Core Competencies:
- Recognizes common breastfeeding challenges.
- Promotes breastfeeding solutions for breastfeeding problems.
- Explores complications in establishing and maintaining lactation.
- Promotes exclusive breastfeeding for six months and full-term breastfeeding.

Objectives:
- Recognize barriers to establishing an exclusive breastfeeding relationship
- Explore anatomical and hormonal complications in lactation
- Demonstrate the ability to use client-centered techniques when talking with breastfeeding participants
- Identify key strategies for all breastfeeding participants

8:15-8:30 Registration and Check-in
8:30-8:45 Welcome, Introductions, Housekeeping
8:45-10:15 OUCH!
Pain remains one of the most frequent complications of breastfeeding. This session will explore causes of pain with breastfeeding and options/solutions for breastfeeding pain. How to talk with clients experiencing pain is as important as offering information.

10:15-10:30 Break
10:30-11:45 Hi, Ho, Hi, Ho...It’s Off to Work Mom Goes
Few women today have adequate maternity leave. How do we support the mother returning to work in the early weeks post-partum? Understanding pumping challenges for employed/student mothers. Challenges of daycare and time management. How can we provide options and support the mother returning to work?

11:45-12:15 Lunch (Provided)
12:15-1:45 Got Milk?
Exploring why mothers may feel they don’t have enough milk. How to assess for milk production in the WIC setting. How to build confidence in milk production. Defining true low production, identifying techniques to increase production and how to support the mother with true low milk production. Discussion will include when to refer.

1:45-2:00 Break
2:00-3:15 Lazy Baby????
Breast refusal has become more common in the last decade. Mothers list concerns about baby being unable to latch as being the biggest barrier to breastfeeding. Why do some babies struggle to latch? How can we support the mother with the non-latching baby?

3:15-4:15 Zebras
This session explores the more unusual breastfeeding situations. We will look at how we can educate around supplementation and learn about bottles, teats, etc. which can be part of a breastfeeding solution. Bring your challenging situations to share and problem-solve.

4:15-4:30 Questions and Answers