

REGISTER TODAY! SATISFACTION GUARANTEED

All registrations must include payment or signed purchase order.

Walk-ins are welcome, but admission cannot be guaranteed.

4 Ways
to
Register

- **ONLINE 24/7** with credit card - www.pesihealthcare.com
- **PHONE** with credit card - 800-843-7763 M-F, 7-5 CT
- **FAX** with credit card or P.O. - 800-675-5026
- **MAIL** with payment or P.O. - PESI HealthCare, P.O. Box 900, Eau Claire, WI 54702-0900

LOCATIONS:

Call hotel for parking info and/or fees

Coral Gables, FL February 27, 2012

Holiday Inn Coral Gables Across from the University of Miami
1350 S Dixie Hwy (US 1) • 33146
(305) 667-5611

Tampa, FL February 28, 2012

Embassy Suites USF/Near Busch Gardens
3705 Spectrum Blvd • 33612
(813) 977-7066

Orlando, FL February 29, 2012

International Palms Resort & Conference Center
6515 International Dr • 32819
(407) 351-3500

SEMINAR SCHEDULE:

7:30 Check-in/Continental Breakfast
8:00 Program begins
11:50-1:00 Lunch *on your own*
3:30 Program ends

10-15 minute mid-morning and mid-afternoon breaks

CANCELLATION POLICY: If you contact us before the seminar date, you can exchange for a self-study package on the subject, a certificate to attend another PESI HealthCare seminar, or receive a tuition refund less a \$30 cancel fee. Substitutions are permitted at any time.

Questions? Visit www.pesihealthcare.com/faq, or e-mail us @ info@pesihealthcare.com

INTERESTED IN STAFF TRAINING? CONSIDER A COST-EFFECTIVE IN-HOUSE PROGRAM!

Bring this seminar to your facility or choose from a wide range of other healthcare topics including:

- Complicated Pregnancies
- Electronic Fetal Monitoring
- OB Emergencies

Our turn-key programs feature field-tested curricula, expert faculty, continuing education credit and extensive training materials. Visit www.pesihealthcare.com/inhouse and browse our comprehensive list of in-house program topics.

SEMINAR OPTIONS:

Includes continental breakfast and presentation materials.

- **\$169** per person for three or more preregistering together
- **\$179** single registration postmarked four weeks prior to seminar date
- **\$189** standard seminar tuition
- **\$80.95*** *Core Curriculum for Lactation Consultant Practice, Second Edition* (distributed at seminar - saves you shipping costs!)
- **\$177.00*** *Survival Spanish For Health Care Professionals Webinar CD-ROM* (distributed at seminar - saves you shipping costs!)

*Plus state/local sales tax at FL locations.

- Manage the registration table for reduced tuition!
• **\$45** Visit www.pesihealthcare.com/coord or call 800-843-7763 for description and availability.

- Student rates:
Visit www.pesihealthcare.com/faqs for details.

Confirm your registration online!
www.pesihealthcare.com/manage/account

Contact us early with your ADA needs:
info@pesihealthcare.com

SELF-STUDY PACKAGE:

If your schedule will not allow you to attend the seminar, you can purchase a self-study package on the topic. You will receive high-quality CD's with downloadable written materials and post test. (CE available for an additional fee.) Check with your licensing board to see if self-study credits may be earned. Order by using the form on this brochure, call 800-843-7763 or visit our online bookstore at www.pesihealthcare.com/bookstore.

OUTLINE

The Importance of Breastfeeding: It's More Than Just the Milk

- New ways to talk to mothers about normal infant feeding
How your language affects your practice
- Healthy babies, mothers and planet
Does infant feeding choice really make a difference?
- Teaching on the right side of the brain
- Strategies to speed learning in new mothers

Facilitating the Initiation of Breastfeeding

- Prenatal care and promotion
The decision to breastfeed: Who chooses what?
The role of culture
- Clinical guidelines for the establishment of breastfeeding
New pathways for evidence-based practice
The magic of Skin-to-Skin and the Newborn Survival Sequence
Effective milk transfer
Comfortable positioning
The 21st Century Guide to latch: A hands-On practicum
Feeding cues and "Sufficient Breastfeeding"

Effects of Traumatic Birth on Breastfeeding

- Identify women at risk for traumatic births
History of trauma
Unrealistic expectations
Medical challenges: mother and infant
- Case study of a mother who experiences post-traumatic symptoms
Characteristic red flags in the chart
Significant events from the peripartum
Reactions and proactive behaviors that impact the birth scenario
- Helping mothers begin the process of healing and bonding with their infants

21st Century Challenges

- Obesity
- Late preterm: the Great Pretenders

Five Hospital Practices that Increase Breastfeeding Duration

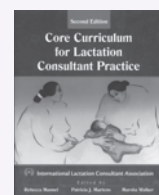
- Advocating for the mother/baby dyad and beyond
Protecting, promoting and supporting breastfeeding
Creative, satisfying outreach that changes local culture
The Baby Friendly Hospital
Empowering colleagues
- Information at your fingertips
On-line and in-house resources
Building your knowledge base
- Performance improvement projects with pizzazz
- What your CEO wants from you: Shining on the mPINC survey
- Celebrations of breastfeeding

The following individuals contributed to the planning of this educational event: *Content Expertise:* Dawn M. Kersula, MA, RN, LCCE, FACCE, IBCLC; *Nurse Planner:* Barbara Chamberlain, BS, RN; *Target Audience Consultant:* Diane Dressel, RD, MS, CD

Avoid Shipping Costs by Including this Book and/or Recorded Webinar CD-ROM with Seminar Registration!

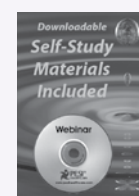
Core Curriculum for Lactation Consultant Practice, Second Edition

774 pages • Published by Jones & Bartlett • Copyright 2007



Core Curriculum for Lactation Consultant Practice, Second Edition allows aspiring and established lactation consultants to assess their knowledge, and expertise. Topics include: antibodies and immune factors, maternal use of medication, adult education skills, fetal and preterm growth, breastfed and artificially-fed growth patterns, interpretation of research, ethical and legal issues, breastfeeding equipment and technology, techniques, breastfeeding promotion . . . and many more!

Survival Spanish For Health Care Professionals CD-ROMs



These CD-ROMs capture (3) 60-Minute Webinars presented by William C. Harvey and includes the audio/visual presentations, post-test and continuing education instructions for home study credit. For more information visit www.pesihealthcare.com.

Phase One - is a beginning Spanish seminar designed for health care personnel who understand and speak very little Spanish or none, and are interested in an effective, non-threatening language learning experience.

Phase Two - This action-filled course is designed to follow Phase One. A minimum level of Spanish proficiency is recommended but not required.

Phase Three - is an advanced Spanish program designed for health care personnel who are already using some Spanish at the workplace, but would like to reach a higher level of language proficiency. Building on skills acquired at the beginning and intermediate levels, the course is conducted primarily in Spanish, and focuses upon one-on-one interaction and real-life scenarios.

CREDIT INFORMATION

Florida Nurses: CMI Education Institute Inc., is an approved provider by the Florida Board of Nursing. Provider #: 50-1586. This course qualifies for 6.0 contact hours. Full attendance is required. No partial contact hours will be issued for partial attendance. PLEASE BRING YOUR LICENSE NUMBER WITH YOU TO THE PROGRAM.

Nurses/Nurse Practitioners/Clinical Nurse Specialists: CMI Education Institute Inc. is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

Nurses in full attendance will earn 6.0 contact hours. No partial contact hours will be issued for partial attendance.

Midwives: This course has been reviewed and approved for ACNM specialty credit. Full attendance at this course qualifies for .6 CEUs. ACNM Program #: 2010/063.

Registered Dietitians & Dietetic Technicians, Registered: CMI Education Institute Inc., PE001, is a Continuing Professional Education (CPE) Accredited Provider with the Commission on Dietetic Registration (CDR) from June 1, 2009 through May 31, 2012. Registered dietitians (RDs) and dietetic technicians, registered (DTRs) will receive 6.0 continuing professional education units (CPEUs) for completion of this program/materials. Continuing Professional Education Provider Accreditation does not constitute endorsement by CDR of a provider, program, or materials. This program/material is designated as LEVEL 2.

Certified Childbirth Educators/Doulas: This course has been approved by the ICEA for 6.0 contact hours. Program identification number: CNTC08-33.

Lactation Consultants: 5.5 L CERPs allocated by IBLCE. Approval #: C12112515. PLEASE BRING YOUR IBLCE NUMBER WITH YOU TO THE PROGRAM.

If your profession is not listed, please contact your board to determine your continuing education requirements and check for reciprocal approval. Many boards will approve this seminar based on other board approvals shown here. PESI HealthCare provides all attendees with documentation of attendance.

SPEAKER

Dawn M. Kersula, MA, RN, LCCE, FACCE, IBCLC, is a lactation specialist and perinatal educator at a hospital in Vermont. She has worked with birthing and breastfeeding families for more than twenty-five years. Dawn also founded and staffs the outpatient lactation clinic at this hospital. As president of the Vermont Lactation Consultants Association, she works closely with the Vermont State Breastfeeding Network to offer training and conferences around the state, and has worked on several legislative initiatives that have resulted in pro-breastfeeding legislation in Vermont. A regular speaker at international childbirth conferences, Dawn also coordinates her hospital's perinatal education programs and offers a weekly support group for new moms and their babies.

Dawn's passion and commitment is evidenced through her certification in Lamaze International Childbirth Education (LCCE), active involvement with ILCA (International Lactation Consultants Association) and appointment as a fellow with the American College of Childbirth Educators (FACCE). Her master's research focused on PTSD after traumatic childbirth and, in her role as a perinatal psychologist, she continues to have a special interest in the developmental transition to motherhood. Dawn has published over thirty articles pertaining to breastfeeding.

The nation's top healthcare speakers contact PESI HealthCare first!

If you are interested in becoming a PESI HealthCare speaker or have a suggestion for a new topic, visit www.pesihealthcare.com/speakforus or call (800) 843-7763.

