

Friday
April 9, 2010

E2

From Evidence

to

Implementation

ATTACHMENT B
Educational Design I
Documentation Format

Title of Activity: Breastfeeding: The Gold Standard

From Evidence to Implementation—Little Changes that Can Make a Big Difference

Total Number of Contact Hours: 1.25

Objectives	Content (topics)	Time Frames	Presenter(s)	Teaching Strategies
List the educational objectives. <i>At the end of this activity the learner will be able to:</i>	Provide outline of content presented and indicate to which objectives(s) the content is related.	Provide time frame for each content area.	List presenter for each content area.	List the teaching strategies by each presenter for each content area.
<p>At the end of this session, participants will be able to:</p> <ol style="list-style-type: none"> 1. Describe three success stories of interventions that are having a positive impact on breastfeeding rates. 2. Describe three lessons learned from breastfeeding interventions. 3. List three goals to work on in their own practice. 	<p>A. Introduction: Where we stand in breastfeeding rates</p> <p>B. What we know from the evidence</p> <p>C. Interventions that are having a positive impact</p> <p>D. Lessons learned from the real world</p> <p>E. Personal goal setting</p> <p>F. Questions/Comments</p>	<p>10 minutes</p> <p>15 minutes</p> <p>20 minutes</p> <p>10 minutes</p> <p>5 minutes</p> <p>5 minutes</p>	<p>Cathy Carothers</p> <p>Kendall Cox</p>	<p>Powerpoint presentation</p> <p>Lecture</p> <p>Writing exercise</p> <p>Q & A</p>

ATTACHMENT A

Name: Cathy Carothers

Title of Activity: Breastfeeding Conference Session

Date of Presentation: April 2010

Nurse Planner

Presenter (ED I)

Biographical Data

Degree	Year	Institution
BLA	1977	Oral Roberts University

Present Employer	Title	Description
Self-Employed	Co-Director	Non-profit trainer

Vested Interest

I. Have you received anything of value from a commercial supporter, which may be perceived as direct or indirect interest in the subject(s) you are addressing in this education activity?

II. If there is a commercial supporter, please describe your relationship:

speaker's bureau major stockholder

consultant other, please describe

grant/research support no relationship

If presenter / content specialist – also complete III, IV, V

III. Describe professional experience or areas of expertise (including publications) related to the presenter's involvement in continuing nursing education.

I have been a Board Certified Lactation Consultant since 1996 (recertified, 2006).

I worked for WIC's breastfeeding program and have been working with breastfeeding mothers for over 16 years. I have provided trainings across the US for WIC Programs, health departments, hospitals, and coalitions. I have also been involved with curriculum and training development as well as project management for USDA and for MCHB national projects.

IV. During your presentation, will you include discussion of an unlabeled or the investigational use of a product, device or drug that has not been approved by the FDA, for the use being presented in this education activity?

No Yes, please explain:

V. Identify how you as the presenter / content specialist took part in the planning and evaluation of this activity:

<input checked="" type="checkbox"/> planned objectives/content	<input type="checkbox"/> reviewed evaluation summary
<input type="checkbox"/> planned time frame	<input checked="" type="checkbox"/> will utilize evaluation to revise
<input checked="" type="checkbox"/> planned teaching strategies	presentation as needed

Cathy Carothers

December 1, 2009

2004-05 **Signature** of Planner, Presenter or Content Specialist

Date

ATTACHMENT A

Name: Kendall Cox

Title of Activity: Breastfeeding Conference Session

Nurse Planner

Date of Presentation: April 2010

Presenter (ED I)

Biographical Data

Degree	Year	Institution
BA	1988	Centre College Danville, KY

Present Employer	Title	Description
Self-Employed	Co-Director	Non-profit trainer

Vested Interest

I. Have you received anything of value from a commercial supporter, which may be perceived as direct or indirect interest in the subject(s) you are addressing in this education activity?

II. If there is a commercial supporter, please describe your relationship:

speaker's bureau major stockholder

consultant other, please describe

grant/research support no relationship

If presenter / content specialist – also complete III, IV, V

III. Describe professional experience or areas of expertise (including publications) related to the presenter's involvement in continuing nursing education.

I have been a Board Certified Lactation Consultant since 1998 (recertified, 2008).

I worked for WIC from 1994 until 2005 as a Peer Counselor, then a lactation specialist, then as the District Coordinator of breastfeeding. I am also a La Leche League Leader and I have been working with breastfeeding mothers for over 16 years. I have provided trainings across the US for WIC Programs, health departments, hospitals, and coalitions. I have also been involved with curriculum and training development for the USDA and for MCHB.

IV. During your presentation, will you include discussion of an unlabeled or the investigational use of a product, device or drug that has not been approved by the FDA, for the use being presented in this education activity?

No Yes, please explain:

V. Identify how you as the presenter / content specialist took part in the planning and evaluation of this activity:

<input checked="" type="checkbox"/> planned objectives/content	<input type="checkbox"/> reviewed evaluation summary
<input type="checkbox"/> planned time frame	<input checked="" type="checkbox"/> will utilize evaluation to revise
<input checked="" type="checkbox"/> planned teaching strategies	presentation as needed

Kendall R. Cox

December 1, 2009

2004-05 **Signature** of Planner, Presenter or Content Specialist

Date



Cathy Carothers, BLA, IBCLC, RLC, FILCA
Every Mother, Inc.
Training and Consulting
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Greenville, MS 38701-7644

(662) 332-0887 (phone)

(662) 931-6368 (cell)

(662) 332-0888 (fax)

cathy@everymother.org

www.everymother.org

Educational Data: 1977 - Oral Roberts University (Tulsa, OK)

Bachelor of Liberal Arts in Communication Arts, English, and Sociology

1977-1978 - University of Oklahoma (Norman, OK)

Graduate level studies in Public Relations

Certifications: 1996: International Board Certified Lactation Consultant (IBCLC)

2001: IBCLC Recertification by CERPs

2006: IBCLC Recertification by Exam

2009: "Fellow" of the International Lactation Consultant Association
(ILCA)

Professional Affiliations:

International Lactation Consultant Association (ILCA)

Current President-Elect (term to begin July 2010 to 2012)
2003-2009 Director of Marketing (elected board position)
1994-Present Member of ILCA

United States Breastfeeding Committee

Current Chair, Media and Marketing Committee
 Chair, Breastfeeding in Emergencies Task Force
2003-2005 Delegate to USBC
2003-2005 Chair, Media and Marketing Committee

National WIC Association (NWA)

1998-2000 Southeast Region Rep to the NWA Breastfeeding
 Committee

Mississippi Breastfeeding Coalition

1998-2002 Founding chair, Board of Directors
 Founding president, 1998-2002

 Project coordinator for March of Dimes grant, "Building a
 Breastfeeding-Friendly Community"

Breastfeeding: the Gold Standard Annual Conference

1997-2000 Founding co-organizer and conference co-chair

Professional Experience

Every Mother, Inc. (Present)

- Co-founder and co-director of EVERY MOTHER, INC. [non-profit 501(c)3 org]
- ▣ Provides trainings in numerous topics related to breastfeeding promotion and support and counseling skills

- Project Director, national USDA/FNS breastfeeding training project, *Using Loving Support to Grow and Glow in WIC: Breastfeeding Training for Local WIC Staff*
- Project Director, national DHHS/HRSA/Maternal Child Health Bureau Project, *The Business Case for Breastfeeding*
- Develops curricula in breastfeeding promotion and support
- Provides technical assistance and consultation services for health professionals
- Develops resources to assist health professionals in supporting new families

Best Start Social Marketing (2000 to 2005)

Training and Outreach Coordinator

- National Project Coordinator – Maternal Child Health Bureau project, "Using *Loving Support*® to Develop Breastfeeding-Friendly Worksites Support Kit" (HRSA)
- National Project Coordinator – USDA/FNS project, "Using *Loving Support*® to Implement Best Practices in Peer Counseling" (USDA WIC Program)
- National Project Coordinator – USDA/FNS project, "Using *Loving Support*® to Build a Breastfeeding-Friendly Community" training and technical assistance (USDA)
- Technical assistance to national, state, and local agencies developing and implementing social marketing programs (breastfeeding promotion and support)
- Trainer and conference presenter on numerous breastfeeding, counseling, and social marketing topics

Mississippi State Dept of Health (1995-2000)

State WIC Breastfeeding Coordinator

- Coordinated state's implementation of the USDA national breastfeeding promotion

project, *Loving Support© Makes Breastfeeding Work*

- Administered the statewide WIC Breastfeeding Program (150+ program staff)

- Monitored program budget

- Directed development of 3 major grant projects funded by the USDA Special Project

Grant: (1) Breastfeeding Clinic Environment Project; (2) Breastfeeding promotion

video; and (3) Evaluation of the “Loving Support” program in Mississippi

- Wrote/coordinated production of training programs and educational materials

- Provided training and technical assistance to health care professionals and staff

- Planned and coordinated annual breastfeeding conference

- Founder and president of Mississippi Breastfeeding Coalition

- Supervised State WIC Breastfeeding Educator.

District WIC Breastfeeding Coordinator (Greenwood, MS) (1994-96)

- Implemented the WIC Breastfeeding Program across 9-county district

- Hired, trained, supervised all staff (20+)

- Technical assistance resource for all health department and clinic staff

- In-service training provided for community health care professionals

- Conducted promotional outreach into the community

- Provided risk management for WIC clients

WIC Lactation Specialist (Union and Attala Counties, MS) (1992-1994)

- 3500+ hours counseling WIC pregnant and breastfeeding mothers

- Taught prenatal classes and post-partum support groups

- Provided hospital and home visits

Oral Roberts University, Tulsa, OK (1979-1984)

Director, Office of University Publications

- Coordinated development and production of more than 5,000 publications annually,
 - including recruitment/promotional materials for Schools of Medicine, Dentistry, Nursing, Education, University hospital, Family Practice Center, and Dental Center
- Coordinated marketing campaigns for student admissions and graduate programs
- Administered program budget
- Supervised staff of editors, designers, photographers, and educational media staff
- Managed the University Speaker's Bureau and News Writing Service.

Speaking Engagements

Provided more than 300 lactation and counseling related training programs, workshops, and conference sessions in nearly every U.S. State. Recent presentations since 2006 include:

Navajo Nation (Window Rock, AZ) – August 10-11, 2009

"Implementing The Business Case for Breastfeeding in Your Community"

Delaware WIC World Breastfeeding Week Celebration (Dover, DE) – August 6, 2009

"Breastfeeding: A Vital Emergency Response – Are You Ready"

"Helping Mothers Exclusively Breastfeed"

North Carolina WIC (Durham, NC) – August 4, 2009

"Counseling With Both 'I's' Open"

International Lactation Consultant Association Conference (Orlando, FL) – July 22-26, 2009

“Happily Ever After: Promoting Lactation Consultant Services When the Shoe Doesn’t Fit”
(Plenary)

“The Business Case for Breastfeeding: Lessons Learned” (Breakout)

USDA Food and Nutrition Service (7 Regional “Train the Trainer” events in Greenbelt, MD, Chicago, Atlanta, Dallas, San Francisco, Denver, and Boston) – June-August 2009

“Using Loving Support to Grow and Glow in WIC: Breastfeeding Training for Local WIC Staff”

New York Breastfeeding Leadership Coalition Conference (Brooklyn, NY) – June 25, 2009

“Empowering Mothers to Exclusively Breastfeed”

“ Building a Breastfeeding-Friendly Community”

National WIC Association Conference (Nashville, TN) – May 26

“Empowering Mothers to Exclusively Breastfeed”

North Carolina Breastfeeding Coordinators Meeting (Greensboro, NC) – May 7, 2009

“Counseling with Both “I”s Open”

Arkansas WIC (Fayetteville, Russellville, Paragould, Newport, Little Rock, Arkadelphia, Forrest City, Monticello) – May 4-29, 2009

“The Gift of Change: Celebrating the New WIC Food Packages”

North Carolina Breastfeeding Trends and Issues Conference (Greenville, NC) – April 30, 2009

“The Business Case for Breastfeeding”

“When Disaster Strikes: Supporting Breastfeeding in Emergencies”

New York Breastfeeding Coalition (Albany) – April 27, 2009

“Implementing The Business Case for Breastfeeding in Your Community”

Florida WIC Program (Tallahassee, FL) – April 24, 2009

“VENA Roundup”

USDA Food and Nutrition Service Pilot Training (Tallahassee, FL) – April 22-23, 2009

“Using Loving Support to Grow and Glow in WIC: Breastfeeding Training for Local WIC Staff”
(2-day

DVD taping and pilot training of the national WIC staff breastfeeding curriculum)

Alaska Breastfeeding Coalition (Anchorage) – April 16-17, 2009

“Implementing The Business Case for Breastfeeding in Your Community”

Illinois WIC Breastfeeding Conference (Springfield, IL) – April 8-9, 2009

“The Business Case for Breastfeeding”

“Mother Knows Breast: Helping Mothers Gain Confidence in their Milk Production”

“The Perks of the Exclusivity Package”

“Making Meaning of What We Do”

Newman Breastfeeding Institute Conference (Toronto, Canada) – April 1, 2009

“Counseling With Both “I”s Open”

“Breastfeeding and Feminism Conference” (Greensboro, NC) – March 27, 2009

“The Business Case for Breastfeeding”

Maryland WIC Program (Hagerstown, Greenbelt) – March 23-26 and March 30, 2009

“Mining for Diamonds: Fun Ways to Use Critical Thinking Skills in WIC” (1-day workshops provided for

WIC staff around the state of Maryland)

New York Department of Health (Buffalo, Rochester, Syracuse, Glens Falls, Fishkill, Long Island, New York City) – March 9-20, 2009

“The Business Case for Breastfeeding” (1-day workshops provided for >400 community partners

across the State of New York)

Miami-Dade WIC (Miami, FL) – Feb. 25-27, 2009

“Counseling With Both “I”s Open”

“Mining for Diamonds: Fun Ways to Use Critical Thinking Skills in WIC”

“Moving Toward Change”

“Empowering WIC Mothers to Exclusively Breastfeed”

Grand Rapids Healthy Start Program (Grand Rapids, MI) – Jan. 26-27, 2009

“Implementing The Business Case for Breastfeeding in Your Community”

Louisiana WIC Program (New Orleans, Baton Rouge, Lafayette, Alexandria, Monroe) – Dec. 1-16, 2008

“Mining for Diamonds: Fun Ways to Use Critical Thinking Skills in WIC” (roadshow conducted for all

WIC staff in the State)

Missouri WIC Program (St. Louis, Kansas City, Columbus, Lebanon) – Nov. 17-20, 2008

“Counseling With Both “I”s Open”

Connecticut WIC Program (Hartford and) – Nov. 6-7, 2008

“Counseling With Both “I”s Open”

Iowa State WIC Conference (Des Moines, IA) – October 29-30, 2008

“Answers for the Anxious”

“Talking the Talk with Teens”

“Making Meaning of What We Do”

Connecticut WIC Program (Middletown, CT) – October 24, 2008

“Breastfeeding: Improving the Circle of Care for New Families” (for WIC clerks throughout the state)

Connecticut Breastfeeding Coalition (Middletown, CT) – October 23, 2008

“Answers for the Anxious”

“Moving Breastfeeding from a Sprint to a Marathon”

“The Business Case for Breastfeeding”

“Making Meaning of What We Do”

Louisiana WIC Program (Alexandria, Lafayette, Monroe, New Orleans, Baton Rouge) – October 12-

Nov.14, 2008

“Counseling With Both “I”s Open” (roadshow trainings provided for all WIC staff in the state)

National WIC Association Conference (Louisville, KY) – September 25, 2008

“The WIC Change Salon: Welcome to a New You!”

“The Business Case for Breastfeeding”

Utah State WIC Conference (Midway, Utah) – September 26-27, 2008

“Counseling With Both “I”s Open” (presented twice)

“Creating a Breastfeeding-Friendly Community”

Arkansas WIC Program (Little Rock, AR) – September 11-12

“Counseling With Both “I”s Open”

“Mining for Diamonds: Fun Ways to Use Critical Thinking Skills in WIC”

Dublin Healthy Start Program (Dublin, GA) – September 8-9, 2008

“The Business Case for Breastfeeding” [2-day workshop for MCHB]

Fresno Healthy Start Program (Fresno, CA) – September 4-5, 2008

“The Business Case for Breastfeeding” [2-day workshop for MCHB]

California Breastfeeding Coalition (Oakland, CA) – September 2, 2008

“The Business Case for Breastfeeding”

Virginia WIC (Fairfax, Charlottesville, Roanoke) – August 5-13, 2008

“Counseling with Both “I”s Open” [Day 1]

“Mining for Diamonds: Fun Ways to Use Critical Thinking Skills in WIC” [Day 2]

Early Head Start/Zero to Three Conference (Washington, D.C.) – August 4, 2008

“Answers for the Anxious”

International Lactation Consultant Association Conference (Las Vegas, NV) – July 2008

“We Did It OUR Way: Getting Colleagues On Board Against All Odds”

“Breastfeeding in Emergencies Workshop”

Virginia WIC (Richmond, Virginia Beach, and Albemarle) – June 16-24, 2008

“Counseling With Both “I”s Open” [Day 1]

“Mining for Diamonds: Fun Ways to Use Critical Thinking Skills in WIC” [Day 2]

Baltimore Healthy Start Program (Baltimore, MD) – June 5-6, 2008

“The Business Case for Breastfeeding” [2-day workshop for Maternal and Child Health Bureau]

Massachusetts WIC Program (Framingham, MA) – June 3-4, 2008

“Mining for Diamonds: Fun Ways to Use Critical Thinking Skills in WIC” [Day 1]

Peer Counselor Celebration [Day 2]

--*“Mother Knows Breast”*

--*“Answers for the Anxious”*

--*“Working and Breastfeeding Skills Stations”*

--*“Making Meaning of What We Do”*

Hospital Training Programs (Mississippi hospitals in Biloxi, Hattiesburg, Pascagoula, McComb, Greenwood, and Greenville) – May and June 2008

“Breastfeeding: Building Connections with New Families”

Florida WIC Program (Tallahassee, FL) – May 14-16, 2008

“Counseling With Both “I”s Open”

“Mining for Diamonds: Fun Ways to Use Critical Thinking Skills in WIC”

“Moving Toward Change”

“Empowering WIC Mothers to Exclusively Breastfeed”

Rush Hospital (Meridian, MS) – April 29, 2008

“Breastfeeding: Building Connections with New Families”

Jeff Anderson Memorial Hospital (Meridian, MS) – April 28-29, 2008

“Breastfeeding: Building Connections with New Families”

Breastfeeding: The Gold Standard Conference (Jackson, MS) – April 16-18, 2008

“Counseling With Both “I”s Open” (6-hour pre-conference workshop)

“The Business Case for Breastfeeding” (plenary)

“Mother Knows Breast” (repeated concurrent session)

New Jersey WIC Program (VENA trainings in 9 locations: Sewell, Camden, Brick, Westhampton, Elizabeth, Atlantic Highlands, Newark, Jersey City, and Paterson) – April 7-12 and 20-26, 2008

“Counseling With Both “I”s Open”

Arkansas WIC Program (VENA trainings in 8 locations: Paragould, Newport, Little Rock, Fayetteville, Russellville, Arkadelphia, Forrest City, and Monticello) – March 10-31, 2008

“Mining for Diamonds: Fun Ways to Use Critical Thinking Skills in WIC”

Missouri Department of Health WIC Program (VENA trainings in 4 locations: Kansas City, Springfield, Cameron, West Plains) – March 2-8, 2008.

“Counseling With Both “I”s Open”

Alabama Department of Health WIC Program (Montgomery, AL) – February 28-29, 2008

“Mining for Diamonds: Fun Ways to Use Critical Thinking Skills in WIC”

University of Mississippi Medical Center (Jackson, MS) – February 19 and 26, 2008

“Breastfeeding: Building Connections with New Families”

North Mississippi Medical Center (Tupelo, MS) – January 30-31, 2008

“Breastfeeding: Building Connections with New Families”

DHHS Maternal and Child Health Bureau (Washington, D.C.) – January 25-26, 2008

“Implementing The Business Case for Breastfeeding in Your Community” (Presented to representatives from 10 state breastfeeding coalitions)

Alabama WIC Program (Montgomery, AL) – January 23-24, 2008

“Mining for Diamonds: Fun Ways to Use Critical Thinking Skills in WIC”

Arkansas WIC Program (VENA trainings in 8 locations: Paragould, Newport, Little Rock, Fayetteville, Russellville, Arkadelphia, Forrest City, and Monticello) – January 7-18, 2008

“Counseling With Both “I”s Open: The Language of Connection”

Missouri WIC (VENA trainings in 4 locations: St. Louis, Jefferson City, Macon, and Cape Girardeau) – November 5-8, 2007

“Counseling With Both “I”s Open: The Language of Connection”

Vermont/New Hampshire WIC (Burlington, VT) – October 25-26, 2007

“Mining for Diamonds: Fun Ways to Use Critical Thinking Skills in WIC”

“The Language of Connection: Moving Clients Toward Positive Health Outcomes”

Maryland WIC Conference (Baltimore, MD) – October 23, 2007

“Counseling With Both “I”s Open”

Indiana WIC Peer Counselor Celebration (Indianapolis, IN) – September 21, 2007

“Making Meaning of What We Do”

Indiana WIC Program (VENA trainings in 4 locations, including Seymour, Indianapolis, Fort Wayne, and South Bend) – September 16-20, 2007

“Counseling With Both “I”s Open”

New York WIC Program (VENA trainings in 8 locations, including Batavia, Syracuse, Ballston Spa, and NYC – Brooklyn, Bronx, Queens, and New York City) – September 4-14, 2007

“Mining for Diamonds: Fun Ways to Use Critical Thinking Skills in WIC”

Wisconsin WIC Program (Milwaukee, WI) – August 29-30, 2007

“Community Connections: Supporting Breastfeeding Families” (2-day community training event)

“Making Meaning of What We Do” (1-day WIC breastfeeding staff training event)

National Native American WIC Conference (Albuquerque, NM) – August 21, 2007

“Counseling With Both “I”s Open”

“Thinking about Thinking: Using Critical Thinking Skills in WIC”

International Lactation Consultant Association (San Diego, CA) – August 15, 2007

“Counseling With Both “I”s Open”

Wyoming WIC Program (Casper, WY) – August 8-9, 2007

“Mother Knows Breast: Helping Mothers Gain Confidence in their Milk Supply”

“Making it Work: Supporting Working Mothers with Breastfeeding”

“Moving Breastfeeding from a Sprint to a Marathon”

Delaware WIC Program (Dover, DE) – August 2, 2007

“Welcome Baby Softly: The Power of the 1st Hour for Breastfeeding”

Washington WIC Program (Moses Lake, Seattle, Federal Way) – July 16-19, 2007

“Counseling With Both “I”s Open”

Citizen Potawatomi Nation (Shawnee, OK) – July 12-13, 2007

“Counseling With Both “I”s Open”

“Mining for Diamonds: Fun Ways to Use Critical Thinking Skills in WIC;” “Moving Toward Change”

Louisiana WIC Program (Baton Rouge, LA) – July 5-6, 2007

“Loving Support through Peer Counseling” (2-day workshop)

New York WIC Program (New York City, NY) – June 4-6, 2007

“Counseling With Both “I”s Open”

New York Southern Tier Breastfeeding Coalition Conference (Owego, NY) – May 31, 2007

“Empowering Every Mother Breastfeeding Conference”

“Counseling With Both “I”s Open”

“Mother Knows Breast: Helping Women Gain Confidence in their Milk Production”

“Answers for the Anxious”

“Moving Breastfeeding from a Sprint to a Marathon”

“Making Meaning of What We Do”

Early Head Start Program National Audio Teleconference – May 23, 2007

“Mother’s Milk: Welcoming and Supporting Breastfeeding in your Program”

Missouri WIC Peer Counselor Conference Roadshow (Kansas City, Springfield, Columbia, Fredricktown, and St. Louis) – May 14-18, 2007

“Mother Knows Breast: Helping Mothers Gain Confidence in their Milk Production”

“Answers for the Anxious”

“Making it Work: Supporting Working Women with Breastfeeding: Skills Stations”

“Making Meaning of What We Do”

Georgia Breastfeeding Conference (Rome, GA) – May 9, 2007

“Empowering Every Mother Breastfeeding Conference”

“Counseling with Both “I”s Open”

“Mother Knows Breast: Helping Mothers Gain Confidence in their Milk Production”

“Answers for the Anxious”

Alabama WIC Program (Montgomery, AL) – May 7-8, 2007

“Loving Support Through Peer Counseling” (2-day train-the-trainer conference)

National WIC Association Conference (Pittsburgh, PA) – April 28-May 2, 2007

“Arching toward Improved Communication: Counseling With Both “I”s Open”

Nebraska WIC Conference (Kearney, NE) – April 17, 2007

“Mother Knows Breast: Supporting Women with their Milk Production”

“Moving Breastfeeding from a Sprint to a Marathon”

“Becoming Part of the Circle of Care for WIC Families”

Breastfeeding: The Gold Standard (Jackson, MS) – April 12-13, 2007

“Talking the Talk with Teens”

“When Disaster Happens: Supporting Breastfeeding in Emergencies”

“Making Meaning of What We Do”

Inter-Tribal Council of Arizona (Scottsdale, AZ) – March 1-2, 2007

“Counseling With Both ‘I’s Open” (2 full-day workshops)

San Francisco Breastfeeding Coalition Conference (San Francisco, CA) – February 28, 2007

“Making it Work: Supporting Employed Mothers with Breastfeeding”

“The Business Case for Breastfeeding”

Idaho Department of Health (Boise, ID) – Nov. 17, 2006

“The Business Case for Breastfeeding” (full-day workshop for members of the Idaho Breastfeeding Coalition and health community)

Nebraska WIC Program (Omaha, NE) – Sept. 29, 2006

“Counseling with Both I’s Open”

“Moving Breastfeeding from a Sprint to a Marathon”

Alabama WIC Program (Montgomery, AL) – Sept. 26-27, 2006

“Loving Support Through Peer Counseling”

Oregon WIC Conference (Portland, OR) – Sept. 13-15, 2006

“Creating a Breastfeeding-Friendly Community”

“Nothing But Breastmilk: Building Rates of Exclusive Breastfeeding”

“Counseling with Both I’s Open”

“Answers for the Anxious: Helping Mothers through the First Week of Breastfeeding”

U.S. Virgin Islands (St. Thomas, St. Croix) – August 28-30, 2006

“Using Loving Support to Manage Peer Counseling Programs”

“Loving Support Through Peer Counseling”

New York WIC Program (New York City, Albany, Rochester, Syracuse) – August 16-23, 2006

“Counseling with Both I’s Open” (full day workshop presented as a statewide “roadshow”)

Oklahoma WIC Peer Counselor Conference (Oklahoma City, OK) – August 7-8, 2006

“The Business Case for Breastfeeding”

“Moving Breastfeeding from a Sprint to a Marathon”

“Creating a Breastfeeding-Friendly Community”

“Making Learning a Laughing Matter”

Published Works:

Using Loving Support to Grow and Glow in WIC: Breastfeeding Training for Local WIC Staff. (2009). Alexandria, VA: U.S. Department of Agriculture, Food and Nutrition Service, Special Supplemental Nutrition Program for Women, Infants, and Children (WIC).

The Business Case for Breastfeeding. (2008). Rockville, MD: U.S. Department of Health and Human Services, Health Resources and Services Administration’s Maternal and Child Health Bureau.

Carothers C & Wilson-Clay B (2007). Chapter 6: Breastfeeding and Working Women, Core Curriculum for Lactation Consultant Practice. Edited by Mannel R, Martens P & Walker M. Sudbury, MA: Jones & Bartlett Publishers.

Khoury, A., Mitra, A., Hinton, A., Carothers, C., & Sheil, H. (2002). An innovative video succeeds in addressing barriers to breastfeeding among low-income women. *Journal of Human Lactation* 18(2):125-31

Khoury, A., Mitra, A., Hinton, A., & Carothers, C. (2002). Improving Breastfeeding Knowledge, Attitudes and Practices of Staff in Public Health Settings. *Public Health Reports*, 117(6).

Khoury, A., Bryant, C., Carothers, C., Hinton, A., Kresge, S., Moazzem, W., & Foretich, C. (2002). *The National Loving Support Makes Breastfeeding Work Campaign in Mississippi*. In Press.

Mitra, A., Khoury, A., Carothers, C., & Foretich, C. (2002). Evaluation of a comprehensive Loving Support program among state WIC breastfeeding coordinators. *Southern Medical Journal*, 96(2),168-171.

Mitra, A., Khoury, A., Carothers, C., & Foretich, C. (2003). Impact of Loving Support campaign on physicians and nurses in changing their awareness and practices of breastfeeding in Mississippi. *In Press*.

Mitra, A., Khoury, A., Hinton, A., and Carothers, C. (2004). Predictors of Breastfeeding Intention Among Low-Income Women. *Maternal and Child Health Journal*, 8(2), 65-70.

Honors/Awards

Small Business Contractor of the Year (2004) awarded to Best Start Social Marketing by the United

States Department of Agriculture, Food and Nutrition Service. Awarded in recognition of outstanding service on national breastfeeding projects I coordinated for USDA while an employee of

Best Start.

National WIC Award (1998) from National Association of WIC Directors (NAWD) for the

Mississippi implementation of the USDA/Best Start National Breastfeeding Campaign I directed as the

State WIC Breastfeeding Coordinator for the Mississippi State Department of Health.

Grand Award nationally from the Council for Advancement and Support of Education (CASE) (1982)

for University Student Recruitment campaign I developed for Oral Roberts University as their Director of

Publications. Also: *Honorable Mention* awards for advertisements developed School of Nursing and

University Hospital.

Personal

Married to the Rev. Davis R. Carothers, Jr., United Methodist Pastor

Mother of 5 healthy breastfed children (now ages 17-29) and one grandchild-to-be



Kendall R. Cox, BA, IBCLC, RLC
Every Mother, Inc.
Training and Consulting

832 Cedar Street

Greenville, MS 38701

662-332-9498

kendall@everymother.org

www.everymother.org

Education/Licensure:

BA, English, Centre College (Danville, KY), 1988

International Board Lactation Consultant Exam, 1998, recertification: 2003, 2008

Experience:

Every Mother, INC. Co-founder, Co-director

Living Waters for the World, (www.livingwatersfortheworld.org) Clean Water U Program Director

MCHB Working and Breastfeeding Kit, copy writing and editing

MCHB Working and Breastfeeding Kit training curriculum, editing, trainer

Baby Gooroo Contributor (www.babygooroo.com), 2007

Teen to Teen Parenting Class Coordinator for Greenville Public Schools pregnant teens, 2000-2007

ILCA IBCLC Day Coordinator, 2006-present

ILCA World Breastfeeding Week Coordinator, 2006-present

Best Start Social Marketing Breastfeeding Coordinator, 2005

Mississippi Department of Health Breastfeeding Coordinator, District III, 1997-February 2005

USDA Grant “Using Loving Support Through Peer Counseling,” curriculum development, regional trainer

USDA Grant “Using Loving Support to Build a Breastfeeding-Friendly Community” Team Member, representing the Mississippi WIC Program, 2002-2005

Breastfeeding: The Gold Standard Conference Coordinator, La Leche League Healthcare Provider Seminar, 2002, 2003, 2004, 2005; Local Conference Chairperson, 2001

People to People South Africa Breastfeeding Delegation member, 1998

Lactation Specialist for the Mississippi WIC Program, 1997

Peer Counselor for the Mississippi WIC Program, 1995-1996

La Leche League Leader, 1996-present

Peer Counselor for the Florida WIC Program, 1994-1995

Peace Corps Volunteer and Trainer, Botswana, AFRICA, 1988-1991

Teacher for Botswana, AFRICA Government, 1991-1992

2008-2009 Speaking engagements to date (2000-2006 complete list available upon request):

International Lactation Consultant Association Conference (Orlando, FL) – July 22-26, 2009

“Happily Ever After: Promoting Lactation Consultant Services When the Shoe Doesn’t Fit”
(Plenary)

Kansas Breastfeeding Coalition (Wichita) – July, 2009

“Implementing The Business Case for Breastfeeding in Your Community”

South Carolina Breastfeeding Coalition (Charleston) – June, 2009

“Implementing The Business Case for Breastfeeding in Your Community”

Vermont Breastfeeding Coalition (Rutland) – June, 2009

“Implementing The Business Case for Breastfeeding in Your Community”

USDA Food and Nutrition Service (7 Regional “Train the Trainer” events in Greenbelt, MD, Chicago, Atlanta, Dallas, San Francisco, Denver, and Boston) – June-August 2009

“Using Loving Support to Grow and Glow in WIC: Breastfeeding Training for Local WIC Staff”

Arkansas WIC (Fayetteville, Russellville, Paragould, Newport, Little Rock, Arkadelphia, Forrest City, Monticello) May 4-22, 2009

“The Gift of Change: Celebrating the New WIC Food Packages”

Breastfeeding: The Gold Standard Conference (Jackson, MS) – April 30-May 1, 2009

“Answers for the Anxious”

“The Power of Story”

“The Change Salon”

Florida WIC Program (Tallahassee, FL) – April 24, 2009

“VENA Roundup”

USDA Food and Nutrition Service Pilot Training (Tallahassee, FL) – April 22-23, 2009

“Using Loving Support to Grow and Glow in WIC: Breastfeeding Training for Local WIC Staff”
(2-day

DVD taping and pilot training of the national WIC staff breastfeeding curriculum)

Illinois WIC Breastfeeding Conference (Springfield, IL) – April 8-9, 2009

“The Mom Factor”

“Making Meaning of What We Do”

Newman Breastfeeding Institute Conference (Toronto, Canada) – April 1, 2009

“Counseling With Both “I”s Open”

Maryland WIC Program (Hagerstown, Greenbelt) – March 23-26 and March 30, 2009

“Mining for Diamonds: Fun Ways to Use Critical Thinking Skills in WIC” (1-day workshops provided for

WIC staff around the state of Maryland)

Miami-Dade WIC (Miami, FL) – Feb. 25-27, 2009

“Counseling With Both “I”s Open”

“Mining for Diamonds: Fun Ways to Use Critical Thinking Skills in WIC”

“Moving Toward Change”

“Empowering WIC Mothers to Exclusively Breastfeed”

Grand Rapids Healthy Start Program (Grand Rapids, MI) – Jan. 26-27, 2009

“Implementing The Business Case for Breastfeeding in Your Community”

Louisiana WIC Program, (VENA trainings statewide)—October-December, 2008

“Counseling With Both “I”s Open,” “Mining for Diamonds: Fun Ways to Build Critical Thinking Skills

Connecticut WIC Program, (VENA trainings statewide)—November, 2008

“Counseling With Both “I”s Open”

Missouri Department of Health WIC Program (VENA trainings statewide) – November, 2008

“Counseling With Both “I”s Open”

New York State WIC Conference (Albany, NY) – October, 2008

“Going for the Gold,” “Peer Counseling: Making a Difference for New Families”

NWA National Conference (Louisville, KY)—September, 2008

“Business Case for Breastfeeding,” “The WIC Change Salon”

ZerotoThree National Conference (Arlington, VA)—August, 2008

“Answers for the Anxious”

Virginia WIC Program, (VENA trainings statewide)—June-August, 2008

“Counseling With Both ‘I’s Open,” “Mining for Diamonds: Fun Ways to Build Critical Thinking Skills”

ILCA Conference (Las Vegas, NV)—July 2008

“Getting Colleagues on Board”

South Dakota State WIC Conference (Pierre, SD)—July, 2008

“Counseling with Both ‘I’s Open,” “Answers for the Anxious,” “Making Meaning of What We Do”

Baltimore, MD Healthy Start Agency (Baltimore, MD) – June 5-6, 2008

“The Business Case for Breastfeeding” (2-day community training event)

Massachusetts WIC Program (Framingham, MA) – June 3-4, 2008

“Mining for Diamonds: Fun Ways to Build Critical Thinking Skills in WIC” (Day 1)

Peer Counselor Celebration and Workshop (Day 2):

- *“Mother Knows Breast”*
- *“Answers for the Anxious”*
- *“Working and Breastfeeding Skills Stations”*
- *“Making Meaning of What We Do”*

Oxford Baptist Memorial (Oxford, MS) – May 6, 2008

“Breastfeeding: Building Connections with New Families”

Jeff Anderson Memorial Hospital (Meridian, MS) – April 28, 2008

“Breastfeeding: Building Connections with New Families”

Breastfeeding: The Gold Standard Conference (Jackson, MS) – April 16-18, 2008

“Counseling with Both ‘I’s Open” (6-hour pre-conference workshop)

“The Business Case for Breastfeeding” (plenary)

“Mother Knows Breast” (repeated concurrent session)

New Jersey WIC Program (VENA trainings in 9 locations: Sewell, Camden, Brick, Westhampton, Elizabeth, Atlantic Highlands, Newark, Jersey City, and Paterson) – April 7-12 and 20-26, 2008

“Counseling With Both ‘I’s Open”

Arkansas WIC Program (VENA trainings in 8 locations: Paragould, Newport, Little Rock, Fayetteville, Russellville, Arkadelphia, Forrest City, and Monticello) – March 10-31, 2008

“Mining for Diamonds: Fun Ways to Use Critical Thinking Skills in WIC”

Missouri Department of Health WIC Program (VENA trainings in 4 locations: Kansas City, Springfield, Cameron, West Plains) – March 2-8, 2008

“Counseling With Both ‘I’s Open”

Alabama Department of Health WIC Program (Montgomery, AL) – February 28-29, 2008

“Mining for Diamonds: Fun Ways to Use Critical Thinking Skills in WIC”

University of Mississippi Medical Center (Jackson, MS) – February 19 and 26, 2008

“Breastfeeding: Building Connections with New Families”

Mississippi State Department of Health WIC Program, Tupelo, MS ---January 30-31, 2008

(Breastfeeding: Building Connections with New Families Hospital training)

Maternal Child Health Bureau, Alexandria, VA –January 25-26, 2008

(Working and Breastfeeding Kit Training for ten coalitions around the US)

Alabama WIC Program, Montgomery, AL –January 23-24, 2008

(Loving Support Through Peer Counseling training)

Arkansas WIC (VENA trainings around the state: Paragould, Newport, Little Rock, Fayetteville, Russellville,

Arkadelphia, Forrest City, Monticello) –January 7-18, 2008

(Counseling With Both ‘I’s Open: The Language of Connection)

Personal info:

Married to Wade Chambers, high school math teacher and coach

Mother of Caleb and Lesedi, sixteen-year-old twins

Elder, Meals on Wheels Coordinator, and Choir Member, First Presbyterian Church of Greenville

Certified Red Cross Shelter Worker

Habitat for Humanity Volunteer Coordinator ('04-'05), Family Support Chair (2006), Board member ('04-'06)

Delta Center Stage Community Theater performances: Nancy in *Oliver*, M'Lynn in *Steel*

Magnolias, Sister Berta in *Sound of Music*