

**CT-DPH and CTAAP**  
**2012 Teleconference Programs**  
**The Journey to Successful Breastfeeding Series - Part VII**

The Connecticut Department of Public Health and  
The Connecticut Chapter of the American Academy of Pediatrics

**The Role of the Pediatrician in Baby-Friendly Hospital Initiatives**

Continuing Medical Education Program  
Tuesday, April 24, 2012 12:10 – 1:00PM

With over half of Connecticut hospitals either designated or in the process of being designated Baby-Friendly, pediatricians play a very important role in promoting and supporting breastfeeding. Baby-Friendly hospitals are specially designated facilities that have instituted policies, procedures and training to provide mothers and families with the information, confidence, and skills needed to successfully initiate and continue breastfeeding their babies. This program will review the positive health effects of breastfeeding and how Baby-Friendly hospitals can foster success. Speakers will also offer easy to implement strategies for initiating and increasing the duration of breastfeeding as well as specific hands-on tips for dealing with common breastfeeding challenges. Because pediatricians play a unique role in encouraging new mothers to breastfeed, this program will examine how subtle and indirect messages can influence a mother's decision to breastfeed. As part of the Baby-Friendly Hospital Initiative (BFHI), all pediatricians working with Baby-Friendly hospitals are required to have continuing education credits on the topic of breastfeeding. Participation in this program counts toward that requirement.

Participants will be able to:

- Understand the goals and importance of the Baby-Friendly designation;
- List the health benefits of breastfeeding for mothers and children;
- Describe the importance of physician education and access to resources for that education;
- Know why physicians are critical to the success of Baby-Friendly hospitals;
- Describe specific strategies for increasing breastfeeding success.

Who should participate? Pediatricians, physician assistants, nurse practitioners, nurses, nurse mid-wives, lactation consultants, registered dietitians and office staff.

*Moderator: Annmarie Golio, MD*, is the Medical Director of the Newborn ICU and Newborn Services Hospital of Saint Raphael.

*Speaker: Lori Feldman-Winter, MD, MPH*, is Division Head of Adolescent Medicine at The Children's Regional Hospital at Cooper University Hospital in Camden, NJ, Professor of Pediatrics at Cooper Medical School of Rowan University. She is Policy Chair of the leadership team of the AAP Section on Breastfeeding, and currently serves as Medical Champion for the New Jersey BFHI. Most recently she has been named National Faculty Chair of the NICHQ Best-Fed Beginnings Initiative funded by the CDC.

**IMPORTANT CHANGES IN POLICY FOR CME/CEU REQUESTS**

As part of this expanded 15 program series, we will now be charging a small fee for CMEs or letters verifying participation for CEUs. *As always, anyone may listen in for free.* See registration form or go to [ct-aap.org](http://ct-aap.org) for more details.

Questions? [tracey.ctaap@gmail.com](mailto:tracey.ctaap@gmail.com) or 860-977-3430

- **Special Discount for all 15 CMEs and CEU Letters of Participation - \$150 for members, \$175 for non-member MDs/DOs, \$115 for APRNs, PAs, RNs and others**
- **Per Program CME/CEU Charge - \$20 for MD members, \$25 for non-member MDs/DOs, \$20 for APRNs, PAs, RNs and others**

CME Credits for Physicians

- CME Credit has been applied for at Norwalk Hospital. This activity has been planned and implemented in accordance with the Essentials and Standards of the Connecticut State Medical Society through the joint sponsorship of Norwalk Hospital and the CTAAP. Norwalk Hospital is accredited by the CSMS to provide continuing medical education for physicians. Norwalk Hospital designates this educational activity for a maximum of 1 AMA PRA CATEGORY 1 Credit™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Continuing Education Requirements for Nurses

- The American Academy of Nurse Practitioners (AANP) will accept documentation of participation in the teleconference as meeting continuing education requirements toward recertification.
- The American Nurses Credentialing Center (ANCC) will accept documentation of participation in this teleconference as meeting continuing education requirements for certified nurses. The credit hours will transfer equally. CTAAP will provide verification of participation in letter form to the nurse. Nurses must submit the proper paperwork to the ANCC for approval.

Continuing Education Recognition Points (CERPs) for Lactation Consultants

- We have applied to the International Board of Lactation Consultant Examiners (IBLCE) for L-CERP credits.