KEYNOTE SPEAKERS

MARIANNE BROPHY
Lactation Consultant (International Board Certified)

Marianne Brophy is on the board of directors of the Breastfeeding Committee for Canada (BCC) and is the lead assessor in Canada for WHO/UNICEF hospital accreditation. Marianne is an instructor with the Douglas College Perinatal Continuing Education Program and is also the Canadian Country Coordinator for the International Board of Lactation Consultant Examiners.

Marianne has worked with the Baby Friendly Hospital Initiative (BFHI) in South Africa providing both lactation consultant training, serving on a BFHI task force and providing hospital assessment. As a lactation consultant, Marianne has worked as an instructor and coordinator in numerous lactation education programs, has participated in a breastfeeding support group and set up the Lactation Consultant Clinic in the North Shore Health Region.

Marianne has also worked as a university education academic development practitioner at the University of Port Elizabeth in South Africa and as a pre-school owner and teacher while she raised her own children.

FORUM OBJECTIVES

- To promote World Breastfeeding Week
- To provide health professionals with information regarding their hospital’s/region’s progress towards Baby Friendly™ designation
- To provide opportunities for regional discussions and planning
- To promote breastfeeding duration to two years of age and beyond
- To encourage interdisciplinary support for breastfeeding mothers and babies

BABY FRIENDLY MANITOBA CONFERENCE
FRIDAY, SEPTEMBER 29, 2006
VICTORIA INN
1808 WELLINGTON AVENUE
WINNIPEG, MANITOBA

MANITOBA’S BABY FRIENDLY™ INITIATIVE

The Continuum of Care in Establishing Breastfeeding: Baby Friendly Hospitals and Community Health Services

FRIDAY, SEPTEMBER 29, 2006

CONFERENCE REGISTRATION GUIDE

APPLICATION FOR IBCLC CERPS HAS BEEN MADE.
SEPTMBER 29, 2006

8:30-9:00 REGISTRATION/COFFEE
9:00-9:15 WELCOME AND OPENING REMARKS
9:15-10:30 PLENARY

Establishing Breastfeeding Across the Continuum: Best Practices for Health Professionals and Families

• Marianne Brophy

Evidence-based best practice in prenatal, intrapartum and postnatal care has a positive impact on informed decision making about infant feeding. This session examines key anticipatory guidance messages and clinical competencies to empower families and health professionals to protect, promote and support breastfeeding. Recent UNICEF updates to the BFI 10 Steps Criteria will be highlighted.

10:30-10:45 REFRESHMENT BREAK
10:45-12:00 PLENARY

A Case Study in Overcoming Barriers to Best Practice: The Continuing Journey towards Baby Friendly Designation

• Panel facilitated by Marianne Brophy and the Thunder Bay District Health Unit

This facilitated discussion will identify successful strategies to ensure steady progress towards meeting the outcomes criteria for Baby Friendly designation. Barriers to best practice will be identified, and creative solutions will be shared.

12:00-1:00 LUNCH

1:00-2:15 PLENARY

The Role of Community Health Services in Optimal Infant Feeding: Informed Decisions without Guilt

• Marianne Brophy

Family decisions are strongly affected by the family’s perception of support and the way key health messages are delivered to them. Supporting breastfeeding as a health promotion strategy will be considered in the wider social context. UNICEF criteria for supporting the formula-feeding mother will be outlined. Ethical implications when supporting informed decision-making will be discussed.

2:15-2:45 REFRESHMENT BREAK
2:45-4:00 PLENARY

Provincial Frameworks for Breastfeeding Deliverables – A Tool for Change

• Panel discussion

This presentation will outline successful strategies for overcoming bottlenecks in delivering care and ensuring optimal breastfeeding outcomes.

4:00-4:15 CLOSING REMARKS

REGISTRATION FORM
Please print clearly. One registration form per person.

First name: __________________________________________
Last name: __________________________________________
Organization: ________________________________________
Position: ____________________________________________
Mailing address: ______________________________________
____________________________________________________
City/Town:____________________________________________
Postal code:__________________________________________
(Daytime) phone: [_______] _________________
Fax: [_______] _________________
E-mail: ______________________________________________

Please indicate your RHA region (check one):

☐ Assiniboine
☐ Brandon
☐ Burntwood
☐ Churchill
☐ Interlake
☐ NOR-MAN
☐ North Eastman
☐ Parkland
☐ Central
☐ South Eastman
☐ Winnipeg – Hospital
☐ Winnipeg – Community
☐ Provincial

Mail your registration to:
May Duff
2094C–300 Carlton Street
Winnipeg, MB R3B 3M9
Phone: (204) 788-6661 • Fax: (204) 948-2366

Registration fee (includes lunch): $ 90
Late Registration (after Sept. 23): $110
Fee for students and Peer Counsellors: $50

Please enclose a cheque payable to “Baby Friendly Manitoba”

Upon receipt of faxed registration a spot will be held for you. Confirmation of registration will be sent once payment is received.