

Program Description

Dia will entertain and enlighten in this fun day of learning about *parenting in the wild*, *child development*, and *cultural attitudes* — all through the lenses of lactation.

In the wild, the day the child weans is the day he/she walks away. Childhood and lactation are one-and-the-same. Everything the young need to know to travel the path from helplessness to self-sufficiency is learned while breastfeeding. By looking at mammal mothering, we learn about the *role breastmilk plays in child development and gain an appreciation of early mother-infant attachment*.

Does breastfeeding play a unique role in promoting literacy? Can breastfeeding help reduce the Word Gap and diminish the Achievement Gap?

How can we help kids see breastfeeding as normal in a culture where they rarely see it because moms wean early, moms nurse in private spaces, and baby dolls for kids all come with bottles? *Can we increase breastfeeding rates down the road by helping young children understand that “Breast is Normal?”* Can community members provide consistent messaging that promotes breastfeeding?

Don't miss out on this fun day to hear both the esoteric and substantial knowledge Dia has to share! Attendees will leave with new approaches to parenting and child development—with a keen sense of how special it is to be a mammal. Join us for this lively event that includes hands-on activities, audience participation, quizzes (with prizes!), and practical information to take back to your workplace.

Continuing Education Credits

offered at no additional charge

RN: BreastfeedLA is an approved provider by the California Board of Registered Nursing. This course offers 7 contact hours of continuing education. BreastfeedLA's provider number is CEP 16435. Licensee must maintain certificate for a period of four years.

IBCLC: BreastfeedLA is an approved Long-Term Provider by the International Board of Lactation Consultant Examiners #CLT113-36. 6 L-CERPs will be awarded.

RDs & OTs: Maintain a copy of the agenda and certificate for CPEs for Professional Development Portfolio.

Faculty

Dia Michels is an award-winning science and parenting writer. She has authored or coauthored over a dozen books, including *Cuddled and Carried*, *If My Mom Were a Platypus*, *Breastfeeding Facts for Fathers*, and *Milk, Money and Madness*. Her books have been translated into numerous languages. She is founder and president of Platypus Media, a publishing house that promotes attachment parenting, breastfeeding, and safe infant sleep. She presents regularly at healthcare, education, and parenting conferences. Mother to three adult children, she lives in Washington, D.C. with three cats and dog.

Sponsored by



2851 W. 120th St., Ste. E #335
Hawthorne, CA 90250
Phone: (323) 210-8505
www.BreastfeedLA.org

Co-sponsored by
Dignity Health St.Mary's Medical Center

An Early Start for Learning: How Breastfeeding, Talking, and Touch In Infancy Support School Success



Thursday,
December 4, 2018
9am to 5pm

USC Verdugo Hills
1812 Verdugo Blvd,
Glendale, CA 91208



Agenda

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|-------|-----------------------------------------------------------------------------------------------------------------------|
| 9:00 | Welcome & Introductions |
| 9:15 | If My Mom Were A Platypus: What We Can Learn from Studying Mammal Lactation |
| 10:30 | Break |
| 10:45 | 1000 Days in Gap City: Exploring the Relationship Between the Breastfeeding Gap and the Word Gap |
| 12:00 | Lunch |
| 1:15 | Breastfeeding Education Starts at the Very Beginning: Strategies to Help Kids Understand that Breastfeeding is Normal |
| 2:15 | Break |
| 2:30 | Getting Kids off to A Healthy Start: Case Studies |
| 3:30 | Break |
| 3:45 | Quiz (with prizes!) Are you smarter than a Mammologist? |
| 3:30 | Closing Remarks And Adjourn |

Objectives:

At the end of the program, participants will be able to:

- Articulate that breastmilk is the route to maximizing emotional, intellectual, and physical growth, and, as such, is the essential first food for all mammals—including humans
- Explain how the behaviors that happen organically in a breastfeeding home promote literacy
- Understand why it is both beneficial and necessary to teach children about breastfeeding, and how this knowledge contributes to thriving families.

Registration Fees

Registration includes continental breakfast, lunch, and continuing education credit.

Early Bird \$100 - Up to November 20
\$115 - On or after November 21 and at the door

Participant Confirmation and Handouts

Registration confirmation will be sent to participants providing an e-mail address. Presentation handouts are sent via e-mail 2 business days prior to the seminar.

Cancellation Policy

Credit for future seminars is available under special circumstances until one week prior to event.

Certificate Policy

After completion of the course evaluation, you will be provided with a link to your continuing education certificate. Make sure to print and save your certificate. BreastfeedLA will assist you with finding your certificate for up to 1 year from the event without cost. For assistance with any certificates older than 1 year from the time of the event, BreastfeedLA charges \$15 for the first certificate, and \$10 for each additional certificate requested each calendar year. A \$5 processing fee will be added to requests needing fulfillment within 24 hours.

Target Audience

Physicians, Midwives, Therapists, LCSWs, MFTs, Registered Nurses, Registered Dietitians, Nutritionists, Occupational Therapists, CPHWs, Lactation Consultants & Educators, LLL Leaders, Health Educators, Case Managers, Home Visitors, Doulas, Breastfeeding Peer Counselors, Students, and others interested in supporting families in the initiation and maintenance of breastfeeding.

Registration Form

12/04/2018

Register Online at www.BreastfeedLA.org
OR <https://tinyurl.com/bfla1218>

Mail: BreastfeedLA, 2851 W. 120th St., Ste. E
#335, Hawthorne, CA 90250

| | Price |
|---------------------------------------------------------------------------------------------------|----------|
| <input type="checkbox"/> Early Bird (on or before Midnight Pacific Time 11/20/2018) | \$100 |
| <input type="checkbox"/> General (on or after 11/21/18) – All check payments at this price | \$115 |
| <input type="checkbox"/> Tax Deductible Contribution | \$ _____ |
| Total: \$ _____ | |

Name _____

Job Title _____

Company/Hospital _____

Billing Address _____

Billing City, ZIP _____

Email Address—required to receive confirmation _____

Phone _____

- IBCLC? If yes, check this box
 RN? License # _____
 I prefer a vegetarian meal

Method of Payment

- Check
 Visa
 MasterCard

_____ CCV

Credit Card # _____ Exp.Date _____

Signature _____

_____ Billing ZIP