



It's time to celebrate family at Campbell County Health!

These events are appropriate for maternity and pediatric healthcare professionals, including: primary care providers; hospital-based, clinic and public health nurses; breastfeeding consultants and counselors; dietitians; diverse WIC staff; childbirth and parent educators; La Leche League leaders; doulas; childcare providers; and other healthcare workers who care for expectant women, breastfeeding mothers, and nursing infants.

Saturday's events are also open to the general public.

Featured Speaker



Marianne Neifert, MD, MTS, also known as Dr. Mom®, is a well-known pediatrician and nationally recognized expert in lactation management, who has extensive experience providing breastfeeding education for health professionals nationwide. She is the Managing Member of Dr. Mom Presentations, LLC and a clinical professor of pediatrics at University of Colorado Denver School of Medicine.

A long-time leader in the field of breastfeeding medicine, Dr. Neifert is a founding member of the Academy of Breastfeeding Medicine and the Colorado Breastfeeding Coalition; co-founder of the Denver Mothers' Milk Bank; and a member Emeritus of the Health Advisory Council of La Leche League, International. She has published numerous articles in the medical literature on breastfeeding and lactation management, and has authored five parenting books, including *The Essential Guide to Breastfeeding*, as well as hundreds of magazine articles on children's health and behavior.

Dr. Neifert has addressed audiences of health professionals in 48 states and internationally and given hundreds of media interviews on breastfeeding and other parenting topics. A knowledgeable, compassionate, and gifted communicator, Dr. Mom is among the most experienced and dynamic speakers who educate diverse health professionals on breastfeeding promotion and management.

Register at cchwyo.org/familyexpo



you're invited The Early Years Family Expo



May 13, 2016
Pre-event for healthcare professionals

May 14, 2016
General public session



Campbell County Memorial Hospital

CAMPBELL COUNTY HEALTH

MATERNAL CHILD SERVICES

Nurses, Childcare Providers, Maternal and Pediatric Healthcare Professionals

This is your opportunity to meet Dr. Mom, earn CME* and STARS** credits and learn more about promoting successful breastfeeding, and safe infant sleep practices.

FRIDAY, MAY 13

11:00 - 11:30 am	Registration
11:30 am – 12:30 pm	Lunch and networking (lunch is provided with the session)
12:30 – 1:00 pm	Breastfeeding: A Public Health Priority
1:00 – 2:00 pm	Getting Breastfeeding Right from the Start
2:15 – 3:30 pm	Overcoming Early Breastfeeding Challenges
3:30 – 4:30 pm	Saving Infant Lives

Health Science Education Center at Gillette College,
3801 College Drive

No charge to attend

Register at cchwyo.org/familyexpo. Registration guarantees meal.

**Campbell County Health is an approved provider of continuing nursing education by the Western Multi-State Division, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. Arizona, Colorado, Idaho, and Utah Nurses Associations are members of the Western Multi-State Division of the American Nurses Association.*

***This course is eligible for 3.5 STARS credits in Health, Nutrition and Safety for Wyoming licensed childcare provider continuing education.*

Physicians, Nurse Practitioners and Physician Assistants

A growing body of evidence confirms that the improved health outcomes associated with breastfeeding are dose-related, with exclusive breastfeeding for about six months conferring the maximum infant and maternal health benefits. Numerous studies have found a significant link between exclusive breastfeeding during the post-birth hospitalization and subsequent breastfeeding duration and exclusivity, including the likelihood of achieving mothers' exclusive breastfeeding intention.

This presentation will equip providers to offer expectant and new mothers empowering information and to provide breastfeeding-friendly maternity services, assessment and management of early breastfeeding difficulties, and essential support to promote the establishment of exclusive breastfeeding.

FRIDAY, MAY 13

5:30 – 6:00 pm	Registration and light appetizers CCMH Dining Room
6:00 – 7:30 pm	Presentation and dinner CCMH 5th Floor Classrooms

No charge to attend

Register at cchwyo.org/familyexpo. Registration guarantees meal.

Let's Celebrate Family! **OPEN TO THE PUBLIC**

SATURDAY, MAY 14

Noon – 4:30 pm Tradeshow featuring products, services and resources for everyone in the family. Such as Public Health, Pelvic Rehab, physical therapy, Public Library, breastpumps and maternity supplies, Safe Kids, and more.

Noon – 1:00 pm Dr. Mom: 7 Keys to Successful Breastfeeding

Breastfeeding your baby is one of the most important steps a mother can take to help promote optimal infant health and development. Yet, many new mothers encounter lactation difficulties that prevent them and their infants from receiving the maximum health benefits of breastfeeding. Learn tips for establishing and maintaining an abundant milk supply, how to know if baby is drinking enough milk, where to find effective sources of support, and strategies to successfully continue breastfeeding when returning to work or away from baby.

1:00 – 2:00 pm Dr. Mom: Creating a Safe Sleep Environment for Baby

This session will review the known risk factors for Sudden Infant Death Syndrome and other sleep-related infant deaths and explain the latest, research-based recommendations from the national Safe to Sleep campaign. Families will be bolstered and reassured to learn the many steps they can take to keep their precious baby safe.

2:00 – 3:00 pm Dr. Judith Boyle, Pediatric Hospitalist
Vitamin K: The Real Truth; Postpartum Depression: What you need to know; The late-preterm baby: challenges they will face; Tips for New Dads: It's easier than it looks!

3:00 – 4:00 pm Tracy Wasserburger, Neonatal Nurse Practitioner and Pediatric Hospitalist

"Substances, Pregnancy and Breastfeeding" – The effects caffeine, marijuana, alcohol, smoking, narcotics, and other substances have on the fetus and newborn.

Campbell County Memorial Hospital, lobby and classrooms

Additional information available at cchwyo.org/familyexpo

No registration necessary or charge to attend, classrooms will be filled on a first-come, first-served basis