



# 2024 BREASTFEEDING SYMPOSIUM

**AUGUST 13, 2024**

The Education Center at Eastern AHEC  
2600 West Arlington Blvd.  
Greenville, NC

Jointly provided by: Eastern AHEC Department of Nursing and Allied Health Education; Division of Child and Family Well-Being, Community Nutrition Services Section NC Department of Health and Human Services; and The Center for Learning & Performance at ECU Health Medical Center

**EASTERN AHEC**  
PART OF NC AHEC

RECRUIT  
TRAIN  
RETAIN



 **ECU HEALTH**  
Medical Center

## Description

Exclusive pumping is breastfeeding. This under-recognized type of breastfeeding requires additional support to be successful. The 2024 Breastfeeding Symposium will provide current information and evidence-based practice recommendations to support mothers in meeting their pumping goals. Presenters will focus on best practice and current research. Faculty will provide hands on experience with various equipment and products to facilitate a discussion about options available to mothers who choose to exclusively pump.

## Who Should Attend

This program is intended for Lactation Professionals, Breastfeeding Peer Counselors, Managers and invited guests, Registered Nurses, Nurse Practitioners, Certified Nurse Midwives, Dietitians, Public Health Staff, Childbirth Educators, Doulas, and healthcare professionals interested in successful lactation.

## Program Objectives

### **Breast Health:**

- Describe the benefits of breast massage in improving milk production and managing pain from engorgement
- Discuss innovative techniques that improve breastfeeding and milk production
- Discuss where traditional training and new techniques both connect and diverge

### **State of the State: NC Breastfeeding Update:**

- Share the latest data and trends on breastfeeding initiation, duration, and exclusivity throughout North Carolina
- Discuss ongoing and upcoming strategies to enhance breastfeeding support statewide in North Carolina
- Highlight the resources available to foster breastfeeding support across the state

### **Pumps Scientific Fair:**

- Discuss the selection of the appropriate breast-feeding pump that best fits with the client's goals and needs
- Describe how to educate families on the use of breast pumps, including cleaning and maintenance

### **Exclusive Pumping:**

- Discuss the reasons, benefits, and challenges of exclusively pumping
- List strategies to maintain and increase milk supply while exclusively pumping

## Faculty

### **Bonnie Garner MS, CPN, CMT, RN**

Nurse Consultant for Early Head Start  
Hendersonville NC

### **Jessica Luginbuhl, MPH, IBCLC**

Lactation Consultant  
Teaching Babies to Nurse

### **Chiara Phillips MS, RDN, LDN, IBCLC**

State Breastfeeding Coordinator  
Division of Child and Family Well-Being  
Community Nutrition Services Section  
NC Department of Health and Human Services

### **Amy Losew, RN, IBCLC**

Postpartum Nurse - WakeMed Raleigh  
Lactation Consultant - UNC Rex.

### **LaiSha Buck, MPH**

Breastfeeding Coordinator  
Pitt County Health Department

### **Donna Brooks, IBCLC**

Lactation Assistant  
Women's Health Program  
ECU Health Medical Center

### **Wendy Wright, RN**

Northeastern North Carolina Nurse-Family  
Partnership  
Halifax Community College

### **Blair Creekmore, MSN, RN, IBCLC**

Supervisor, Northeastern North Carolina  
Nurse-Family Partnership  
Halifax Community College

### **Hannah Edens, MPH, RD, LDN, IBCLC, RLC**

NC WIC LATCH Director  
Lead Regional Lactation Trainer, Region 2  
Eastern Area Health Education Center

### **Amber McCann, BSN, RN, IBCLC**

Lactation Specialist  
ECU Health Medical Center

### **Jackie Davis, RDN, LDN, IBCLC**

Rockingham County, NC DHHS

### **Cecilia Funakoshi, BS, NDTR, IBCLC**

Johnston County WIC

### **Cierra Rowe, NP**

## Planning Committee

### **Alisha Bailey, BS, IBCLC**

WIC & Breastfeeding Programs Manager  
Piedmont Health Services, Inc.

### **Blair Creekmore, MSN, RN, IBCLC**

Supervisor, Northeastern North Carolina  
Nurse-Family Partnership  
Halifax Community College

### **Rachel M. Dean, MPH, RDN, LDN, IBCLC, RLC**

Regional Lactation Trainer, Region 3  
NC WIC Latch  
Eastern Area Health Education Center

### **Hannah Edens, MPH, RD, LDN, IBCLC, RLC**

NC WIC LATCH Director  
Region 2 Lactation Trainer  
Eastern Area Health Education Center

### **Amber McCann, BSN, RN, IBCLC**

Lactation Specialist  
ECU Health Medical Center

### **Donna Moses, MSN, RN**

Director, Nursing & Allied Health Education  
Eastern Area Health Education Center

### **Melinda Walker, MSN, RN, CHSE, CHSOS**

Assistant Director, Nursing & Allie Health  
Education  
Eastern Area Health Education Center

# Agenda

8:00 a.m.	<b>Registration/Breakfast/Networking</b>
8:30	<b>Welcome and Program Overview</b>
8:45	<b>Enhancing Family Engagement with Infant Massage</b> <i>Bonnie Garner MS, CPN, CIMT, RN</i>
9:45	<b>Breast Health</b> <i>Jessica Luginbuhl, MPH, IBCLC</i>
10:45	<b>Break</b>
11:00	<b>State of the State: NC Breastfeeding Update</b> <i>Chiara Phillips MS, RDN, LDN, IBCLC</i>
11:30	<b>Lunch</b>
12:30 p.m.	<b>Pumps Scientific Fair</b> <ul style="list-style-type: none"><li>Conference Room D<ul style="list-style-type: none"><li><b>Station 1: Spectra</b> - Amy Losew, RN, IBCLC</li><li><b>Station 2: Ameda</b> - Jackie Davis, RDN. LDN, IBCLC</li><li><b>Station 3: Ameda</b> - Cecilia Funakoshi, BS, NDTR, IBCLC</li><li><b>Station 4: Medela</b> - LaiSha Buck, MPH</li><li><b>Station 5: Medela</b> - Donna Brooks, IBCLC</li></ul></li><li>Meeting Room 2<ul style="list-style-type: none"><li><b>Station 6: Hands Free Equipment</b> - Wendy Wright</li><li><b>Station 7: Spectra</b> - Blair Creekmore, MSN, RN, IBCLC</li></ul></li><li>Hallway<ul style="list-style-type: none"><li><b>Station 8: Accessory Station - Off Brand Flange, Hakaa.</b> <b>Hand pumps</b> - Hannah Edens, MPH, RD, LDN, IBCLC, RLC</li><li><b>Station 9: Other Pump Types: Lansinou, Baby Budda, Mom Cozy</b> - <i>Amber McCann, BSN, RN, IBCLC</i></li></ul></li></ul>
2:45	<b>Break</b>
3:00	<b>Take Aways from Hands on Activities</b> <b>Summation of Learning</b> <i>Hannah Edens, MPH, RD, LDN, IBCLC, RLC</i>
3:15	<b>Exclusive Breast Pumping</b> <i>Amber McCann, BSN, RN, IBCLC</i> <i>Cierra Rowe, NP</i>
3:45	<b>Adjourn</b>



## Credit

**Nursing Credit:** 5.5 Nursing Contact Hours  
*Eastern AHEC Department of Nursing and Allied Health Education is approved as a provider of nursing continuing professional development by the North Carolina Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.*

### **CERPS:**

Application for Continuing Education Recognition Points has been submitted to the International Board of Lactation Consultant Examiner.

### **Dietitians/Nutritionists:**

This live educational activity is considered a CPEU Eligible Activity. It is the responsibility of practitioners to ensure that a CPEU Eligible Activity meets an activity type definition and adheres to Content Criteria prior to recording the activity in their CDR Activity Log. See <https://www.cdrnet.org/UniversalPDPGuide>. Choose Eastern AHEC contact hours.

### **Other Professionals:**

5.5 Eastern AHEC Contact hours

*Participants must attend 90% of the program to earn contact hour credit. Participation is verified by check in at the start of each program and initial out at the end of each program.*

## Registration Information

Registration is available online only at [www.easternahec.net](http://www.easternahec.net) and requires a current MyAHEC account. Registration will close at the start of the program.

### **Registration Fee - \$105**

**Note: Region II Breastfeeding Peer Counselors and their managers will receive a registration voucher code via email.**

### **NC AHEC Photo Policy**

Attendance at this activity grants permission for Eastern AHEC to use any photographs, audio, video, or other images from this activity for promotional or educational purposes. Please notify an AHEC staff member if you have concerns.

### **All Rights Reserved Statement**

You may not record, reproduce, publish, distribute, modify, create derivative works, or transmit any program content and/or material presented during continuing professional development (CPD) activities. Continuing professional credit will not be given for unauthorized copied and transmitted recordings of any CPD programs and other activities. Prior registration and attendance are required to receive continuing professional credit.

## Eastern AHEC Cancellation Policy

- Cancellations must be in writing (easternahec@ecu.edu)
- Registrants canceling between two weeks and two full business days prior to the first day of the event are refunded at 70% of the registration fee subject to a minimum \$25 cancellation fee.
- No refunds or credits will be given for cancellations received less than two full business days prior to the event.
- Cancellations greater than two weeks prior to the event will receive 100% refund.
- No vouchers will be issued in lieu of a refund.
- Transfers/substitute(s) welcome (notify in advance of the program)

## Handouts and Evaluations

Handouts will be available online only. One week prior to the program, registrants will receive an event reminder email with instructions to access handouts along with other program information.

Evaluations will be emailed after the program. Once the evaluation has been completed, your certificate will be available.

## Americans with Disabilities Act



Individuals requesting accommodation under the Americans with Disabilities Act (ADA) should contact the ADA coordinator at least five days prior to the event at 252-737-1018 / [ada-coordinator@ecu.edu](mailto:ada-coordinator@ecu.edu).

If you would like more information on the program, please call the Department of Nursing and Allied Health Education at 252-744-3088.