

The Bronx Breastfeeding Coalition

presents the

Fifth Annual Breastfeeding Conference

# Breastfeeding: Is It Worth the Effort?



September 11, 2009

8 AM – 1 PM

Jacobi Medical Center

**THIS CONFERENCE IS SPECIALLY DESIGNED FOR  
PEDIATRICIANS, OB, LACTATION CONSULTANTS,  
NUTRITIONISTS, WIC STAFF AND OTHER HEALTH  
PROFESSIONALS**

September 11, 2009  
8 AM - 1 PM  
Jacobi Medical Center  
Conference and Training Center  
Nurses Residence (Building #4) 2nd Floor  
1400 Pelham Parkway South, Bronx, New York

**8:00 AM – 8:30 AM**

**Registration/ Continental Breakfast**

**8:30 AM – 8:45 AM**

**Welcome**

**William Walsh, Sr. VP North Bronx Healthcare  
Network and Executive Director Jacobi Medical  
Center**

**Jane Bedell, MD, Assistant Commissioner,  
NYCDOHMH, Bronx District Public Health Office**

**8:45 AM - 9:45 AM**

**Evidence for Breastfeeding: Is it Really Science**

**Larry Noble, MD, Neonatologist, Elmhurst Hospital Center  
Board of Directors, Academy of Breastfeeding Medicine  
Co-Chairperson, Bronx Breastfeeding Coalition**

**9:50 AM– 10:50 AM**

**Breastfeeding: Culture, Challenges and Choice**

**Wendy Wilcox, MD, Obstetrician , Vice Chairperson  
OB/GYN at North Bronx Healthcare Network**

**10:55 AM – 11:25 AM**

**Nutrition Break**

**11:25 AM – 12:55 PM**

**Language and Latch: An Easier, Softer Way**

**Diane Wiessinger, M.S., IBCLC**

**12:55 PM – 1:00 PM**

**Closing**

**We applied for 3.5 CEU's and CERPs for RD's, RN's and IBCLC's.**

**Although this conference is FREE, you must be registered to attend.**

Registration on-line at [bronxbreastfeedingcoalition@eventbrite.com](mailto:bronxbreastfeedingcoalition@eventbrite.com).

It only takes a few minutes to register. Print your confirmation and bring it to the Bronx Breastfeeding Coalition 5<sup>th</sup> Annual Conference on September 11, 2009.

If you are unable to Register on-line (preferred method), then please complete this Registration Form and e-mail to Theresa Landau at: [Theresa.Landau@nychhc.org](mailto:Theresa.Landau@nychhc.org) or fax it to me at 718 960-2828. Write legibly or your registration form will not be processed. YOU MUST HAVE A CONFIRMATION FORM TO ATTEND!

## Registration Form

Please Return by September 4, 2009

<b>Name:</b>
<b>Title:</b>
<b>Organization:</b>
<b>Address:</b>
<b>Telephone #:</b>
<b>E-mail address:</b>

### Travel Directions

#### By Bus / Train

#2 or #5 train to Pelham Parkway  
Then take the #12 bus East to Jacobi Medical Center

#### By Express Bus

BxM-10 from Madison Avenue to Morris Park Avenue and Eastchester Blvd.

#### By Car

Bronx River Parkway to Pelham Parkway East or  
Hutchinson River Parkway to Pelham Parkway West

**Limited Parking in Parking Area 1**

**\$5 for parking**