



San Diego County
Breastfeeding Coalition



**A FRESH LOOK, A MOTHER-CENTRIC
APPROACH TO REDUCE EARLY
BREASTFEEDING CESSATION,
THE SCIENCE AND PRACTICE**

Recorded
Webinar

JANE MORTON, MD, FABM, FAAP

**Recorded on
April 16, 2022**

LIVE WEBINAR PROGRAM DETAILS

1 CEU CONTACT HOUR

1 L-CERP: TECHNIQUES-FIRST HOUR, MILK EXPRESSION

OBJECTIVES

1. Identify 3 key reasons mothers give for prematurely stopping breastfeeding in the first month
2. Give 2 evidence-based facts about the time-sensitive nature of the first hour in regards to A, B, and C (A-attachment, B-breastmilk production and C-caloric intake) and identify which factor, A, B, or C is the strongest determinant of exclusivity and duration of breastfeeding.
3. Suggest 2 reasons late preterm infants breastfeeding rates are not impacted by Baby-friendly practices (1st hr. skin-to-skin, rooming-in, no pacifiers), with a 1 month cessation rate of over 36% in primiparous mothers.
4. Give 1 potential benefit for teaching mothers hand expression shortly before rather than after delivery.

AGENDA

- A Fresh Look, A Mother-centric Approach to Reduce Early Breastfeeding Cessation, The Science and Practice
- Q&A with Dr. Jane Morton
- Closing Comments

REGISTRATION

- **General Registration**
 - SDCBC Members: \$17.50
 - Non-Members: \$25.00

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POLICIES & CONTINUING EDUCATION

CONTINUING EDUCATION

IBCLC: San Diego County Breastfeeding Coalition is an approved Long-Term Provider by the International Board of Lactation Consultant Examiners #CLT 112-10. 1 L-CERPs will be awarded.

RN: San Diego County Breastfeeding Coalition is an approved provider by the California Board of Registered Nursing. This course offers 1 contact hour of continuing education. San Diego County Breastfeeding Coalition's provider number is CEP 17550. Licensee must maintain certificate for a period of four years.

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

MD/DO: Category 1 AMA CME is not available currently.

REFUND POLICY

The recording will be available to view for up to 1 year from its release. It is the responsibility of the registrant to view the webinar recording while it is still available. No refund will be provided or the deadline to view the webinar extended.



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