



2016 Mother-Baby Summit

New Jersey Hospital Association, Princeton, N.J.

Sept. 19, 2016

Registration:	9 a.m.	Fee:	Free
Program:	10 a.m. – 3 p.m.		<i>Optional Meal Plan: \$25/person</i>
Seminar No.:	EDU 1620		<i>(Includes Continental Breakfast and Networking Luncheon)</i>

PROGRAM OVERVIEW:

New Jersey hospitals and their partnering communities have long worked to improve maternal child health and care outcomes. For many, this involves participation in HEALTHY Beginnings NJ: Supporting Breastfeeding Moms and Babies. This effort, aimed at increasing exclusive breastfeeding rates in New Jersey's maternity hospitals, furthered their goals of increasing exclusive breastfeeding rates.

This didactic learning session is intended to continue the “all teach, all learn” collaborative work of the initiative and to expand its successes through lessons learned from facilities that have experienced success in their efforts. The Statewide Mother-Baby Summit is designed to assist providers in addressing barriers and identifying potential solutions for implementing the *Ten Steps to Successful Breastfeeding*.

HEALTHY Beginnings NJ is a collaborative initiative supported by the New Jersey Department of Health through the Centers for Disease Control and Prevention's grant *State Public Health Actions to Prevent and Control Diabetes, Heart Disease, Obesity and Associated Risk Factors and Promote School Health*.

OBJECTIVES:

1. Report on the work of New Jersey hospital efforts to implement the WHO/UNICEF *Ten Steps to Successful Breastfeeding*
2. Understand the evidence supporting the benefits of exclusive breast milk
3. Learn how to utilize the evidence on breastfeeding to gain physician support and guide clinical management
4. Gain strategies on how to share the science of human milk with families to make an informed decision.

TARGET AUDIENCE:

Physicians, managers, nurses, quality professionals, lactation consultants, heads of community health education, public health professionals and support staff.

CONTINUING EDUCATION CREDITS:

Accreditation Statement

HRET is accredited by the Medical Society of New Jersey to provide continuing medical education for physicians.

AMA Credit Designation Statement

HRET designates this live activity for **2.75** *AMA PRA Category 1 Credits*TM. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

DISCLOSURE INFORMATION: Full disclosure will be provided at the educational activity. Health Research and Educational Trust is an approved provider of continuing nursing education by the New Jersey State Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. Provider Number P131-1/15-18.

This activity provides **3.00** contact hours.

There are no conflicts of interest, sponsorship or financial/commercial support being supplied for this activity. Accredited status does not imply endorsement by the provider or American Nurses Credentialing Center's Commission on Accreditation of any commercial products displayed in conjunction with an activity.

DISCLOSURE INFORMATION: Full disclosure will be provided at the educational activity.

Participants who successfully complete this educational program will be awarded **2.75** New Jersey Public Health Continuing Education Contact Hours (CEs). HRET has been approved by the New Jersey Department of Health as a provider of New Jersey Public Health Continuing Education Contact Hours (CEs).



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AGENDA

- 9 a.m. *Registration*
- 10 a.m. **Welcome and Introductions**
- Elizabeth Ryan, Esq.*
 President & CEO
 New Jersey Hospital Association
- 10:10 a.m. **Honorable Cathleen D. Bennett**
 Commissioner
 State of New Jersey, Department of Health
- 10:30 a.m. **The Case for Exclusive Breast Milk Diet in Premature Newborns**
- Richard J. Schanler, MD, FAAP, FABM*
 Co-Director, Neonatal-Perinatal Research Laboratory
 Steven and Alexandra Cohen Children's Medical Center of New York
- 11:30 a.m. **Using the Evidence to Gain Physician Support and Guide
Clinical Management**
- Ruth A. Lawrence, MD, FABM*
 Professor of Pediatrics and Obstetrics and Gynecology
 University of Rochester School of Medicine
- 12:30 p.m. *Optional Networking Luncheon*
- 1:30 p.m. **Sharing the Science: Helping Families Decide to Start and Continue
Breastfeeding**
- Diane Spatz, PhD, RN-BC, FAAN*
 Director, Lactation Program
 Children's Hospital of Philadelphia

Professor, Perinatal Nursing
Helen M. Shearer Term Professor of Nutrition
University of Pennsylvania School of Nursing

2:15 p.m. **Hospital Panel:
Experiences at Different Stages of the Baby-Friendly Pathway**

Jennifer Houston, MSN, RN-BC
Nurse Manager, Maternity
Chilton Medical Center

Andrea D. Racobaldo, BSN, RNC-OB, CBC
Corporate Director of Nursing Education
Baby-Friendly Initiative Coordinator
AHA Faculty
Our Lady of Lourdes Health System

Helen Pierman, RN, LC
Lactation Consultant
Our Lady of Lourdes Health System

Trish Cerveney, RN, C-EFM
Nurse Manager of Women's and Children's Services
Our Lady of Lourdes Health System

Donna T. Poplawski, RN, MSN, APN
Manager, The Maternity Center
Morristown Medical Center

3:00 p.m. **Questions and Answers, Evaluation**

3:15 p.m. *Adjournment*

Registration Guidelines for 2016

PAYING BY CREDIT CARD

Guarantee your seat now by paying for your registration online with a credit card.
It's secure and easy.

Click on “**Register for this Event**” below.

Note: For security purposes, please **DO NOT** mail credit card information with your security code to the P.O. Box. Save time and register online through our secure Website.

PAYING BY CHECK

Secure your seat by faxing your registration prior to mailing with payment. Your registration will not be confirmed until your payment is received by HRET. A copy of the registration must accompany your check in order to allocate your payment properly.

FAX: 609-275-4271

Make check payable to: Healthcare Business Solutions

Mail to: HBS – P.O. Box 828709 – Philadelphia, PA 19182-8709

Payments by mail must be postmarked no later than Wednesday, Sept. 7, 2016

*After Sept. 7, checks must be in-hand at the time of registration the day of the program.
HRET/NJHA staff reserve the right to refuse entrance if payment is not received in full at the time of registration.*

GENERAL INFORMATION

- This program is provided with federal funding from the Centers for Medicare and Medicaid Services. CMS sets specific parameters on how we can use this funding, and unfortunately food cannot be included as part of the program fee. For all-day events, participants are invited to purchase the meal plan or bring their own.
- Registration is required for this event.
- **On-site registration:** NJHA will do its best to accommodate walk-ins, but cannot guarantee seating. Call 609-275-4180 the day preceding a conference to inquire about availability. If NJHA can accommodate you, payment in full is due at the registration table via check or credit card. No exceptions.
- **For registration and payment inquiries,** please contact (609) 275-4180 or HRETEducation@njha.com
- For program inquiries, please contact Mary Ditri at (609) 275-4279 or mditri@njha.com
- For directions visit NJHA at: <http://www.njha.com/directions.aspx>
- Ample parking is available behind the conference center building.
- If you have a disability and need special accommodation, please call 609-275-4180.

CANCELLATION POLICY

- Cancellations for attendance with an accompanying meal plan that are received by 4 p.m., Sept. 15, will receive a refund minus a \$10 administrative fee.
- No refunds will be issued for cancellations after the deadline or for no-shows.
- Registrants unable to participate may transfer their enrollment to an alternate participant from the same organization. Alternate participants must be registered with HRET-NJ at least two business days prior to the scheduled event. Their contact information should be forwarded to HRETEducation@njha.com and include the program number (EDU 1620) in the subject line of the e-mail.

2016 Mother Baby Summit

Date:	September 19, 2016
Registration Start:	9 a.m.
Program Start:	10 a.m.
Location:	New Jersey Hospital Association 760 Alexander Road, Princeton, NJ 08540
Fee:	<input type="checkbox"/> Free (no Meal Plan) <input type="checkbox"/> w/\$25 Optional Meal Plan
Seminar:	EDU 1620

Registration Form

Mail with payment to: HBS – P.O. Box 828709 – Philadelphia, PA 19182-8709
(Copy form, if needed, for additional registrants.)

Note: Your registration will not be complete until payment has been received.
Payment must be postmarked no later than Sept. 7, 2016

Credit Card Registration

To register with a credit card, please click on “Register for this Event” above.

Full Name:	Additional Registrant:
Job Title:	Job Title:
Degrees/Credentials (MD, RN, LNHA, etc.):	Degrees/Credentials (MD, RN, LNHA, etc.):
E-mail:	E-mail:
Phone number:	Phone number:
Organization:	Additional Registrant:
Organization Address:	Job Title:
City, State, Zip:	Degrees/Credentials (MD, RN, LNHA, etc.):
Registration Contact:	E-mail:
Contact e-mail:	Phone number:
Contact phone:	Additional Registrant:
Payment Information: <input type="checkbox"/> Check <input type="checkbox"/> Credit Card Check / Credit Card No.:	Job Title:
Expiration Date: Security Code:	Degrees/Credentials (MD, RN, LNHA, etc.):
Name on credit card:	E-mail:
Billing Address: <i>(street, city, state, zip)</i>	Phone number: