

## *"Beyond the 20 hour"* Advanced Practitioner Training

With Dr. Jack Newman and Edith Kernerman IBCLC

vesta 

767 Talbot Street St. Thomas  
Ontario N5P 1E3 519.631.6461  
[www.vestaparenting.ca](http://www.vestaparenting.ca)

Dates: September 15-16th 2011

Time: 9:00 A.M. to 5:00 P.M.

Location: St. Thomas Ontario (Venue TBA)

To Register: Contact: Shawn DeVree

[shawn@vestaparenting.ca](mailto:shawn@vestaparenting.ca)

767 Talbot St., St. Thomas ON N5P 1E3

519.631.6461

Cost: \$250 (+HST) /2 days (includes lunch/refreshments and CERPs)

### Objectives and Summary:

There have been several recently released government and statistical studies that make it clear that we are on the cusp of a crisis<sup>1</sup>. It is no secret that in Ontario, and particularly in South-western Ontario, breastfeeding success rates are plummeting. While 81.4% (90% provincially) of new mothers are initiating breastfeeding, only 22% of local moms (27% provincially) are still exclusively breastfeeding at 6 months<sup>2</sup>. Artificial feeding costs the health care system billions of dollars per year, as a lack of breastfeeding increases a baby's risk of several diseases, ailments, cancers and premature death<sup>3</sup>. It has been proven statistically that when mothers initiating breastfeeding are offered early and comprehensive help by skilled professionals their chance of breastfeeding success is much higher than if they were isolated or not given up-to-date breastfeeding information<sup>4</sup>. The statistics are proof positive that we need to do better.

With our province and community's health in mind, Vesta has asked two of North America's leading breastfeeding experts to create a program tailored to improving our breastfeeding success rates. This 14-hour intensive training session, based on evidence from the most up-to-date research and practice, will provide breastfeeding support counsellors with the tools to protect, promote, and support breastfeeding in accordance with World Health Organization (WHO) guidelines.

### Participants can include:

IBCLC candidates, physicians, midwives, RNs, doulas, prenatal educators, naturopaths and anyone interested in learning more about breastfeeding.

### Overview of Course Content:

- The first few days - best practices for setting mothers up for breastfeeding success
- Shifting the baby's paradigm—solving breast refusal and inability to latch
- When breastfeeding is not contraindicated
- Gospel of latch and flow
- Observation of breastfeeding mom
- Treating the Cause—Individualized protocols for the diagnoses and treatment of nipple and breast pain

1. Quality Monitor 2010 Report on Ontario's Health System 84-85  
2. Quality Monitor 2010 Report on Ontario's Health System 84-85; 2010 Community Health Status Report St. Thomas Elgin 169-170  
3. Health Care Costs of Formula-feeding in the First Year of Life Pediatrics 1999;103:870-876 Thomas M. Ball and Anne L. Wright  
4. Effect of Breastfeeding Support from Different Sources on Mothers' Decisions to Breastfeed Johns Hopkins Breastfeeding Center September 1994 vol. 10 no. 3 157-161



Newman Breastfeeding Clinic & Institute

*"Beyond the 20 hour"*  
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Registration Form

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To Register: Complete this form and email/post to:

Vesta Parenting Inc.  
shawn@vestaparenting.ca  
767 Talbot St., St. Thomas ON N5P 1E3  
519.631.6461

Cost: \$250 (\$282.50 including HST) /2 days (includes lunch/refreshments and CERPs)

**Thank you for registering!**

Name: \_\_\_\_\_

Occupation: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_

How did you hear about this program?: \_\_\_\_\_

Payment Info - Choose one: Cheque (payable to Vesta Parenting Inc.) or Visa/Mastercard

Card number: \_\_\_\_\_

Name on card: \_\_\_\_\_ Expiry date: \_\_\_\_\_

(Please leave your daytime number, we may need to call for your CV number) \_\_\_\_\_

If coming from out of town, we recommend you stay at the Comfort Inn. We've arranged a block of rooms to be available at \$109.99 per room. Room sharing is available, please contact us and we will do our best to connect you with another person wishing to share accommodations. Contact information: Comfort Inn 100 Centennial Avenue St. Thomas, ON N5R 5B2 (519) 633-4082. Group rates are under "Vesta Parenting Inc."

Refreshments are served throughout the day. This includes continental breakfast, lunch and afternoon snack. For environmental benefit we ask that each participant brings a reusable hot and cold beverage container.

We'd like to thank the following sponsors for making this conference possible:

