

THE 2010  
INTERNATIONAL CONFERENCE  
ON THE THEORY AND PRACTICE  
OF HUMAN LACTATION RESEARCH  
AND BREASTFEEDING MANAGEMENT



PRE-CONFERENCE WORKSHOPS  
AND SPECIAL EVENT  
JANUARY 11TH, 12TH AND 13TH

CORE CONFERENCE  
JANUARY 14 & 15  
THE ART AND SCIENCE  
OF HUMAN LACTATION RESEARCH  
AND BREASTFEEDING MANAGEMENT  
AT THE  
RADISSON RESORT ORLANDO - CELEBRATION  
ORLANDO, FLORIDA USA

**Comments from our previous Conferences:**

*"I love the size and timing of this conference. We (attendees) don't get lost in the hoopla. The conference was very well organized and the facility was perfect. It was so easy to get here from the airport."*

*"I enjoyed the balance in this conference between the big-picture ideas and philosophy of practice, and the very practical, advanced clinical knowledge; between well known and experienced speakers and speakers I had not read or heard. I take home not only information but inspiration."*

*"Excellent conference! Diverse presentations followed by professional comments. I appreciate the diversity in topics and presenters."*

*"Wonderful, wonderful, wonderful! I attend many conferences and this one is one of the best - good topics, super speakers, great people. Not only informative, but FUN!"*

**The Center for Breastfeeding**  
The Healthy Children Project Inc.  
327 Quaker Meeting House Road  
East Sandwich, MA 02537

## Conference Hotel Information



The conference hotel is the **Radisson Resort Orlando - Celebration** - the same hotel (with it's new name!) that we've been at for the last 6 years. The **Radisson Resort Orlando - Celebration** is conveniently located just one and a half miles from the Walt Disney World Resort Area. Located on 20 acres of beautiful tropically landscaped grounds, the Radisson Resort Orlando Celebration, offers guests the kind of relaxing resort atmosphere, warm hospitality and thoughtful services that are sure to please business and leisure travelers alike. Adjacent to Radisson Resort Orlando Celebration is Celebration Golf Club, an 18 hole championship caliber course designed by Robert Trent Jones, Sr. and Jr. Located within the natural wetland environment and providing a truly serene golf experience, the course boasts rolling terrain that weaves through a series of pristine lakes and periodic

clusters of native oak, pine and magnolia. The Resort offers complimentary scheduled transportation to/from the four Walt Disney World Theme Parks, Sea World Orlando and Universal Studios. It is 20 miles from the Orlando International Airport.

The resort features a giant freeform pool with waterfall and water slide. A second heated pool is available as well as the children's wading pool and two Jacuzzis. There is a complimentary fitness room, dry sauna, two complimentary lighted tennis courts, sand volleyball court and large game room. Numerous championship golf courses are nearby. The spacious guest rooms overlook the scenic pools or garden fountains. The rooms feature hair dryers, irons, ironing boards, coffee makers, color cable television with remote control, video checkout, free Disney Channel, clock radio, and phones with voice mail and dataport connections.

## Conference Hotel Preferred Rate

Overnight rooms are not included in the conference fee. Blocks of rooms are being held at the **Radisson Resort Orlando - Celebration** at special reduced conference rates of \$109 (\$99 plus a \$10 activity fee) per night plus tax for single through quadruple occupancy. Be sure to mention that you are part of the "Healthy Children Conference" to access this special rate!

### **Radisson Resort Orlando - Celebration**

*2900 Parkway Boulevard*

*Kissimmee, Florida, USA 34747*

*(407) 396-7000 phone - (407) 396-6792 fax*

*(800) 333-3333 for Reservations*

*There are a limited number of rooms at our special rate, so register early! Don't forget to mention that you are part of the Healthy Children group!*

The room block will be held until **December 11, 2009**. Reservations made after December 11, 2009 may not qualify for the preferred rates listed above.

### Roommate Assistance

Please call **The Center for Breastfeeding** if you need help in finding a roommate. We will keep a list of people who are looking for someone to share overnight expenses and will be happy to help you. However, we cannot guarantee a roommate.

**All hotel reservations must be made directly with  
the Radisson Resort Orlando - Celebration in Kissimmee, Florida**

# Conference Information

## Description

*This conference has been specially designed to broaden the perspective and enrich the clinical practice of those who care for breastfeeding mothers and babies. Program content has been chosen to ensure innovative discussions of strategies and management options. Care givers and researchers alike will find this a rich forum for learning and sharing ideas.*

## Conference Objectives

*Participants will be able to*

- Describe current trends in clinical practice for those who care for breastfeeding mothers and babies.
- Describe research findings that impact clinical practice, program development, funding and policy in breastfeeding and human lactation.
- Describe current trends in promoting, supporting and/or protecting breastfeeding.
- Discuss research findings that expand knowledge regarding lactation.

## Who should attend?

*The 2010 International Conference on the Theory and Practice of Human Lactation Research and Breastfeeding Management is indispensable for professionals working in the area of breastfeeding and human lactation. This includes Physicians, Nurses, Nutritionists, Public Health Providers, OTs, CLCs, IBCLCs, WIC Staff, Students, Educators, Doulas, Lactation Consultants... YOU!!!*

## Contact Hours

The Core Conference has been approved for 12 Contact Hours for RNs. IBCLCs will receive 12L CERPs from IBLCE for the Core Conference. The Special Event has been approved for 3.5 Contact Hours for RNs and 3.5 L CERPs for IBCLCs, with the opportunity to receive an additional 3 Contact Hours for RNs and 3 L CERPs for IBCLCs. Pre-Conference Workshop 1 has been approved for 3 Contact Hours for RNs and 3 L CERPs for IBCLCs. Pre-Conference Workshop 2 has been approved for 3 Contact Hours for RNs and 3 L CERPs for IBCLCs. Pre-Conference Workshop 3 has been approved for 6 Contact Hours for RNs and 6L CERPs for IBCLCs. Continuing education hours have been applied for from the ADA for RDs. The special event, pre-conferences and core conference can be applied towards CLC recertification. Partial credit will not be given to participants who attend only part of any pre-conference workshops, special events or the core conference. You will receive a Certificate of Completion, suitable for framing, at the end of the program. Be sure that you have **printed** your name clearly on the registration form to avoid errors.

## Core Conference Registration

The cost of the core conference is \$355 USD if your registration and payment is postmarked on or before December 4, 2009. The cost of the core conference is \$395 USD if your registration and payment is postmarked after December 4, 2009. There is a \$25 per person charge to use a Purchase Order or to bill your agency. The early bird discount is not available when using either of these options, unless the payment is received on or before December 4, 2009.

## Core Conference Registration includes:

- Conference Syllabus with bibliographies and references.
- Admission to plenary sessions.
- Selection of concurrent sessions - you may choose at the conference.
- Opportunity to earn 12 contact hours during the core conference.
- Morning and afternoon breaks during the Core Conference on Thursday and Friday.
- Buffet Lunch during the Core Conference on Thursday and Friday.
- A chance to share your experiences and ideas with colleagues.
- Free entrance to the Learning Bazaar - Marketplace of Ideas.
- Opportunity to learn from both speakers and other participants.

## Babies and Children

Babies and children will not be admitted to the teaching rooms except for quiet nursing babies under 6 months.

## Cancellations and Substitutions

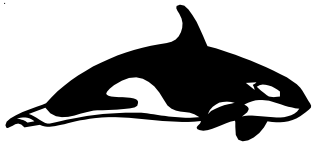
All refund requests must be made in writing and postmarked before December 18, 2009 and are subject to a \$50 processing fee. Between December 18, 2009 and January 5, 2010 you may find a substitute without penalty if you notify *The Center for Breastfeeding* in writing. Otherwise cancellation is subject to the full fee.

*Healthy Children Project, Inc. is an approved provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.*

*Healthy Children Project is a provider approved by the California Board of Registered Nursing, Provider Number CEP4931.*

*Florida Provider Number FBN3373.*

*Continuing education hours for RDs have been applied for from the ADA.*



## Pre-Conference Workshops

### A Special Event!: Learning from Our Sisters of the Sea: Pregnancy, Birth and Lactation of Aquatic Mammals

**Monday, January 11, 2010** *Lecture and Tour at Seaworld*

Meet at Seaworld at 9:00 am at the latest! • Registration: 8:45am - 9:15 am • Time: 9:15 am - 12:45 pm • Cost: \$165 RNs: 3.5 Contact Hours (with option of 3 more for free), IBCLCs: 3.5 L CERPs (with option of 3 more for free), CLCs: 3 hours (with option of 3 more for free) • Includes lunch

The day begins with a three and a half hour guided excursion through Seaworld learning about pregnancy, birth and lactation of aquatic mammals. With Seaworld staff as our guides, along with Healthy Children faculty, Karin Cadwell, PhD, FAAN, RN, IBCLC and Cindy Turner-Maffei, MA, IBCLC, we will learn from our sisters of the sea. Traveling from conception, through pregnancy, birth and lactation, can we understand human processes through a deeper understanding of marine mammals? What are the similarities between marine mammal motherhood and human motherhood? We will learn about Killer Whale Lactation Studies, Nursing Behavior and Calf Development, Successful Breeding Programs and Captive Formulas. This event includes an all day admission to Seaworld and requires extensive walking. Transportation to and from Seaworld is the individual participant's responsibility. (Guests of the Radisson Resort Parkway may use the free shuttle from the hotel - check with the hotel for times.) An optional afternoon opportunity is available to registered morning participants for **no extra charge**. This activity of small group work throughout Seaworld is worth an additional 3 contact hours for RNs and 3 L CERPs for IBCLCs. This activity is from 1:00pm to 4:00pm, and will include written work. We have had a waiting list for this event every year, so register early! We will have some new and exciting information, so if you came last year, there is still more to learn! Please join us for an event that always gets rave reviews!

### Pre-Conference Workshop 1: The Status of the Code and the Marketing of Formula

**Tuesday, January 12, 2010** • Registration: 8:30am - 9:00am • Session: 9:00am - 12:00pm • Cost: \$75.00 • Contact Hours: RNs: 3, RDs: TBA, IBCLCs: 3 L CERPs; CLCs: 3 hours

*Faculty: Marsha Walker, BSN, RN, IBCLC*

This workshop focuses on the WHO Code for the Marketing of Breast Milk Substitutes. Learn about the history of the Code and on-going efforts to monitor it. Learn about mechanisms used to market infant formulas including the methods, tactics and trends. Finally learn how to counter the unethical marketing of formula and learn what you can do to make a difference.

### Pre-Conference Workshop 3: Case Studies Skills Lab: Breastfeeding and Ethics

**Wednesday, January 13, 2010** • Registration: 8:30am - 9:00am • Session: 9:00am - 4:00pm • Includes lunch • Cost: \$165 RNs: 6 Contact Hours, RDs: TBA; IBCLCs: 6E CERPs, CLCs: 6 hours

*Faculty: Karin Cadwell, PhD, FAAN, RN, IBCLC, Cindy Turner-Maffei, MA, IBCLC and Anna Blair, PhD, CLC*

This interactive and practical workshop explores breastfeeding ethics through case studies using a model of psychological preferences which examines how people perceive the world and make decisions. Previous participants have commented that the workshop was extremely valuable and helped them to think differently about ethical issues that impact their practice, examine their personal preferences in terms of counseling and consider other possible routes for helping mothers who didn't share their preferences.

### Pre-Conference Workshop 2:

#### A Breastfeeding Make-Over: Best for Babes

**Tuesday, January 12, 2010** • Registration: 12:30pm - 1:00pm • Session: 1:00pm - 4:00pm • Cost: \$75 Contact Hours: RNs: 3, RDs: TBA, IBCLCs: 3 L CERPs, CLCs: 3 hours

*Faculty: Danielle Rigg, JD, CLC and Bettina Lauf Forbes*

This workshop presents an analysis and discussion of why the tools of social marketing, and it's most recent incarnation, "social media," are needed to give breastfeeding the boost necessary to make it as mainstream as motherhood itself<sup>(TM)</sup>. Bettina Forbes and Danielle Rigg, the Best for Babes Foundation cofounders, themselves mothers who struggled with breastfeeding, did extensive research on the cultural and institutional barrier, or as they call them, the "booby traps,"—that prevent new moms from reaching their breastfeeding goals. Danielle and Bettina will share their well-researched solution: change the public perception of and support for breastfeeding by giving it a makeover— (1) change it's image through PR, marketing, and branding efforts in the mainstream media; (2) change the message by applying positive social pressure on "the booby traps," thereby taking it off moms (who don't need more pressure or guilt!); and (3) elevate the "mother of all causes" to a level on par with the diseases against which it protects by combining and leveraging the clout and influence of the worlds of the media, celebrities, International Code-compliant companies, corporations, advertising, fashion, foundations and the medical community. Ms. Forbes and Ms. Rigg will draw from other examples of successful social marketing campaigns resulting in a complete change in the way our culture views and supports social behaviors, ie., fitness (Nike) and maternity/pregnancy, and on other successful health campaigns and foundations (RED) (Susan G. Komen for the Cure).

## Core Conference

# THE ART & SCIENCE OF HUMAN LACTATION RESEARCH & BREASTFEEDING MANAGEMENT

This year's international conference features clinicians and researchers who specialize in different aspects of the breastfeeding experience. This conference focuses on research and practice. It combines the latest information on pertinent topics with strategies for improving clinical work with mothers and babies.

This year we will explore the ideal mother/baby habitat in the early postpartum period, looking at research on the impact of labor and delivery pain medication, kangaroo care, and mother baby sleep locations on safety and breastfeeding outcomes.

We will also examine strategies for supporting mothers and babies post-discharge, looking at strategies for answering mothers questions about breastfeeding, safety of drugs and medications, national breastfeeding support systems, and peer counseling programs.

Other areas of focus will include ethics in breastfeeding counseling, strategies for dealing with resistant staff, techniques for improving breastfeeding teaching and research updates on breastfeeding.

### Learning Bazaar Rules & Regulations

Any registered participant for *The 2010 International Conference on the Theory and Practice of Human Lactation Research and Breastfeeding Management* may request an exhibit table in the Learning Bazaar - Marketplace of Ideas. There is no additional charge to exhibit. Arrangements must be made by December 4, 2009 in order to secure a table. Space is limited. Call (508) 888-8044 for detailed information.

**Please note:** Healthy Children does not accept underwriting from the breast pump industry, baby food industry or any other manufacturer to offset costs. Participant registration fees cover all expenses for the program.

### Degree Programs in Breastfeeding and Human Lactation

**Wednesday, January 13, 2010 • 7:00 pm - 8:00 pm • No Charge**

**Information Session for Prospective Learners and Meet & Mingle for Current Learners:** A special evening opportunity for you to learn about degree programs in breastfeeding and human lactation on the bachelors and masters level. Listen to an overview, and then discuss your personal needs with faculty from Healthy Children and The Union Institute and University as you meet and chat with others interested in these degrees. If you're already a Union learner, come and meet other learners and chat with some of your faculty! All are welcome!

### *Healthy Children Upcoming Events*

We have many training programs coming up in 2010 - Certified Lactation Counselor (CLC) Training Programs offered in various locations across the country, a Research Updates course taught on a cruise to the Western Caribbean or Alaska, Advanced Issues in Lactation Consulting helping you to integrate the bigger picture, Maternal and Infant Assessment for Breastfeeding and more!

Please check the website [www.healthychildren.cc](http://www.healthychildren.cc)  
for information about our other training programs where you can get evidence based  
information presented by our outstanding faculty!

# Conference Schedule

\* No alterations in the academic schedule are anticipated, but the right is reserved to amend the schedule if necessary.

## Pre-Conferences and Special Event

### **Monday, January 11, 2010 A Special Event!**

*Learning from Our Sisters of the Sea: Pregnancy, Birth and Lactation of Aquatic Mammals*

### **Tuesday, January 12, 2010**

**Pre-Conference 1:** *The Status of the Code and the Marketing for Formula*

**Pre-Conference 2:** *A Breastfeeding Make-Over: Best for Babes*

### **Wednesday, January 13, 2010**

**Pre-Conference Workshop 3:** *Case Studies Skills Lab: Breastfeeding and Ethics*

### **Degree Programs in Breastfeeding and Human Lactation**

## Core Conference

### **Thursday, January 14, 2010**

7:30am - 8:30am Registration, Learning Bazaar, Coffee, Tea and Baked Goods

8:30am - 8:45am Welcome by Karin Cadwell and announcements

8:45am - 10:00am **Karin Cadwell and Cindy Turner-Maffei**

*Where Are We Now?: Breastfeeding 360*

10:00am-10:30am Break (coffee, tea and fresh fruit), Learning Bazaar and Poster Sessions

10:30am-12:00pm **Ricardo Herbert Jones** *Chronicles of Birth: The Midwife, The Doula and The Obstetrician*

12:00pm - 1:30pm Buffet Lunch (included) - networking groups (Learning Bazaar is open)

### **Concurrent Workshops**

1:30pm - 5:00pm **Nikki Lee** *Breastfeeding Promotion and Support: A Model Program for Health Departments*

**Sarah Coulter Danner** *Examining Breastfeeding: The Edge of Normal*

2:30pm - 2:45pm Break (coffee, tea and cookies)

2:45pm - 3:45pm **Katherine Bohne** *The Impact of Peer Counseling on Exclusive Breastfeeding among HIV Effected Women in Resource Constrained Areas*

**Sarah Coulter Danner** *Examining Breastfeeding: The Edge of Normal (continued)*

3:45pm - 4:00pm Break

4:00pm - 5:00pm **Lois Arnold** *Human Milk in the NICU: Policy into Practice*

**Kajsa Brimdyr** *The Practical Application of Skin to Skin in the First Hour*

5:00pm - 5:30pm Learning Bazaar

\*\* Bring something to donate and take part in the Silent Auction to support the Baby-Friendly Hospital Initiative in the US!

### **Friday, January 15, 2010**

7:30am - 8:30am Sign-in, Learning Bazaar, Coffee, Tea and Baked Goods

8:30am - 10:00am **Lars Hanson** *The Unending Protective Capacities of Human Milk*

10:00am-10:30pm Break (coffee, tea and fresh fruit), Learning Bazaar and Poster Sessions

10:30am - 12:00pm **Alison Stuebe** *Recent Findings on the Impact of Breastfeeding on Women's Health*

12:00pm - 1:30pm Buffet Lunch (included) - Award Celebration (Learning Bazaar is open - Last Chance!)

### **Concurrent Workshops**

1:30pm - 2:30pm **Lars Hanson** *New Data on a Protective Component of Milk*

**Linda Smith** *The Impact of Birthing Practices on Breastfeeding*

2:30pm - 2:45pm Break - Last Chance for the Silent Auction!\*\* (coffee, tea and cookies)

2:45pm - 3:45pm **Kathy Abbott** *Second Time Mothers: Getting Breastfeeding Right*

**Ricardo Herbert Jones** *Giving Birth and Breastfeeding in Brazil*

3:45pm - 4:00pm Break

4:00pm - 5:00pm **Karin Cadwell and Cindy Turner-Maffei** *Unique and Surprising Findings about the Impact of Breastfeeding on Health*

5:00pm - 5:30pm Silent Auction Pick-up, Session Code Sheets Collected, Certificate Pick-up



# Conference Faculty

**Kathy Abbott, IBCLC** is a private Lactation Consultant specializing in home visits in the Boston area. She is also a La Leche League Leader and currently acts as the regional La Leche League liaison to the Massachusetts Breastfeeding Coalition and the North Shore Postpartum Depression Task Force. On Facebook Kathy has created a group called “Breastfeeding in the News” and each week she updates her members with links to the latest media reports on breastfeeding.

**Lois D. W. Arnold, PhD, MPH** first became an IBCLC in 1985. She has been involved with donor human milk banking in many capacities since 1978, was the Executive Director of the Human Milk Banking Association of North America, Inc. for 9 years and is now active in the area of donor milk banking policy with the American Breastfeeding Institute. She is the author of numerous articles in peer-reviewed journals as well as a contributor to several books. She also coordinates the Independent Study Module Program for La Leche League International. She is the author of a new book, *Human Milk in the NICU: Policy into Practice*.

**Katherine Bohne, MA** has become increasingly interested in the role of peer counseling in supporting and promoting exclusive breastfeeding, especially in areas where HIV/AIDS is prevalent throughout her Masters studies. She intends to continue her research in this field. In addition to providing early postpartum lactation support and prenatal breastfeeding education at her local community hospital, she also facilitates a peer prenatal group.

**Kajsa Brimdyr, PhD** is an experienced ethnographer who has worked with health care, municipal and technological businesses, using ethnography to understand and appreciate the work practice of professions, workflows and services. She has conducted research in the United States, Sweden, Latvia, Egypt and Iceland. Dr. Brimdyr has taught at the Blekinge Institute of Technology in Ronneby, Sweden, Union Institute and University in Cincinnati, Ohio and is the Director of Operations for Healthy Children, a non-profit 501(c)3 on Cape Cod, MA.

**Anna Cadwell Blair, PhD**'s work focuses on ethics and evidence in lactation practices. She is a lactation counselor at the Center for Breastfeeding, a community based lactation facility, and also conducts breastfeeding research. She is an author of several books and articles including *Maternal and Infant Assessment for Breastfeeding and Human Lactation* and *Reclaiming Breastfeeding for the United States*. She is also an adjunct faculty for the Union Institute and University.

**Karin Cadwell, PhD, FAAN, RN, IBCLC** is an internationally recognized leader in the field of breastfeeding and human lactation. She is a delegate to the US Breastfeeding Committee and convener of the US UNICEF/WHO implementation of the Baby Friendly Hospital Initiative, Baby Friendly USA. She is a lactation consultant at the Center for Breastfeeding, a community based lactation clinic. Dr. Cadwell is the author of numerous books and articles including *Maternal and Infant Assessment for Breastfeeding and Human Lactation*, *Reclaiming Breastfeeding for the United States*, *Case Studies in Breastfeeding*, and *Breastfeeding A - Z: Terminology and Telephone Triage*.

**Sarah Coulter Danner, MSN, CNM, CPNP** is the Chair of the Department of Nursing at Oglala Lakota College and is currently working on her doctorate at South Dakota State University. She is a founding board member of IBLCE and has been working with breastfeeding mothers and babies for over 40 years, first in the public health arena and then as a pediatric nurse practitioner and nurse midwife.

**Bettina Lauf Forbes** has a 10-year background in marketing and communications for Merrill Lynch, where she rescued, developed and managed a highly successful scholarship program for inner-city youth in ten major U.S. cities. Because of her personal struggles with breastfeeding, Bettina became motivated to develop a cutting-edge social & business entrepreneurship hybrid to act as a catalyst in raising breastfeeding rates through a top-down marketing effort among partners with a vested interest.

**Lars Hanson, MD, PhD** is the author of *Immunobiology of Human Milk: How Breastfeeding Protects Babies*. He has worked in bacteriology at University of Gothenburg, Sweden, and pediatrics at Karolinska Institute, Stockholm, Sweden. Working for more than 40 years in the field, he is the author of numerous research articles. Dr. Hanson has a wealth of knowledge about the protective elements of breast milk.

**Ricardo Herbert Jones, MD** is a homebirth and hospital-attending obstetrician/gynecologist and homeopath in Brazil. An international lecturer and author, Ricardo focuses on the humanization of childbirth, introducing a model of support to laboring women that includes a midwife, doula, and obstetrician for each of his patients.

**Nikki Lee, RN, MS, IBCLC, CCE, CIMI** has been focused on what the baby is saying since she began her career with breastfeeding over 30 years ago. She blends concepts from nursing, lactation management, childbirth education, craniosacral therapy, massage therapy and her life experiences into her work. Nikki is currently the Lactation Consultant for the Philadelphia Department of Health as well as being an LC in private practice and a hospital.

**Danielle Rigg, JD, CLC** is an attorney, certified lactation counselor (CLC) and founder of Milk ‘n Cookies, a community-based network of resources and support for breastfeeding mothers in Montclair, New Jersey. She believes that “intention plus support equals success.” At age 37, just prior to launching Best for Babes, Danielle was diagnosed with bilateral breast cancer. Losing her breasts made her more motivated than ever to ensure that women and babies receive the tremendous gifts of breastfeeding — which include a reduced risk of breast cancer for both moms and their breastfed daughters.

**Linda Smith, BSE, FACCE, IBCLC** is a lactation consultant, childbirth educator, author, teacher, consultant, lecturer and proud grandmother. She is the author of 4 lactation text books and has contributed chapters to three other texts. Linda's strong background in effective teaching spans such diverse subject areas as preschool tumbling, CPR for medical students, childbirth education for military families and lactation management for physicians in the Asia-Pacific region and Korea.

**Alison Stuebe, MD, MSc** is Assistant Professor in the Department of Obstetrics and Gynecology at The University of North Carolina at Chapel Hill. Dr. Stuebe's research focuses on modifiable risk factors for metabolic disease in the perinatal period. She authored the first study to report an inverse association between duration of lactation and type 2 diabetes, and she has published original articles on breastfeeding and maternal myocardial infarction and premenopausal breast cancer.

**Cindy Turner-Maffei, MA, IBCLC** is the National Coordinator for Baby-Friendly USA and has extensive experience as a nutritionist and breastfeeding educator in WIC and other public health programs. Cindy is an adjunct professor at the Union Institute and University. She is a lactation consultant at the Center for Breastfeeding, a community based lactation clinic. She is an author of many publications including *Maternal and Infant Assessment for Breastfeeding and Human Lactation*, *Reclaiming Breastfeeding for the United States*, *Case Studies in Breastfeeding*, and *Breastfeeding A - Z: Terminology and Telephone Triage*.

**Marsha Walker, BS, RN, IBCLC** is the executive director of NABA where she has been trained to monitor the Code in the United States. She has written the two US country reports on Code violations. Marsha is the co-chair of the Ban-the-Bags campaign as a counter measure to formula marketing.