The 15th Annual International Meeting, “Breastfeeding: A Bridge to the Gold Standard” presented by the Academy of Breastfeeding Medicine, will include world-class speakers providing cutting-edge research and clinical information on current issues in breastfeeding medicine. Our speakers are among leaders of research and clinical medicine in the world of breastfeeding and human lactation.

The ABM Annual International Meeting focuses on the most authoritative and up-to-date clinical information on breastfeeding, spanning both maternal and child health issues. A significant educational opportunity, the 2010 meeting is an ideal context for physicians to continue their professional education in a highly respected, stimulating environment, while earning continuing medical education credits. This year’s meeting will once again offer the one-day course, “What Every Physician Needs to Know About Breastfeeding.”

Participating physicians will have the opportunity to meet and share knowledge and experiences with other participants and speakers from around the world, in addition to attending ABM committee meetings, poster and platform abstract presentations, a banquet and reception, and other special events. This year’s meeting will feature the Fifth Annual Founders’ Lecture by John Queenan, MD, world-renowned authority on perinatal medicine and management of high-risk pregnancies. He is Deputy Editor of the “green journal,” Obstetrics and Gynecology and also on the editorial board of Breastfeeding Medicine. Dr. Queenan has been a beacon of light within the obstetrical community. He has described and role-modeled the impact of the obstetrician in successful breastfeeding.

In addition to the physician meeting, a health team meeting for non-physician health professionals will be offered featuring dynamic, influential experts in the field of breastfeeding medicine.

The 2010 meeting will be held in San Francisco, a culturally diverse city, packed with renowned museums, unique neighborhoods and architectural treasures.
The 15th Annual International Meeting of the Academy of Breastfeeding Medicine

Breastfeeding: A Bridge to the Gold Standard

Conference Objectives: At the conclusion of this course, participants should be able to:

1. Interpret ultrasounds of infant suckling patterns and identify pathologies/treatments.
2. Manage breastfeeding and food allergy issues.
3. Implement the latest research recommendations on breastfeeding and maternal viral infections.
4. Examine the barriers implicated in early exclusive breastfeeding in diverse populations.
5. Describe breast alveolar secretory glandular differentiation and activation.
6. Apply the concepts of lactogenesis and the risk of neonatal hypernatremic dehydration.
7. Explain oxytocin release and its effects in the nursing mother.
8. Explore the hazards of pesticide and toxin exposure to nursing infants.
9. Analyze psychosocial issues in breastfeeding with regard to choice and politics.
10. Identify reasons why women choose to supplement with formula in the hospital.
11. Incorporate Kangaroo Care into hospital practice.
12. Examine governmental and medical academies’ data regarding breastfeeding practices and explore how to implement the latest recommendations by the Joint Commission in hospital settings.

Physician Meeting • Thursday, October 28, 2010

7:00 am – 8:30 am
OPENING BREAKFAST
Opening Remarks
Gerald Cairn, MD, FABM
ABM President
Amy E. Evans, MD, FABM
Conference Chair
University of California, San Francisco-Fresno

Special Presentation
Suzanne Haynes, PhD
Washington Update
Senior Science Advisor, DHHS
Office on Women’s Health

8:30 am – 9:00 am
Initiation of Lactation: Secretory Differentiation and Secretory Activation
Peter Hartmann, PhD
University of Western Australia

9:30 am – 10:30 am
Allergic Issues in the Breastfed Infant: Can You Really Be Allergic to Breastmilk?
Michael Haight, MD, MHA
Sacred Heart Children’s Hospital
Spokane, Washington

11:00 am – 12:00 pm
ABSTRACT PRESENTATIONS
Debra Bogen, MD, FABM
Moderator
University of Pittsburgh

2:00 pm – 3:00 pm
Early Exclusive Breastfeeding and Maternal Attitudes Toward Infant Feeding in a Diverse Population of New Mothers
Roberto Gugig, MD
University of California San Francisco-Fresno

3:00 pm – 3:30 pm
Break with Abstracts and Exhibits

3:30 pm – 4:15 pm
Ultrasound Imaging of Infant Sucking During Early Lactation and Beyond
Vanessa Sakaalidisi, doctoral student
and Peter Hartmann, PhD
University of Western Australia

4:15 pm – 5:30 pm
Surgeon General’s Call to Action, 2009 mPINC Results and A Healthy People 2020 Update
Laurence Grummer-Strawn, PhD
Centers for Disease Control and Prevention

6:00 pm – 7:00 pm
Opening Reception
Research Poster Review with Authors

7:00 pm – 9:00 pm
ANNUAL BANQUET

Friday, October 29, 2010

7:00 am – 8:15 am
CONTINENTAL BREAKFAST
Committee Meetings

8:30 am – 9:30 am
Breastfeeding Kinetics: The Problem Solving Approach to Hypernatremic Dehydration
Verity Livingstone, MD, FABM
University of British Columbia

9:30 am – 10:30 am
The Business of Breastfeeding
Todd Wolynn, MD
Breastfeeding Center of Pittsburgh

10:30 am – 11:00 am
Break with Abstracts and Exhibits

11:00 am – 12:00 pm
Oxytocin: The Maternal Stress Response and Functional MRI Work in Breastfeeding Mothers
Karen Grewen, MD
University of North Carolina at Chapel Hill

12:00 pm – 1:30 pm
Luncheon with ABM Board of Directors
Mythbusters/Tricks of the Trade: Top Ten Competition Winners

1:30 pm – 3:00 pm
ABSTRACT PRESENTATIONS
Debra Bogen, MD, FABM
Moderator
Children’s Hospital of Pittsburgh

3:30 pm – 5:00 pm
Environmental Exposures: Implications and Research
Bruce Lanphear, MD, MPH
Simon Fraser University

3:30 pm – 5:00 pm
Environmental Exposures via Breastmilk and Children’s Health: An Overview of the CHAMACOS Birth Cohort Study
Asa Bradman, MS, PhD and colleagues
University of California at Berkeley

6:00 pm – 7:00 pm
Reception: Debriefing on Second Annual Summit on Breastfeeding
Ruth A. Lawrence, MD, FABM
University of Rochester School of Medicine

Prenatal and Early Postnatal Environmental Exposures via Breastmilk and Children’s Health:
Asa Bradman, MS, PhD and colleagues
University of California at Berkeley

8:30 am – 9:30 am
Breastfeeding Center of Pittsburgh
Todd Wolynn, MD
The Business of Breastfeeding

9:30 am – 10:30 am
Breastfeeding: An Obstetrician’s View
John T. Queenan, MD, FABM
Professor and Chairman Emeritus
Department of Obstetrics & Gynecology
Georgetown University School of Medicine

11:00 am – 12:00 pm
ABSTRACT PRESENTATIONS
Debra Bogen, MD, FABM
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University of Pittsburgh

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Prenatal and Early Postnatal Environmental Exposures via Breastmilk and Children’s Health:
Asa Bradman, MS, PhD and colleagues
University of California at Berkeley
Saturday, October 30, 2010

7:00 am – 8:00 am
CONTINENTAL BREAKFAST
Committee Meetings

8:00 am – 9:15 am
FIFTH ANNUAL FOUNDERS’ LECTURE

Special Introduction
Ruth A. Lawrence, MD, FABM
2006 Recipient of the ABM Lifetime Achievement Award

Breastfeeding: An Obstetrician’s View
John Queenan, MD
Georgetown University, Professor and Chair Emeritus

9:15 am – 10:00 am
Effect of Kangaroo Mother Care on Low Birth Weight Infants: Randomized Study from Western India
Deepa Banker, MD
NHL Municipal Medical College
Ahmedabad, India

10:00 am – 10:30 am
 BREAK WITH ABSTRACTS AND EXHIBITS

10:30 am – 11:15 am
Implementing the Joint Commission Perinatal Care Core Measure on Exclusive Breastmilk Feeding: How is Your Hospital Measuring Up?
Beverly Curtis, MSN
University of Pittsburgh

11:15 am – 12:15 pm
Just In Case: A Qualitative Study of Maternal Requests for Formula in the Hospital
Jane Heinig, PhD
University of California at Davis

12:15 pm – 12:30 pm
CLOSING REMARKS / ADJOURNMENT
Gerald Calnen, MD, FABM
ABM President

CAN’T COME?
CONTRIBUTE INSTEAD!

Though you may not be able to attend our Meeting this year, we hope that you will still support our mission by making a donation to ABM. As a thank you, we will recognize your generosity in the final meeting program and in our official peer-reviewed journal Breastfeeding Medicine. For more information about donating to ABM, visit our website (www.bfmed.org).

Friends of the Academy - discount

A special conference discount is available to healthcare professionals who make a philanthropic contribution to the Friends of the Academy in support of our mission. With a minimum contribution of $150, you will receive a discount at this year’s ABM Meeting and a one year subscription to ABM’s peer-reviewed journal Breastfeeding Medicine. Donors will be recognized in the final meeting program, and in the Journal.

Maurice Rosefelt Scholarship Fund

Please consider making a contribution to the Maurice Rosefelt Scholarship Fund. It was established to encourage participation of members in the presentation of scholarly work to the ABM Annual Meeting who otherwise would be unable to afford such participation. Preference is given to those demonstrating leadership and research potential in breastfeeding. Special attention will be given to residents, students, and members outside the United States.

Call for ABSTRACTS!

Deadline: June 15th
Submit to:
abstracts@bfmed.org

Academy of Breastfeeding Medicine
Conference Objectives:
At the conclusion of this course, participants should be able to:

1. Describe the rates of breastfeeding, its relationship to maternal obesity and the introduction of complementary and supplementary feeds based on different cultural norms in and out of the hospital setting.
2. Review different protein constituents in breastmilk based on gestational age and how physical processing can affect their bioactivity.
3. Review drug entry in the milk fraction of illicit drugs and alcohol, and clinical implications.
4. Develop a more complete differential diagnosis of nipple pain and recommend modes of treatment.
5. Review the latest JCAHO's recommendations on exclusive breastfeeding and discuss strategies of implementation and recording.
6. Describe the relationship with breastfeeding and the metabolic syndrome.
7. Analyze psychosocial issues in breastfeeding with regard to choice and politics.
8. Identify reasons why women choose to supplement with formula in the hospital.
"What Every Physician Needs To Know About Breastfeeding"

October 27, 2010
San Francisco, California
8:00 am – 5:30 pm

Course Objectives
At the conclusion of this course, participants should be able to:

1. Undertake the role of the physician in breastfeeding support.
2. List benefits of breastfeeding for mothers and children.
3. Describe physiologic control of milk production.
4. Assess adequacy of infant milk intake.
5. Describe hospital policies which support optimal breastfeeding.
6. Assess infant positioning and latch.
7. Evaluate and manage infant jaundice.

Wednesday, October 27th

WHAT EVERY PHYSICIAN NEEDS TO KNOW ABOUT BREASTFEEDING

8:00 am – 8:15 am
OPENING REMARKS
Joan Younger Meek, MD, MS, FABM
Course Director

8:15 am – 8:45 am
Why Breastfeed? Risks of Not Breastfeeding
Miriam H. Labbok, MD, MPH, FABM
Carolina Global Breastfeeding Institute
University of North Carolina at Chapel Hill

8:45 am – 9:15 am
The Process of Breastfeeding: Anatomy & Physiology
Ruth A. Lawrence, MD, FABM
Editor-in-Chief, Breastfeeding Medicine
University of Rochester School of Medicine

9:15 am – 9:45 am
Normal Management of Breastfeeding
Joan Younger Meek, MD, MS, FABM
Arnold Palmer Medical Center
Florida State University College of Medicine

9:45 am – 10:15 am
Breastfeeding and Maternal Medications
Amy E. Evans, MD, FABM
University of California, San Francisco-Fresno

10:15 am – 10:45 am
Break with Exhibits

10:45 am – 11:15 am
How Babies Learn to Breastfeed
Christina M. Smillie, MD, FABM
Breastfeeding Resources
Stratford, CT

11:15 am – 12:00 pm
Breastfeeding the Late Preterm Infant
Eyla G. Boies, MD, FABM
UC San Diego School of Medicine

12:00 pm – 1:00 pm
LUNCH

1:00 pm – 1:45 pm
Managing Maternal Complications
Pamela D. Berens, MD, FABM
University of Texas Medical School at Houston

1:45 pm – 2:30 pm
Managing Infant Complications
Nancy E. Wight, MD, FABM, IBCLC
Sharp Mary Birch Hospital for Women
San Diego, CA

2:30 pm – 3:00 pm
Break with Exhibits

3:00 pm – 4:30 pm
INTERACTIVE BREASTFEEDING CASES
(Rotate every 30 minutes through each station.)

Preconceptional/Prenatal Care
Alicia Dermer, MD, FABM
UMDNJ-Robert Wood Johnson Medical School
Freehold, NJ

The Hospital Follow-Up Visit
Lori Feldman-Winter, MD, MPH, FABM
Children's Regional Hospital at Cooper
UMDNJ-Robert Wood Johnson Medical School
Camden, NJ

Laura N. Sinai, MD, MSCE
Pediatric and Adolescent Medicine
Gastonia, NC

Sore Nipples/Sore Breasts
Anne Montgomery, MD, FABM
University of Washington
Spokane, WA

4:30 pm – 5:00 pm
The Breastfeeding Friendly Office Practice
Anne Eglash, MD, FABM
University of Wisconsin School of Medicine and Public Health
Madison, WI

5:00 pm – 5:30 pm
POST-TEST AND EVALUATIONS

5:30 pm
COURSE ADJOURNS
Wednesday, October 27
8:00 am – 5:30 pm
Course “What Every Physician Needs to Know About Breastfeeding”
Joan Meek, MD, MS, FABM
Course Director
8:00 am – 11:00 am
Clinical Workshop
Ankyloglossia and Frenotomy
Evelyn Jain, MD
Pump/Equipment/Breastfeeding Hardware Update
Kathy Leeper, MD, FABM
Hand Expression
Jane Morton, MD, FABM
11:00 am – 12:00 pm
Panel Discussion: Setting Up a Breastfeeding Medicine Practice
Private Practice Model
Tina Smillie, MD, FABM
Kathy Leeper, MD, FABM
Primary Care Model
Nan Dahlquist, MD, FABM
Anne Eglash, MD, FABM
Academic Model
Amy Evans, MD, FABM
Bonny Whalen, MD
Hospitalist Model
Bonny Whalen, MD
Allison Holmes, MD, FABM
12:00 pm – 3:00 pm with Box Lunch
Fellows Roundtable
Sheela Geraghty, MD, FABM
Moderator
3:00 pm – 6:30 pm
ABM Board of Directors Meeting
6:30 pm – 7:30 pm
ABM Board of Directors Dinner

Thursday, October 28
7:00 am – 8:30 am
Breakfast Presentation
Suzanne Haynes, PhD
Washington Update
Senior Science Advisor, DHHS
Office on Women’s Health
12:00 pm – 1:30 pm
ABM Annual Update and Luncheon
6:00 pm – 7:00 pm
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7:00 pm – 9:00 pm
Annual Banquet

Friday, October 29
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Mythbusters / Top Ten Tricks of the Trade Competition Winners

Saturday, October 30
7:00 am – 8:00 am
Committee Meetings
12:45 pm
Lunch Meeting
Breastfeeding Medicine Editorial Board

TRAVEL AND HOTEL INFORMATION…Book Early!
The ABM 15th Annual International Meeting will be held at the InterContinental Mark Hopkins in San Francisco, California. Rooms are being held at the conference rate of $179 for a standard room with single / double occupancy, and $209 for triple occupancy.

Call (800) 662-4455 and identify yourself as a participant of the ABM 15th Annual International Meeting. Rooms must be reserved by October 5, 2010 in order to guarantee the special meeting rate.

Please call our official travel agent, Wayne Coven, at Empress Travel, (800) 933-9054 or (212) 410-9990, for flight information to San Francisco, Oakland, and San Jose, CA airports. San Francisco International (SFO) airport is the closest to the hotel, Oakland International (OAK) airport is 19 miles from the hotel and San Jose International (SJC) airport is just under an hour away.

For tourist information, visit: http://www.onlyinsanfrancisco.com

ACCREDITATION
This activity has been planned and implemented in accordance with the essential areas and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of The University of Texas Medical Branch at Galveston (UTMB) and the Academy of Breastfeeding Medicine. UTMB is accredited by the ACCME to provide continuing medical education for physicians.

CERTIFICATION
The University of Texas Medical Branch at Galveston designates the Physician Meeting for a maximum of 22.5 AMA PRA Category 1 Credits™. The Health Team Meeting is designated for a maximum of 12.75 AMA PRA Category 1 Credits™. The WEPNTKAB Course has been designated for a maximum of 7.5 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity. These activities have been reviewed and are acceptable for up to the prescribed credits above by the American Academy of Family Physicians.

CNE 12
The University of Texas Health Science Center at Houston School of Nursing is an approved provider of continuing education by the Texas Nurses Association, an accredited approver by the American Nurses Credentialing Center’s Commission on Accreditation.

• Physician Meeting: 22.5 CME credits
• Health Team Meeting: maximum of 12 CNE credits, 12.75 CME credits
• WEPNTKAB Course: 7.5 CME credits

Application for credit has been filed with the American Academy of Family Physicians. Determination of credit is pending.

CERPs: Applied for from The International Board of Lactation Consultant Examiners.
This Peer-Reviewed Medical Journal will Enable Physicians to Better Understand all the Complexities and Benefits of Breastfeeding

This academic, peer-reviewed journal created by physicians, dedicated to the advancement of breastfeeding worldwide, provides a scientific forum on breastfeeding and human lactation. With the growing demand for the best evidence-based research advances, this interdisciplinary journal explores the immediate and long-term outcomes of breastfeeding. The Journal focuses on all medical aspects pertaining to breastfeeding and addresses the wide spectrum of research and clinical applications that impact upon the optimal care of mother and infant.

Breastfeeding Medicine publishes original scientific papers, reviews, and case studies on a wide spectrum of topics.

Editor-in-Chief
Ruth A. Lawrence, MD, FABM
Division of Neonatology
Department of Pediatrics
University of Rochester School of Medicine and Dentistry
Rochester, NY

For a free sample copy call (800) M-LIEBERT, (914) 740-2100, or access a sample copy online at www.liebertpub.com/bfm

The 15th Annual International Meeting of the Academy of Breastfeeding Medicine
Breastfeeding: A Bridge to the Gold Standard

Widespread Praise for ABM’s Annual International Meeting

“[The 2008 Founders’ Lecture was given by the] best gastroenterologist in the world and his comments and studies with respect to breastfeeding-microbiota and immunity are very important for everybody. I hope to see all of you!”

Concepción de Alba Romero, MD, PhD
Hospital 12 Octubre – Neonatology
Madrid, Spain

“A wondrous gathering for 21st century alchemists, who together, have the power and process to transform something common into something golden.”

Verity Livingstone, MD, MBBS, FABM
University of British Columbia
Vancouver, Canada

“The ABM meeting is truly the very best networking opportunity with top physicians dedicated to breastfeeding medicine from all around the world.”

Kinga A. Szucs, MD
Indiana University School of Medicine
Family Beginnings
Wishard Health Services
Indianapolis, IN

“The Annual Meeting is a great opportunity to network with other physicians who hold a passion to support breastfeeding through education and research.”

Edward R. Newton, MD, FABM
Department of Obstetrics and Gynecology
Brody School of Medicine
East Carolina University
Greenville, NC

“When you attend the ABM Annual Conference, you have the opportunity to hear and interact with many of the 'big names' in breastfeeding medicine—it is an energizing experience!”

Nancy G. Powers, MD, FABM
Wichita State University and
University of Kansas School of Medicine
Wichita, KS

“It was stimulating, thought provoking and truly energizing. Apart from being updated about recent research findings, getting an opportunity to meet the big names in breastfeeding, as well as old friends, was an added bonus!”

Rukhsana Haider, MBBS, MSc, PhD
Training and Assistance for Health and Nutrition
Bangladesh, India

“The lectures were fantastic, and I learned so much. I wish that some of the lecturers were able to talk all day about the subject matter. It was so fascinating to listen to them and learn from their years of experience. There are so many states and countries represented. I made great networking connections within my state that have been invaluable. I would highly recommend the conference to anyone that has anything to do with women, infants, and/or children in any capacity.”

Meredith Buell
WIC Department of State Health Services
Bishop, TX

“I attended my first ABM conference in 2006 and was impressed with the scholarship and fellowship. There were even a few other men. I look forward to this year’s conference.

Lawrence Noble, MD
Albert Einstein College of Medicine
Bronx, NY

“[The] ABM conference…was a wonderful meeting for its education offerings, but also provided a valuable opportunity to network with colleagues with similar research and advocacy interests in breastfeeding.”

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Bonny Whalen, MD
Newborn Nursery
Dartmouth-Hitchcock Medical Center
Lebanon, NH
The 15th Annual International Meeting of the Academy of Breastfeeding Medicine

**REGISTER TODAY!**

**Get 2009 Rates!**
*(By Sept. 15)*

**2010 Rates**
*(After Sept. 15)*

<table>
<thead>
<tr>
<th>Registration Option</th>
<th>2009 Rates</th>
<th>2010 Rates</th>
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<tr>
<td>ABM Members</td>
<td>$650</td>
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<td>Non-Members</td>
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**Physician Meeting**

- Health Team Meeting participant $220
- Friends of the Academy - discount $195

**Non-Members**

- AAFP $50
- ACOG $50
- LLLI $50
- ILCA $50

**Contributions**

- Friends of the Academy $________ $________
- Maurice Rosefelt Scholarship Fund $________ $________

**Payment Options:**

- Enclosed is my check/money order for $________

*Please sign and return the completed registration form by mail, phone, fax or register online at www.bfmed.org*

**Cancellations**

- Before September 27th: Written cancellations must be received by the Academy of Breastfeeding Medicine. A $150 processing fee will be charged to all requests for cancellation.

- After September 27th: Written cancellations will not be accepted; however, substitutions from the same organization will be permitted.

**Conference Registration Information**

- Name __________________________ Degree(s) __________________________
- Title __________________________
- Affiliation/Organization __________________________
- City __________________________ State/Province __________________ Zip/Postal Code ____________
- Phone __________ Fax __________
- Country __________________________ E-Mail* __________________________
- SPECIAL DIETARY NEEDS __________________________

*One banquet ticket is included in the registration fee for the Physician Meeting.*

**Other Activities**

- Course: WEPNTK $120 ($50 Student)
- Clinical Workshop $50
- Practice Panel Workshop $20
- Additional Thursday banquet ticket (10/28)* $60

**Conference Syllabus**

- Electronic drive No charge
- Printed volume No charge

**Conference Syllabus**

- Printed volume $50
- Electronic drive $50

**Contributions**

- Friends of the Academy $________ $________
- Maurice Rosefelt Scholarship Fund $________ $________

**Total:** $________ $________

*One banquet ticket is included in the registration fee for the Physician Meeting.*