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**The Academy of
Breastfeeding
Medicine: An
Overview**

Overview of the Academy of Breastfeeding Medicine

Goal: to increase familiarity with this organization and its resources

Objectives:

By the end of this presentation the participant will be able to:

- 1. Describe the organization**
- 2. List resources available for both physicians and other breastfeeding support personnel**
- 3. Describe the WEPNTK course**
- 4. List Clinical Protocols available**

Outline:

- I. History of the Academy**
- II. Purpose**
- III. Resources the Academy provides / supports**
 - A. Annual International Meeting**
 - B. WEPNTK course**
 - C. Clinical Protocols**
 - 1. Hypoglycemia**
 - 2. Going Home/Discharge**
 - 3. Supplementation**
 - 4. Mastitis**
 - 5. Peripartum BF Management**
 - 6. Cosleeping and Breastfeeding**
 - 7. Model Hospital Policy**
 - 8. Human Milk Storage**
 - 9. Galactagogues**
 - 10. Breastfeeding the Near-term Infant**
 - 11. Neonatal Ankyloglossia**
 - 12. NICU Graduate Going Home**
 - 13. Contraception and Breastfeeding**
 - 14. The Breastfeeding-Friendly Physicians' Office Part 1: Optimizing Care for Infants and Children**
 - 15. Analgesia and Anesthesia for the Breastfeeding Mother**
 - 16. Breastfeeding the Hypotonic Infant**
 - 17. Guidelines for Breastfeeding Infants with Cleft Lip,**

Cleft Palate, or Cleft Lip and Palate□


- 18. Use of Antidepressants in Nursing Mothers**□
- 19. Breastfeeding Promotion in the Prenatal Setting**□
- 20. Engorgement**
- 21. Breastfeeding and the Drug-Dependant Woman**□

Bibliography:

Academy of Breastfeeding Medicine website:

www.bfmed.org

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Overview of the
Academy of Breastfeeding Medicine
protocols

Rebecca B. Saenz, MD, IBCLC, FABM
Mississippi Breastfeeding Medicine Clinic, PLLC
Madison, Mississippi

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Academy of BF Medicine

- Physician organization
- Established 1994
- International
- Multi-specialty
- Common interest / expertise
- “Dedicated to the promotion, protection, and support of breastfeeding and human lactation.”

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ABM Mission Statement


- Our mission is to unite members of the various medical specialties with this common purpose through:
 - **Physician education**
 - **Expansion of knowledge in both breastfeeding science and human lactation**
 - **Facilitation of optimal breastfeeding practices**
 - **Encouragement of the exchange of information among organizations**

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Physician Education

- Annual International Meetings
 - First held in 1995
- Regional Meetings
- WEPNTK Course

- News and Views >
- Breastfeeding Medicine



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“What Every Physician Needs to Know” about Breastfeeding

- 8-hour course on the basics of breastfeeding for all specialties – with a Post-Test!
- Similar to ACLS, ATLS, ALSO
- Topics include:
 - Risks of Not Breastfeeding
 - Breastfeeding Anatomy and Physiology
 - Infant Neurobiology
 - Management of Breastfeeding – Cases
 - Maternal Medications
 - Maternal Complications
 - Infant Complications
 - The Breastfeeding-Friendly Office Practice

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Facilitation of optimal breastfeeding practices

Clinical Protocols

- Protocol Committee reviews literature
- Consensus
- Draft published within Academy for comments
- Final published in English
- Translated into other languages
- Posted on www.bfmed.org

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<http://www.bfmed.org/Resources/Protocols.aspx>

Clinical Protocols

- These protocols serve only as guidelines for the care of breastfeeding mothers and infants and do not delineate an exclusive course of treatment or serve as standards of medical care. Variations in treatment may be appropriate according to the needs of an individual patient.
- *Translated protocols that appear here [on the ABM website] have undergone a rigorous two-way translation to provide complete accuracy. Please be aware that translations that appear elsewhere, such as on other websites, are not 'official' ABM translations and ABM cannot assure their accuracy.*

ABM Clinical Protocols are now readily available through the National Guideline Clearinghouse website. Visit www.guideline.gov

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Clinical Protocols

1. Hypoglycemia	14. The Breastfeeding-Friendly Physicians' Office Part 1: Optimizing Care for Infants and Children
2. Going Home/Discharge	15. Analgesia and Anesthesia for the Breastfeeding Mother
3. Supplementation	16. Breastfeeding the Hypotonic Infant
4. Mastitis	17. Guidelines for Breastfeeding Infants with Cleft Lip, Cleft Palate, or Cleft Lip and Palate
5. Peripartum BF Management	18. Use of Antidepressants in Nursing Mothers
6. Cosleeping and Breastfeeding	19. Breastfeeding Promotion in the Prenatal Setting
7. Model Hospital Policy	20. Engorgement
8. Human Milk Storage	21. Breastfeeding and the Drug-Dependant Woman
9. Galactagogues	
10. Breastfeeding the Near-term Infant	
11. Neonatal Ankyloglossia	
12. NICU Graduate Going Home	
13. Contraception and Breastfeeding	

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E.g. 5. "Peripartum BF Management"

- Background
- Prenatal
- Labor and Delivery
- Immediate Postpartum
- Complications
- References

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E.g. 5. "Peripartum BF Management"

- Background
 - Endorses BFHI's Ten Steps to Breastfeeding Success

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E.g. 5. "Peripartum BF Management"

- Prenatal
 1. Education should be evidence-based . . .
 2. Should include information about labor and non-pharmacologic methods of pain relief, benefits of exclusive breastfeeding initiated within the first hour . . .
 3. Maternity care should include assessment of conditions that may affect breastfeeding and referral to support groups.

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E.g. 5. "Peripartum BF Management"

- Labor and Delivery
 1. Endorses use of doulas to help minimize interventions that may have a negative impact on breastfeeding.
 2. Cautions regarding high doses of intrapartum analgesia.

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E.g. 5. "Peripartum BF Management"

- Immediate Postpartum
 1. Immediate skin-to-skin contact
 2. 24-hour rooming-in
 3. Education on benefits of 24-hr rooming-in
 4. Trained observation of breastfeeding
 5. No supplements unless medically indicated
 6. Avoid artificial nipples
 7. Common peripartum infections that **do not** require mother-baby separation.

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E.g. 5. "Peripartum BF Management"

- Problems and Complications
 1. When to call an expert – 10 reasons
 2. Outpatient follow-up within 48-72hrs of discharge
 3. Maintaining lactation in cases of mother-baby separation
 4. Maintaining lactation in cases of ineffective breastfeeding by time of discharge.

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E.g. 5. "Peripartum BF Management"

- References
 - 38 clinical references
- "5-year expiration date"
- Contributing Author: Roshia Champion McCoy
- Protocol Committee Members:
 - Caroline Chantry, Cynthia Howard,
 - Ruth Lawrence, Kathleen Marinelli,
 - Nancy Powers

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E.g. #7 Model Hospital Policy

- Purpose
- Policy Statements
- Applications
- Exceptions
- Responsibility
- Forms
- Related Policies

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E.g. #7 Model Hospital Policy

- Purpose:
“ . . . To promote a philosophy of maternal infant care that advocates breastfeeding and supports the normal physiologic functions involved in the establishment of this maternal infant process, and to assist families choosing to breastfeed with initiating and developing a successful and satisfying experience.”

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E.g. #7 Model Hospital Policy

1. The “name of institution” will actively support breastfeeding . . . establishment of team.
2. Written breastfeeding policy . . . routinely reviewed and evidence-based.
3. All pregnant women and support people counseled on breastfeeding and risk of formula feeding.
4. Woman’s desire to breastfeed documented in chart.

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E.g. #7 Model Hospital Policy

- 5. Encourage exclusivity unless medically contraindicated. (definition)
- 6. Skin-to-skin and first feed within an hour.
- 7. Encourage rooming-in.
- 8. Breastfeeding teaching and assessment done on each shift, including direct observation.
- 9. Educational resources encouraged.

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E.g. #7 Model Hospital Policy

- 10. Instruction about position, latch, nutritive suckling and swallowing, milk production and release, feeding cues and frequency, milk expression, assessment of infant nutrition, reasons to call.
- 11. Feeding cues, 8-12 feeds/24 hours, "Breastfeeding babies will be breastfed at night."
- 12. Time limits avoided.

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E.g. #7 Model Hospital Policy

- 13. No supplements without order or specific request of mother – must document informed consent. Supplements to be given by cup, and limited to 10-15mL. No bottles in bassinet.
- 14. No group instruction on formula.
- 15. No pacifiers except for pain control during NICU procedures. Breastfeeding during heelsticks encouraged.

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E.g. #7 Model Hospital Policy

- 16. Routine BG monitoring for term healthy AGA infants not indicated.
- 17. "Antilactation drugs will not be given to any postpartum mother."
- 18. Routine use of nipple creams, etc. will be avoided unless medically indicated. Observe latch and use ebm.
- 19. Nipple shields used only in conjunction with a lactation consultation.

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E.g. #7 Model Hospital Policy

- 20. Protocol for what to do if baby hasn't fed effectively by 24 hours old.
 - a) Mother to begin breast compression.
 - b) Skin-to-skin contact encouraged.
 - c) Watch for feeding cues – awaken and feed.
 - d) Begin expression—minimum of 8 times/24hrs.
 - e) Expressed colostrum or milk fed to baby by alternate method.
 - f) Collaborative decision on supplementation.
 - g) Lactation consult.

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E.g. #7 Model Hospital Policy

- 21. Protocol for what to do if not feeding effectively by discharge.
 - a) Feeding/pumping/supplementing plan reviewed.
 - b) Routine breastfeeding instruction reviewed.
 - c) Follow-up visit within 24 hours.
 - d) Consider delaying discharge.

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E.g. #7 Model Hospital Policy

22. Follow-up visit within first few days postpartum, for eval of breastfeeding, weight check, eval of jaundice, output.
- a) if d/c <48hrs, f/u at 2-4 days of age
 - b) if d/c >48hrs, f/u at 4-5 days of age
 - c) All newborns should be seen by 1 month of age.

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E.g. #7 Model Hospital Policy

23. If mothers are separated from sick or premature infants:
- a) instruct on expression – until milk stops - at least 8 times/24 hours around clock
 - b) encourage to breastfeed on demand as soon as infant's condition permits
 - c) teach proper storage and labeling of milk
 - d) assist with preparing for expression after discharge

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E.g. #7 Model Hospital Policy

24. Before discharge, mothers should be able to:
- a) position baby correctly w/ no pain
 - b) latch properly
 - c) state when baby is swallowing milk
 - d) state that baby should be fed 8-12 times/24hrs until satiety
 - e) state age-appropriate elimination patterns
 - f) list indications for calling clinician
 - g) manually express

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E.g. #7 Model Hospital Policy

25. Before discharge, mothers will be given names and phone #s of community breastfeeding help resources.

26. Accept no free formula or discharge bags containing formula, coupons, logos, or literature with formula logos.

27. Health professionals will attend educational session on lactation and breastfeeding.

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E.g. #7 Model Hospital Policy

- Application – all breastfeeding patients
- Exceptions –
 - HIV-positive in developed countries
 - Mothers using illicit drugs, unless app by ped
 - Certain medications – use Hale, Lawrence as refs
 - Active, untreated TB
 - Infant galactosemia
 - Active herpetic lesions on breast*
 - Infectious varicella*
 - HTLV - 1

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E.g. #7 Model Hospital Policy

- Responsibility
 - RN, LPN, LC, PNP, MD, CNM
- Forms
 - Maternal Flow Sheet
 - Newborn Flow Sheet
- Related Policies, etc.
- References

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**Mississippi Breastfeeding
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ATTACHMENT A (9/09)

Biographical Data Form
Louisiana State Nurses
Association

Biographical Data Form (2009 Criteria)

Instructions: If you are a planner for this activity, complete Sections 1, 2, 4, 5 & 8. If you are a speaker/ content expert for this activity, complete Sections 1, 3, 4, 5, 6, 7 & 8. Return this form to the nurse planner by the date specified. If there is a perceived conflict, the nurse planner will discuss with you how the conflict will be resolved before your continued participation in this learning activity.

Section 1: (Planner and/or Speaker) Demographic Data

Name, Degrees & Credentials: **Rebecca Buchanan Saenz, MD, IBCLC, FABM**

Date: January 7, 2010

If RN, nursing degree(s):

- AD
 Diploma
 BSN
 Masters
 Doctorate

Home Address **OR** Business Address:

Mississippi Breastfeeding Medicine Clinic, PLLC

111-A Depot Drive, Suite A, Madison, MS 39110

P. O. Box 1538, Madison, MS 39130-1538

Day Telephone: 601-898-7979

Email Address:

www.msbfmedclinc.com

drbecky@msbfmedclinic.com

Present Position (Title) & Employer:

Founding Physician, Mississippi Breastfeeding Medicine Clinic, PLLC

Clinical Associate Professor, Department of Family Medicine

University of Mississippi Medical Center, Jackson, MS

Section 2: (Planner Information): Describe your familiarity/expertise with the following:

I am knowledgeable about the nursing CNE process through: (Describe):

Section 3: (Speaker Information): Faculty/Content Expert Information: Describe your expertise in this topic:

I represent the target audience by: (Describe):

Founding Physician, Mississippi Breastfeeding Medicine Clinic, PLLC

Board Certified Lactation Consultant

La Leche League Leader

I have content expertise in this topic by: (Describe):

1981-1984	BS, magna cum laude (Biology & Chemistry)	Belhaven University (formerly called Belhaven College) Jackson, Mississippi
1985-1990	M.D.	University of Mississippi Medical Center School of Medicine Jackson, Mississippi
1990-1991	Internship- Family Medicine	University of Mississippi Medical Center Department of Family Medicine Jackson, Mississippi
1991-1993	Residency- Family Medicine	University of Tennessee Health Sciences Center Department of Family Medicine at St. Francis Hospital Memphis, Tennessee
1999	Fellowship- Faculty Development/ Program Director Training	National Institute of Program Director Development American Academy of Family Practice and Association of Family Practice Residency Directors Kansas City, Missouri

Honors:

1997	Certificate of Appreciation from Mississippi State Department of Health, Jackson, MS, "In recognition of opening the first medical 'Breast-feeding Consulting Service' in the State of Mississippi and for your efforts to include lactation management in the educational curriculum"
1999	Family Physician representative from Mississippi invited to attend Breastfeeding Coordinators Training Conference, sponsored by American Academy of Pediatrics, Oak Brook, IL.
2003	Mississippi Breastfeeding Coalition established annual "Dr. Rebecca Saenz Scholarship" to the Breastfeeding: The Gold Standard conference
2004	Special Recognition Award given to Mississippi Breastfeeding Medicine Clinic, PLLC by Mississippi Breastfeeding Coalition "for support of breastfeeding mothers and babies"
1.	Recipient of Breastfeeding: The Gold Standard Award of Excellence
2007	Inductee into the Lactation Consultant Hall of Excellence
2009	Named one of the Best Doctors in America

Specialty Certification:

1993-present	Diplomate, American Board of Family Practice Recertification 1999-2006 by examination Recertification 2006-2013 by examination
1999-present	Certification, International Board of Lactation Consultant Examiners Recertification 2004-2009 by continuing education recognition points Recertification 2009-2014 by exam
2002	Named to inaugural class of Fellows of the Academy of Breastfeeding Medicine
2004	Accredited as La Leche League Leader

Professional Organizations:

1993-present	American Academy of Family Physicians
1996-present	Academy of Breastfeeding Medicine
1997-present	Mississippi Breastfeeding Coalition
1997-present	La Leche League International Medical Associates
1998-present	International Lactation Consultants Association
2009-	Mississippi Perinatal Association (Vice President)

Current and Academic Appointments:

July 2003-to present	Clinical Associate Professor, Department of Family Medicine University of Mississippi Medical Center, Jackson, MS
July 2001-June 2003	Associate Professor, Department of Family Medicine University of Mississippi Medical Center Jackson, Mississippi
December 1994-July 2001	Assistant Professor, Department of Family Medicine University of Mississippi Medical Center Jackson, Mississippi
1997-2003	Director, Breastfeeding Consult Service Department of Family Medicine University of Mississippi Medical Center Jackson, Mississippi

Previous Employment:

1994-2003 University of Mississippi Medical Center
Department of Family Medicine
Jackson, MS
Faculty Attending Physician

National Appointments:

1999-present Maternal Child Health Region IV Breastfeeding Promotion
Committee

2000-02; 2008 American Academy of Family Physicians Breastfeeding Advisory
Committee for AAFP Position Paper on Breastfeeding

Committee Appointments – Community

1998-present Mississippi Breastfeeding Coalition

1999-2003, 2006-7 “Breastfeeding: The Gold Standard” Conference Planning Committee

Publications:

Journal Articles

- Saenz, RB. "Hemolytic Disease of the Newborn Due to Anti-c: A case report." *Journal of the Tennessee Medical Association*, January 1993; 86(1): 9-11.
- Johnston, E and Saenz, RB. "Care of Adolescent Girls." *Primary Care: Clinics in Office Practice*, March 1997; 24(1): 53-65.
- Saenz, RB and Phillips, DM. "Breast Cancer." *Primary Care: Clinics in Office Practice*, June 1998; 25(2): 309-21.
- Saenz, RB. "Primary Care of Infants and Young Children with Down Syndrome." *American Family Physician*, January 1999; 59(2):381-93.
- Saenz, RB. "Treatment of Gastroenteritis in Breastfed Children." *American Family Physician*, April 1, 1999;59(7):1754-6.
- Saenz, RB, Beebe, DK, and Triplett, LC. "Infants with Congenital Heart Disease." *American Family Physician*, April 1, 1999;59(7):1857-68.
- Saenz, RB. "Review of 'The Clinical Management of Breastfeeding for Health Professionals' video series." *Journal of Human Lactation* 1999;15(4):358.
- Saenz, RB. "Iodine-131 Elimination from Breast Milk: A case report." *Journal of Human Lactation*

2000;16(1):44-6.

- Saenz, RB. "Evaluation of Common Breast Problems in Family Practice." (Invited Editorial) *American Family Physician* 2000;61(6):2327-8.
- Saenz, RB. "Prevention of jaundice in breast-fed babies." *Postgraduate Medicine* 2000;107(5):16.
- Saenz, RB. "Infant Oral Health and Breastfeeding." *American Family Physician*, 2000; 62(3):506.
- Saenz, RB. "Development of a Lactation Management Rotation for Family Medicine Residents." *Journal of Human Lactation* 2000;16(4):342-5.
- Saenz, RB. "Which infant food is best?" Invited case for *Journal of Clinical Problem-Based Learning*, [serial online] Spring 2001;5:4-14. Available from: URL: <http://www.jclinpbl.org/No5/Issue5.htm>.
- Saenz, RB. "Review of 'The New York State Institute of Human Lactation presents Breastfeeding Grand Rounds, 1998 video.'" *Journal of Human Lactation* 2002;18(2):187.
- Arthur CAR, Saenz RB, and Replogle WR. "The Personal Breastfeeding Behaviors of Female Physicians in Mississippi." *Southern Medical Journal* 2003;96(2):130-5.
- Arthur CAR, Saenz RB, and Replogle WR. "The Employment-Related Breastfeeding Decisions of Physician Mothers" *Journal of Mississippi State Medical Association* 2003;44(12):383-7.
- Arthur CAR, Saenz, RB, and Replogle WR. "Breastfeeding education, treatment, and referrals by female physicians." *Journal of Human Lactation* 2003;19(3):303-9.
- Arthur C, Saenz R, Replogle W, Isabel K, Lam S, Peoples J. (in progress) "Employment-related breastfeeding decisions among WIC participants."
- Arthur C, Saenz R, Replogle W, Lam S, Peoples J, Isabel K. (in progress) "Influences on decisions to breastfeed among WIC participants."

Monographs

1. American Academy of Family Practice Breastfeeding Advisory Committee. AAFP Breastfeeding Policy and Position Statement. Adopted by the Congress of Delegates at AAFP Annual Meeting, October 2001. Leawood, KS: American Academy of Family Practice, 2001. Revised and re-published online 2008.
2. Saenz, RB. *Helping a Mother Breastfeed Her Baby with Down Syndrome*. Lactation Consultant Series 2. Schaumburg, IL: La Leche League International, 2004.

Textbook Chapters

1. Saenz, RB. "Procedure: Colposcopy." in Rakel, RE: *Saunders Manual of Medical Practice*. 2nd Ed.

Philadelphia: W B Saunders, 2000, pp. 541-3.

2. Saenz, RB. "Dysmenorrhea." in Rakel, RE and Bope, ET: Conn's Current Therapy 2001. Philadelphia, W. B. Saunders, 2001, pp. 1099-1100.
3. Saenz, RB. "Preventive Health Care of Adolescents." Invited chapter in Rosenfeld, J, ed. Handbook of Women's Health: an evidence-based approach. New York: Cambridge University Press, 2001, pp. 15-23.
4. Saenz, RB. "Nipple Discharge." Invited chapter in Jones, R, Britten, N, Culpepper, L, et al., eds. Oxford Textbook of Primary Medical Care. Oxford, UK, Oxford University Press, 2004, pp. 848-51.

Published Abstracts

1. Saenz, RB and Manning, KL. "Resident Physicians' Knowledge of Breastfeeding and Lactation Management Increases after Participation in Structured Curriculum." Academy of Breastfeeding Medicine News and Views, 3(3): 6. (Peer reviewed)
2. Saenz, RB. "Development of an Elective Rotation in Lactation Management for Family Medicine Residents." Academy of Breastfeeding Medicine News and Views 1999; 5(3): 25. (Peer reviewed)
3. Arthur, CR and Saenz, RB. "Female Physicians as Breastfeeding Role Models?" Academy of Breastfeeding Medicine News and Views 2000;6(3):21. (Peer reviewed)
4. Vigour E, Saenz R, and Replogle W. "Effect of Progestin-only Contraception on Milk Production in Mothers of Preterm Newborns." Academy of Breastfeeding Medicine News and Views 2003;9(4):20. (Peer reviewed)
5. Saenz, R. "Bacterial Pathogens Isolated from Nipples Wounds: A Four-Year Prospective Study." Breastfeeding Medicine 2007; 2(3):190. (Peer reviewed)

Grants Awarded:

1. Equipment grant, Medela, Inc. Principal Author.
 1. Equipment grant, Hollister, Inc. Principal Author.
- 2008 Medela Lactation Consultant Hall of Excellence Grant.

Presentations: (last 5 years only)

International

1. Vigour E, Saenz R, and Replogle W. (2003, October) "Effect of Progestin-only Contraception on Milk Production in Mothers of Preterm Newborns." Research poster presentation.

Eighth International Meeting of the Academy of Breastfeeding Medicine, Chicago, IL.

2. Saenz, R. (2007, October) "Bacterial Pathogens Isolated from Nipple Wounds: A Four-Year Prospective Study." Research poster presentation. Twelfth International Meeting of the Academy of Breastfeeding Medicine, Fort Worth, TX.

Regional

1. Saenz, RB. (2003, April) Mother's Body Knows Best: Nutritional Differences Between Human Milk and Its Substitutes. Invited workshop for Breastfeeding: The Gold Standard seminar for healthcare professionals, sponsored by the Mississippi State Department of Health WIC and La Leche League of AL/MS/LA.
2. Saenz, RB. (2003, April) Breastfeeding and Breast Milk Feeding in the NICU. Invited workshop for Breastfeeding: The Gold Standard seminar for healthcare professionals, sponsored by the Mississippi State Department of Health WIC and La Leche League of AL/MS/LA.
3. Saenz, RB. (2003, April) Yellow and Sour: Treatment of Jaundice and Hypoglycemia in Breastfeeding Neonates. Invited workshop for Breastfeeding: The Gold Standard seminar for healthcare professionals, sponsored by the Mississippi State Department of Health WIC and La Leche League of AL/MS/LA.
4. Saenz, RB. (2004, April) The Hows and Whys and What-to-do's of Low Milk Supply. Invited workshop for Breastfeeding: The Gold Standard seminar for healthcare professionals, sponsored by the Mississippi State Department of Health WIC and La Leche League of AL/MS/LA.
5. Saenz, RB. (2004, April) Pick My Brain! Requested question and answer session for Breastfeeding: The Gold Standard seminar for healthcare professionals, sponsored by the Mississippi State Department of Health WIC and La Leche League of AL/MS/LA.
6. Saenz, RB. (2004, April) Going Home Breastfeeding: Getting NICU Premies to Breast. Invited workshop for Breastfeeding: The Gold Standard seminar for healthcare professionals, sponsored by the Mississippi State Department of Health WIC and La Leche League of AL/MS/LA.
7. Saenz, RB. (2004, April) Red Flags: A Case Study. Invited workshop for Breastfeeding: The Gold Standard seminar for healthcare professionals, sponsored by the Mississippi State Department of Health WIC and La Leche League of AL/MS/LA.
8. Saenz, RB. (2004, October) Breastfeeding Shouldn't Hurt! Invited workshop for La Leche League of AL/MS/LA Area Conference for Leaders.
9. Saenz, RB. (2004, October) Whoever Heard of Too Much Milk? Invited workshop for La Leche League of AL/MS/LA Area Conference for Leaders.
10. Saenz, RB. (2005, April) Breastfeeding Shouldn't Hurt! Invited breakout workshop (2 sessions) for Breastfeeding: The Gold Standard seminar for healthcare professionals, sponsored by the Mississippi State Department of Health WIC and La Leche League of AL/MS/LA.

11. Saenz, RB. (2006, April) Controversies in Infant Sleep. Invited breakout workshop (2 sessions) for Breastfeeding: The Gold Standard conference for healthcare professional, sponsored by the Mississippi State Department of Health WIC and La Leche League of AL/MS/LA.
12. Saenz, RB (2007, April) Supporting the Employed Breastfeeding Mother. Invited breakout workshop. (2 sessions) for Breastfeeding: The Gold Standard conference for healthcare professional, sponsored by the Mississippi State Department of Health WIC and La Leche League of AL/MS/LA.
13. Saenz, RB (2008, April) REAL Reasons Women Aren't Breastfeeding Long Enough. Invited general session for Breastfeeding: The Gold Standard conference for healthcare professionals, sponsored by the Mississippi State department of Health WIC and La Leche League of AL/MS/LA.
14. Saenz, RB (April, 2008) The Softer Side of Science: Putting the Warm Fuzzies Back Into Lactation Consulting. Invited general session for Breastfeeding: The Gold Standard conference for healthcare professionals, sponsored by the Mississippi State department of Health WIC and La Leche League of AL/MS/LA.
15. Saenz, RB (April, 2008) Nipple Soreness: Some New Information on an Age-Old Problem. Invited breakout workshop for Breastfeeding: The Gold Standard conference for healthcare professionals, sponsored by the Mississippi State department of Health WIC and La Leche League of AL/MS/LA.
16. Saenz, RB. (July, 2008) Getting It Right: Working with Mothers on Latch. Breakout Session for La Leche League Eastern United States Division Leader Development Seminar.
17. Saenz, RB. (April, 2009) An Ounce of Prevention. General Session for Breastfeeding: The Gold Standard conference for healthcare professionals, sponsored by Mississippi State Department of Health- WIC and La Leche League of AL/MS/ LA.

State

1. Saenz, RB. (2003, March) Getting An Early Start: Facilitating Breastfeeding in Near-Term Infants. Invited speaker for Mississippi State Department of Health Child Health Conference, Philadelphia, MS.
2. Saenz, RB. (2003, December) Fitting Breastpump Flanges. Invited speaker for Mississippi Breastfeeding Coalition. Jackson, MS.
3. Saenz, RB. (2004, July) Red Flags: A Case Study. Invited speaker for Louisiana WIC-Breastfeeding Conference, New Orleans, LA.
4. Saenz, RB. (2004, July) Yellow and Sour: Management of Jaundice and Hypoglycemia in Breastfeeding Newborns. Invited speaker for Louisiana WIC-Breastfeeding Conference, New Orleans, LA.
5. Saenz, RB. (2004, July) Low Milk Supply: The Hows and Whys, and the What-to-do's. Invited

speaker for Louisiana WIC-Breastfeeding Conference, New Orleans, LA.

6. Saenz, RB. (2005, March) The Outcome-Based Infant Feeding Decision. Invited speaker for Mississippi Chapter American Academy of Pediatrics Spring Meeting.
7. Saenz, RB. (2005, July) Drugs and Breastfeeding. Invited speaker for the Mississippi Association of Health System Pharmacists.
8. Saenz, RB. (2007, January) Clinical Guidelines for Establishment of Exclusive Breastfeeding in the Early Postpartum Period. Invited speaker for the Mississippi Chapter meeting of the Association of Women's Health, Obstetrics, and Neonatal Nurses.
9. Saenz, R. (2007, December) "Bacterial Pathogens Isolated from Nipple Wounds: A Four-Year Prospective Study" Invited speaker for monthly meeting of Mississippi Breastfeeding Coalition.
1. Saenz, RB (2008, February) "Welcoming Baby Softly – Birth Kangaroo Care and the First Breastfeed" Invited speaker for the Mississippi Chapter meeting of the Association of Women's Health, Obstetrics, and Neonatal Nurses.

Local

1. Saenz, RB. (2003, May) Yellow and Sour: Treatment of Jaundice and Hypoglycemia in Breastfeeding Neonates. Invited speaker for Neonatology Grand Rounds, Forrest General Hospital, Hattiesburg, MS.
2. Saenz, RB. (2003, June) Yellow and Sour: Treatment of Jaundice and Hypoglycemia in Breastfeeding Neonates. Invited speaker for Mississippi Breastfeeding Coalition, Jackson, MS.
3. Saenz, RB. (2003, November) Going Home Breastfeeding. Invited speaker for Neonatology Journal Club, Jackson, MS.
4. Saenz, RB. (2004, April) Interview for health column in Clarion Ledger newspaper, Jackson, MS.
5. Saenz, RB. (2004, April) Interview for WAPT-16 morning news show health segment.
6. Saenz, RB. (2004, December) More Than Lipservice: What Obstetricians Should Know About Breastfeeding. Grand Rounds for Department of Obstetrics and Gynecology, University of Mississippi Medical Center.
7. Saenz, RB. (2006, January) Embryo Adoption. Invited speaker for health-related professions course on bioethics.
8. Saenz, RB. (2007, June) Slow Weight Gain in Breastfeeding Infants. Invited speaker for Pediatrics case conference, Department of Pediatrics, University of Mississippi Medical Center.
9. Saenz, RB. (2009, November) Mother's Body Knows Best: The Gold Standard of Infant Feeding and Nutrition. Invited guest lecture for Nutrition Class at Hinds Community College, Rankin Campus.

Other Professional Accomplishments:

1997-2003 Founded UMC Breastfeeding Consult Service, which served as a statewide referral center for mothers experiencing problems with breastfeeding.

2003 Opened Mississippi Breastfeeding Medicine Clinic July 1, 2003 – referral center for Mississippi and surrounding states for mothers and babies experiencing problems with breastfeeding.

2008 Began self-publishing Tips From the Trenches – an online (e-mail distribution and Facebook) series of patient education handouts on various breastfeeding topics.

Other: (Describe):

Planner, Faculty and Content Specialist Conflict of Interest Statement

If you are in a position to control the content of this educational activity (planner, faculty, content specialist), you must disclose whether or not you have a conflict of interest. Conflict of interest disclosure identifies the presence **or** absence of *any* potentially biasing relationship of a financial, professional or personal nature. A perceived conflict of interest would occur, for example, if you have or a member of your family has, within the past 12 months, received a salary, royalty, speaking honorarium, research appointment, board of directors remuneration, or consulting fee from an organization whose product or service is being discussed in the learning activity or if you or a family member own stock in such a company. Conflict of interest would also occur if you have any potential to benefit personally or professionally from the presentation (work for a proprietary company presenting the learning activity, have written a book about the topic, provide consulting services related to the topic, etc.)

All information disclosed must be shared with the audience on the program handouts, advertising and/or audiovisual presentation.

Section 4: (Planner and/or Speaker) Conflict of Interest

Is there a perceived financial, professional or personal conflict of interest (self or family)?

- Yes
- No

If yes, describe the perceived conflict:

Section 5: (Planners and/or Speaker) Resolution of Conflict

Procedures used to resolve conflict of interest or potential bias if applicable for this activity: (Check all that apply)

- 1. I have discussed this conflict with the nurse planner and agree to the provider unit’s policy.
- 2. I have signed a statement that says I will present information fairly & without bias.
- 3. In conjunction with 1 & 2, I understand that the nurse planner or designee will monitor session to ensure conflict does not arise.
- X 4. Not applicable since no conflict of interest.
- 5. Other: Describe:

Section 6: (Speaker) Off-label Use

Presenter/Content Specialist discussion of off-labeled uses:

- Yes
 x No

If yes, you must disclose this information during your presentation. How will you do this?


1. Verbal statement during the presentation
 2. Information provided on handouts
 3. Information provided in audiovisuals (slides, overhead, etc.)
 4. Other: Describe:

Section 7: (Speaker) In regard to the above requirements, please check one of the following:

- x My presentation(s) will not refer to products, drugs or devices of a commercial company with which I have a significant relationship. I have not accepted a fee from a commercial company for this presentation.
- I have a significant relationship with the following commercial company(s) whose product(s) I will refer to in my presentation. I will disclose my relationship with the commercial company to the participants during the introduction of my session. I will refer to other products equally in my presentation. I have not accepted any fees from a commercial company for this presentation.

List company(s):

Section 8: (Planner and/or Speaker)


_Signature_____

Date: __January 7, 2010_____

Electronic Signature acceptable

An authentic signature must be provided. A faxed copy with the signature or a computerized generated signature is acceptable. A typed name is NOT acceptable.