



Join us at the 2018 California Breastfeeding Summit, the premier convening of the year which brings together diverse breastfeeding advocates and organizations all in one place! Together we will examine the status of breastfeeding in California, learn about evidence-based practices, new resources, establish new connections and network with colleagues from throughout the state.

In this quickly evolving public health climate, the California Breastfeeding Summit allows you to stay informed about State and National policies that impact breastfeeding including:

- *The legalization of marijuana
- *Current breastfeeding and birth data
- *Baby-Friendly and Model Hospital Policy implementation updates
- *Creative strategies to support breastfeeding
- *Media controversies and digital campaigns in breastfeeding and so much more!

Past attendees say that the summit left them feeling inspired and motivated to take action to remove barriers and increase breastfeeding rates in their communities!

Join us in San Diego and become an part of the breastfeeding movement in California!

Summit Goal

The Goal of the 2018 California Breastfeeding Summit is to create a strong community of breastfeeding advocates to work together on common actions to remove barriers to breastfeeding and advance breastfeeding equity.

Summit Objectives

After attending the California Breastfeeding Summit, attendees will be able to:

- Examine state and local breastfeeding data and resources to measure disparities and improve equity for lactation support services and maternal and child health.
- Interpret state and local breastfeeding practices, policies and laws to support and advocate for lactation accommodations to increase exclusive breastfeeding rates, prolong duration and support families' breastfeeding goals.
- Identify educational tools, resources and strategies to promote and support exclusive breastfeeding management in hospitals, clinics and community settings.
- Employ the changing paradigm of communication to promote and protect breastfeeding, with particular emphasis on the use of language, the role of social media platforms and viral/digital campaigns.

Who Should Attend?

Approximately 450 participants are expected to attend, including:

- **Hospital administrators, maternity department managers and hospital nurses** who want tools and resources to implement the Baby-Friendly Hospital Initiative and comply with SB 402 and SB 502 to increase exclusive breastfeeding and improve Joint Commission measures.
- **Physicians and advanced practice healthcare providers** who want to create breastfeeding-friendly practices to support mothers prenatally and beyond hospital discharge.
- **Leaders and staff of community clinics, community-based organizations, local WIC programs and public health departments** who want clinical updates to improve support for breastfeeding mothers and the opportunity to collaborate with hospitals and other community health care providers.
- **Breastfeeding Coalition members** (breastfeeding advocates and professionals) who want to network and share best practices across professional disciplines to improve collective efforts to support breastfeeding mothers.
- **Community educators, advocates and supporters** such as La Leche League Leaders, Nursing Mother's Counsel and Breastfeeding USA counselors.



Program Agenda at Glance

This is our draft agenda as of October 20, 2017 and is subject to change. Please check the Coalition [website](http://californiabreastfeeding.org) for updates.

Wednesday, January 24, 2018

- 7:00 AM Registration, Continental Breakfast, Exhibits, Posters, Sharing Tables, Silent Auction, Opportunity Drawing & Photo Booth Open
- 8:00 AM **State of the State of Breastfeeding in California**
M. Jane Heinig, PhD, IBCLC,
UC Davis Human Lactation Center
- 9:15 AM **The Status of Improving Hospital Breastfeeding Support in California**
California Department of Public Health (invited)
- 10:15 AM Break—Exhibits, Posters, Sharing Tables, Silent Auction, Opportunity Drawing & Photo Booth Open
- 10:30 AM **Supplementation of Breastfed Infants—If Not for Medical Indication, Then for What?**
M. Jane Heinig, PhD, IBCLC, UC Davis Human Lactation Center
Jennifer Hahn-Holbrook, PhD, UC Merced
Nurse Panel (invited)
- 12:00 PM Lunch on your own—Exhibits, Posters, Sharing Tables, Silent Auction, Opportunity Drawing & Photo Booth Open
- 1:15 PM **Mobilizing Mothers and Communities for Social Change Using Social Media**
Anayah Sangodele-Ayoka, MomsRising
Do Formula Marketers Use Social Media to Undermine Breastfeeding?
Pamela Mejia, MS, MPH, Berkeley Media Studies
Move Over Millennials
Clifton Kenon, Jr., DNP, RN, IBCLC, RCL
- 3:15 PM Break—Exhibits, Posters, Sharing Tables, Silent Auction, Opportunity Drawing & Photo Booth Open
- 3:30 PM **Opportunities for Strengthening Lactation Accommodation Enforcement & Implementation**
Julie Su, Labor Commissioner of California (invited)
Julia Parish, Attorney, Legal Aid At Work
Katy Tang, San Francisco Board of Supervisor (invited)
- 5:00 PM Closing Remarks
- 5:30 PM **Reception—all invited! Exhibits, Posters, Sharing Tables, Silent Auction, Opportunity Drawing & Photo Booth Open**
- 6:30 PM **Knowledge Cafés:** This is an opportunity to discuss a topic related to Advocacy, Breastfeeding and Communication. Topics include Baby-Friendly, Donor Human Milk, Breastfeeding & Technology Apps, Coalition Projects, and Perinatal Mental Health
- 8:00 PM **End of the Day**

Thursday, January 25, 2018

- 7:00 AM Registration, Continental Breakfast, Exhibits, Posters, Sharing Tables, Silent Auction, Opportunity Drawing & Photo Booth Open
- 8:00 AM **Who's Having Babies in California?**
Carina Saraiva, MPH, California Department of Public Health
- 8:30 AM **Culture, Trauma, Birth & Breastfeeding**
Camie Goldhammer, MSW, LCSW, IBCLC
- 9:30 AM **Using Videos to Provide Birth & Breastfeeding Education**
Peter Cardellichio, PhD, Global Media Health Project
- 10:00 AM Break—Exhibits, Posters, Sharing Tables, Silent Auction, Opportunity Drawing & Photo Booth Open
- 10:30 AM **Addressing Fear-Based Negative Breastfeeding Campaigns**
Kimberly Seals-Allers, Author of THE BIG LET DOWN
- 12:00 PM Break—Last Chance to View Exhibits, Posters, Sharing Tables. Drawing for Silent Auction, Opportunity Drawing
- 12:30 PM **Golden Nugget Award Lunch** (Provided), Silent Auction Winners Posted
- 1:30 PM **Cannabis, Pregnancy and Breastfeeding: Next Steps in California**
California Department of Public Health (invited)
- 2:30 PM **Promote and Implement Breastfeeding Policies Supportive to LGBTQ Families**
Gina Buccolo, IBCLC
- 3:30 PM **The Future of Breastfeeding Promotion and Support in the Current Political Environment**
Mona Liza Hamlin, RN, IBCLC, Chair, United States Breastfeeding Committee
- 4:30 End





Registration

Register at: <https://tinyurl.com/casummit2018>

All registration is online. Credit cards, checks, and invoice payments accepted. *Early-bird registration through December 23, 2017*

Full Summit Two Days: January 24, 25 **BEST DEAL** **\$300**
After December 23, 2017 **\$350**

Starts at 8:00 AM on January 24 and ends at 4:30 PM on January 25. Includes two full days of plenary presentations, Knowledge Café, poster session, exhibit viewing, reception and networking Wednesday evening, Golden Nugget Awards luncheon Thursday, Continental Breakfast each morning and continuing education units for RNs, IBCLCs, CLCs and RDs.

Summit One Day Only: January 24 or January 25 **\$175**
After December 23, 2017 **\$200**

Starts at 8:00 AM on January 24 and ends at 7:30 PM OR starts at 8:00 am and ends at 4:30 pm on January 25. Includes one full day of plenary presentation, Knowledge Café's (Wednesday evening only), poster session, exhibit viewing, reception and networking (Wednesday evening only), Golden Nugget Awards luncheon (Thursday only), Continental Breakfast each morning and continuing education units for RNs, IBCLCs, CLCs and RDs.



Discounted Prices Available for Full Two Day Summit

	Early Bird (before 12/23/17)	Regular (starts 12/24/2017)
Group of 4 or More	\$270	\$315
Peer Counselor Discount	\$200	\$250
Student Discount	\$250	\$300

Discounts Prices Available for One Day Summit

	Early Bird (before 12/23/17)	Regular (starts 12/24/2017)
Group of 4 or More	\$157.50	\$180
Peer Counselor Discount	\$125	\$150
Student Discount	\$150	\$175

Please see page 4 for discount descriptions

**Register for the
California Breastfeeding Summit at
<https://tinyurl.com/casummit2018>**

**[Check out the
Sponsor and Exhibitor Opportunities Here!](#)**

[Donate a Silent Auction Item Here!](#)



Continuing Education Units

CEU

For Nurses: The California WIC Association is an approved provider by the California Board of Registered Nursing, Provider Number: CEP 16525. Final count pending.

CERP

For IBCLC: The California WIC Association is an approved provider with the International Board of Lactation Consultant Examiners, Long Term Provider Number: CLT115-01. Final count pending.

CPEU

For Registered Dietitians: California WIC Association, Summit Co-sponsor, provider of Commission on Dietetic Registration. Final count pending.



Special Discounts

GROUPS

A SPECIAL 10% DISCOUNT is available if four or more people are attending from the same agency/organization or community breastfeeding coalition.

To access the code, please email

californiabreastfeeding@gmail.com and put in the subject line 10% discount and include the list of attendees in the body of the email. Each person can register individually and enter the promotional code at the time of registration.

STUDENTS

Students who are currently working towards a Bachelor's, Master's, PhD, professional degree (e.g. DNP, MD, PharmD, and DDS, etc.) or attending an academic program approved for IBCLC can receive:

- ⇒ **\$50 discount** for the full summit registration
- ⇒ **\$25 discount** for the one day registration

To access the discount code, please email

californiabreastfeeding@gmail.com and put in the subject line student discount code and list where you attend school and the degree you are seeking.

PEER COUNSELORS

Special discounts are being offered to WIC Breastfeeding Peer Counselors, La Leche League Leaders and Mothers, Nursing Mothers Counsel Counselors, Breastfeeding USA Counselors, and Comprehensive Perinatal Services Health Educators (paraprofessional).

The discounts being offered are:

- ⇒ **\$100 discount** for the full summit registration
- ⇒ **\$50 discount** for the one day registration

To access the code, please email

californiabreastfeeding@gmail.com and put in the subject line peer counselor discount and include in the body of the email where you are peer counselor.



Hotel Reservations

The location of the California Breastfeeding Summit
Town and Country
500 Hotel Circle North
San Diego, CA 92108

Online reservation link:

<https://aws.passkey.com/e/49290781>

Booking by telephone:

Call 800-772-8527 and mention the California Breastfeeding Coalition when making your reservation to get the special room rate.

Reserve your room by 5:00 PM December 23, 2017.

Special room rates are available. Go to this [link](http://californiabreastfeeding.org/annual-summit/2018-summit/hotel-reservations/) to see the special room rates. <http://californiabreastfeeding.org/annual-summit/2018-summit/hotel-reservations/>

Check In/Out Times

Check-in time is at 3:00pm with checkout at 11:00am.

Hotel Service Fee

The hotel service fee is discounted to \$10 per day, plus the Sand Diego Tourism Assessment, which is currently 2% per room, per night, and applicable to taxes which are currently 10.5%.

Parking

Parking is \$10 daily for hotel guest staying overnight and local guest driving.

Transportation

Airports: 7 Minutes Away: [San Diego International Airport](#) (SAN). For more information about direct flights and ground transportation, please go to the San Diego International Airport [website](#).

Lactation Room / Babies

A lactation room is available for pumping or breastfeeding. Please ask the summit registration desk for information and help with access to the room.

Babies are welcome. We ask parents to please tend to baby outside of the workshop rooms if the baby is displaying discomfort or making noise that can disrupt workshops. Please feel free to breastfeed baby anywhere.

Cancellation Policy

It is the policy of the CBC to assess a processing fee for all cancelled registrations. To cancel your registration, a written request must be received via e-mail to californiabreastfeeding@gmail.com no later than 5:00 p.m. PT on **January 9, 2018**.

Cancellations received on or before January 9, 2018 will be refunded, less a \$50 processing fee. No refunds will be granted for cancellations received after January 9, 2018. **NO EXCEPTIONS.** CBC regrets that refunds will not be granted for "no-shows."

