

Being Baby Friendly a Path to Positive Health Outcomes

Trish MacEnroe

CDN, CLC Executive Director,
Baby-Friendly USA Inc.

On November 7, 2009, Trish MacEnroe was hired as the Executive Director of Baby-Friendly USA. Her initial focus has been on reorganizing the process facilities and creating a series of tools to assist facilities who are working towards achieving the Baby-Friendly designation. Before this role, she was the Director of a Chronic Illness Project for the Whitney M. Young Health Center in Albany, NY. She developed a comprehensive disease and care management project for 275 individuals with co-occurring conditions of medical illness, mental illnesses and substance abuser. She researched disease/care management software, developed an outreach and enrollment plan and implemented partnership agreements with medical providers. Prior to that, she was the Director of the NYS WIC Training Center for 13 years and oversaw all the aspects of the operation.

Laurie True

MPH Executive Director,
California WIC Association

Laurie True, MPH, has been the California WIC Association's Executive Director since 1999. She is a public health nutritionist with many years experience in research, community organizing and legislative advocacy. Laurie is recognized as one of the state's foremost experts on WIC, nutrition and health policy, and consults widely with federal, state and local decision makers, academics, and community based-organizations. Laurie has been a catalyst or founding member of many of California's current health advocacy organizations and coalitions, including the California Food Policy Advocates, California WIC Association and the Strategic Alliance for Healthy Food and Activity Environments.

"Breastfeeding is the most precious gift a mother can give her infant. When there is illness or malnutrition, it may be a lifesaving gift; when there is poverty, it may be the only gift"

Ruth Lawrence, MD

Agenda

Registration		8:00-8:30 a.m.
Welcome		8:30-8:45 a.m.
Trish MacEnroe	The Baby-Friendly Hospital Initiative	8:45-10:15 a.m.
	Break	10:15-10:30 a.m.
Laurie True	WIC and Legislative Updates	10:30 a.m. -Noon
Jane Heinig	Using Data to Improve Hospital-Based Breastfeeding Policies and Practices	1:30-3:00 p.m.
	Break	3:00-3:15 p.m.
Eric Walsh	Breastfeeding Promotion and Policy: A Key to Health Care Reform	3:15-4:45 p.m.
Closing Remarks		4:30-4:45 p.m.
Adjournment		4:45-5:00 p.m.



Jane Heinig

PhD, IBCLC, Editor in Chief
Journal of Human Lactation

Dr. Heinig received her Masters of Science and PhD in Nutrition Science from the University of California Davis. She is an International Board Certified Lactation Consultant since 1993.

Dr. Heinig currently teaches Master of Advanced Study of Maternal and Child Nutrition at the University of CA. Davis. In addition, Dr. Heinig is Editor in Chief of the Journal of Human Lactation since 1997. Dr. Heinig's most recent publication titled: Are there Risk to Using Risk-Based Messages to Promote Breastfeeding?

Eric Walsh

MD, MPH, Director of Child Health Disability and Prevention Program (CHDP)

Dr. Walsh functions as Director of Maternal Child Adolescent Health (MCAH) program, Director of the Child Health Disability and Prevention Program (CHDP), Director Immunization Program for the county, Medical Director for Women's Infants and Children (WIC) Program. In addition, he is the Medical Director at Loma Linda University East Campus Urgent Care. Dr. Walsh is also an Associate Professor of Family Medicine, Loma Linda University School of Medicine.

Some of Dr. Walsh's current Board positions include: President's Advisory Counsel on HIV/AIDS (PACHA), National Advisory Committee (NAC) Member, Latino Health Collaborative Executive Board Member, and Executive Board Member of MOMS, Orange County.

Objectives:

- Describe the process of attaining a “Baby Friendly” designation
- List breastfeeding resources available in Orange County and California
- Explain the California Hospital Breastfeeding Report
- Identify at least 2 activities to help increase breastfeeding rates in Orange County

Registration:

Please visit the Orange County Breastfeeding Coalition at: <http://www.ocbreastfeedingcoalition.org>. Registration fees as follows: before 7/15/10 \$75, General \$85, Students \$35, and OCBFC Member \$35 with proof of membership.

Cancellation Policy:

Cancellations must be emailed to ocbreastfeeding@yahoo.com by July 22, 2010 and are subject to a \$10 processing fee. No refunds are issued for cancellations made after July 22, 2010 or no-shows to the event
*****PLEASE BRING YOUR RECEIPT TO THE EVENT FOR REGISTRATION***** If you have any questions please call **714.242.1633**.

CHES Hours:

Provider: Orange County Health Care Agency. CHES-Pending approval 6.0 Category I CECH will be provided. Provider: Orange County Health Care Agency, Health Promotion Division. Provider No. CA0085. Provider approved by the National Commission for Health Education Credentialing Inc.

CE Hours for Nurses:

Provider approved by the California Board of Registered Nursing, Provider No. CEP 15019 for 6 contact hours.

CME Hours:

Accreditation Statement:

This activity has been planned and implemented in accordance with the Institute for Medical Quality and the California Medical Association’s CME Accreditation Standards (IMQ/CMA) through the Joint Sponsorship of the County of Orange Health Care Agency and Orange County Breastfeeding Coalition. The County of Orange Health Care Agency is accredited by the Institute for Medical Quality/California Medical Association (IMQ/CMA) to provide continuing medical education for physicians. The County of Orange Health Care Agency takes responsibility for the content, quality and scientific integrity of this CME activity.

Credit Designation Statement:

The County of Orange Health Care Agency designates this educational activity for a maximum of six (6) AMA PRA Category 1 Credit(s)™. Physicians should only claim credit commensurate with the extent of their participation in the activity. This credit may also be applied to the CMA Certification in Continuing Medical Education.



Health Care Agency/Public Health Services
Nutrition Services WIC Program and Public
Health Community Nursing Program



WIC Program is operated in accordance with U.S. Department of Agriculture policy that prohibits discrimination on the basis of race, color, sex, age, handicap, religion, or national origin.



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Sponsored by:



Date: Monday, August 2, 2010
8 a.m. – 5 p.m.

Location: Sisters of St. Joseph of Orange County
Mother Louis Room
480 S. Batavia Street
Orange, CA 92868

Please visit www.ocbreastfeedingcoalition.org
for details and event registration