

**STEP #1: Select location & tuition:**

- Coral Gables, FL, February 27, 2012 52281CRG
- Tampa, FL, February 28, 2012 52281TAM
- Orlando, FL, February 29, 2012 52281ORL
- \$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 book. (SAM012905)
  - Pick up at seminar.  Ship to me.\*
- \$177.00 Survival Spanish For Health Care Professionals Recorded Webinar CD-ROM. (KIT072999)
  - Pick up at seminar.  Ship to me.\*
- \$129.00 Self-Study package of this event (RON070155) (please add shipping fees\* below)

**ORDER TOTAL**

\*Shipping (only if product is being shipped to you) is \$4.00 first item + \$1.00 each add'l item.

\*\*FL residents add applicable state and local taxes.

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Registration coordinator – \$45 – see inside for info.

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**STEP #2: Please complete entire form so we can notify you of any changes**

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City \_\_\_\_\_ County \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Home/Cell Phone # ( ) \_\_\_\_\_

Work Phone # ( ) \_\_\_\_\_

E-mail address \_\_\_\_\_

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Contact us early with your ADA needs: [info@pesihealthcare.com](mailto:info@pesihealthcare.com)

PLEASE INCLUDE MAILING LABEL, EVEN IF INCORRECT.

PLEASE ROUTE TO:

Director of Nursing

Nurse Educator

\_\_\_\_\_

**STEP #3: Payment or Purchase Order Required**

- Check enclosed payable to PESI HealthCare
  - Signed purchase order/Check request enclosed
  - MC  VISA  AmEx  Discover
- 16 digits 13-16 digits 15 digits 16 digits
- Card # \_\_\_\_\_
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- Signature \_\_\_\_\_
- V-Code #: \_\_\_\_\_
- (\*MC/VISA/Discover: last 3-digit # on signature panel on back of card.)  
(\*American Express: 4-digit # above account # on face of card.)

**4 Ways to Register:**

- ON-LINE** with credit card: [www.pesihealthcare.com](http://www.pesihealthcare.com)
- By FAX** with credit card or P.O.: 800-675-5026
- By MAIL** with payment or P.O.: PESI HealthCare, P.O. Box 900, Eau Claire, WI 54702-0900
- By PHONE** with credit card: 800-843-7763 - M-F, 7 am-5 pm, Central Time

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Featuring: **DAWN M. KERSULA, MA, RN, LCCE, FACCE, IBCLC**

# Breastfeeding

## New Pathways for Evidence-based Practice

- Skin-to-Skin: Using the Research
- Increasing Breastfeeding Duration
- Obstetric Challenges that Impact Breastfeeding
- Traumatic Birth: How You are Born DOES Make a Difference



**Coral Gables, FL** Monday February 27, 2012

**Tampa, FL** Tuesday February 28, 2012

**Orlando, FL** Wednesday February 29, 2012

Nurses • Nurse Practitioners • Midwives • Clinical Nurse Specialists  
Nurse Educators • Dietitians • Lactation Counselors/Consultants  
Childbirth Educators • Doulas • Breastfeeding Mothers  
Certified Professional Midwives

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## Breastfeeding: New Pathways for Evidence-based Practice

As a breastfeeding advocate you recognize the need to improve breastfeeding outcomes. Join Dawn M. Kersula, MA, RN, LCCE, FACCE, IBCLC, and learn strategies to address the current challenges of promotion, protection and support of breastfeeding. This comprehensive day will include the latest information on:

- Latch techniques
- Improving breastfeeding duration
- Increasing milk supply right from the start
- On-line and In-house education resources
- Advocacy techniques

Drawing on her extensive clinical breastfeeding practice, Dawn is delighted to share her knowledge and expertise to assist you in developing strategies that will lead to breastfeeding success. Dawn will provide you with the latest evidence-based practice findings to guide your clinical decisions. You will appreciate the opportunity to learn through hands on demonstrations and rave about the passion that Dawn brings to this one-day educational event. Make plans to attend today!

### OBJECTIVES

At the completion of this seminar, you will be able to:

1. Examine new ways to talk about infant feeding choices.
2. Compare and contrast breastfeeding assessment tools.
3. Demonstrate appropriate ways for teaching latch.
4. Explain new evidence-based practices for the establishment of breastfeeding.
5. Outline the infant's role in initiating breastfeeding.
6. Discuss critical strategies that increase breastfeeding duration.
7. Relate the link between the perinatal nurse/mother relationship and effective education during the immediate postpartum period.
8. Discuss components of the birth process that place women at risk for post-traumatic stress symptoms after their birth experience.
9. Discover effects of these peripartum factors on the lived experience of breastfeeding in the early postpartum period.
10. List ways to help moms process the experience of birth that help healing.
11. Produce breastfeeding success through performance improvement initiatives.

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- Obtain effective learning methods that thousands of your colleagues are already using
- All you need is internet access and a phone line



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