828-257-4768
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HAVE A QUESTION?



Special Services
828-407-2419

Contact the Program Planner

Georganna Cogburn, MS, RD, LDN, IBCLC, RLC
georganna.cogburn@mahec.net or 828-257-4754

REGISTRATION INFORMATION 828-257-4475

FAX REGISTRATION 828-257-4768

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