

13th Annual Breastfeeding Forum

March 18, 2025 \ 8:45 am–3:15 pm

Hickory Metro Convention Center
Catawba Room 5
1960 13th Avenue, Drive, SE
Hickory, NC

Program Overview

This one-day conference will focus on techniques to assist women with breastfeeding and update care providers on breastfeeding techniques and tips to ensure a successful breastfeeding experience.

Who Should Participate

This program targets lactation consultants, WIC staff members, registered dietitians, health educators, peer counselors, nurses, social workers, childbirth educators and others who assist individuals with breastfeeding.

As part of our commitment to diversity and inclusion, the Northwest AHEC provides compassionate education and respectful care for all, regardless of socioeconomic status, race, ethnicity, language, nationality, sex, gender identity, sexual orientation, religion, geography, disability and age.

Objectives

Upon completion of this program, participants will be able to:

- Identify implications for breastfeeding associated with selected maternal medications.
- Identify best practices for integrating supplementation while preserving breastfeeding success.
- Apply evidence-based strategies to support lactation and optimize breastfeeding outcomes in clinical and home settings.
- Implement strategies to provide holistic postpartum care, including connecting families with appropriate resources and interventions to promote well-being for both parents and infants.
- Identify barriers to breastfeeding experienced by different cultural groups and strategies to support these families.



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[Register online at northwestahec.org](https://northwestahec.org)

Faculty

Kirsten Frank RD, CSPCC, LDN, CNSC, IBCLC

Neonatal Dietitian and Lactation Consultant
Novant Health New Hanover Regional Medical Center

Amy Lenell, PharmD, AAHIVP, CLC

Staff Pharmacist and Residency Site Coordinator
Walgreens Co, Asheville, NC

London Newton

Community Organizer, Anti-Oppression Educator
Birth and Abortion Doula

Megan Williams, MSPH, MSW

Research Associate
UNC Collaborative for Maternal and Infant Health

Provided by:

Northwest Area Health Education Center (AHEC), a program of Wake Forest University School of Medicine and part of the NC AHEC System, Mountain Area Health Education Center and Region 1 WIC LATCH (Lactation Area Training Center for Health).

This program is financially supported by education funds to NC WIC Perinatal Region 1 WIC LATCH (Lactation Area Training Center for Health) by NC Department of Health and Human Services Community Nutrition Services Section.



**Wake Forest University
School of Medicine**

NORTHWEST AHEC

PART OF NC AHEC

Cost and Registration

\$105—Registration fee

\$95—Group of three or more, registering together

Registration fee includes instructional and administrative costs, certificate of completion, program materials and meals.

Refund Policy— Cancellations received in our office at least two weeks (14 business days) before the activity will receive a 100 percent refund. Registrants cancelling between two weeks and five full business days prior to the first day of the event will be refunded at 70% of the registration fee subject to a minimum \$25 cancellation fee. The registration fee will not be refunded if a cancellation is received less than five days before the activity. **Cancellations must be in writing (email)**. You may send a substitute in your place.

When planning for an educational activity, registration fees are not based on credit hours or agenda. Registration fees are based on expenses such as equipment, technology services, staff, etc., and are not adjusted by issues such as cancellation of speakers or other unforeseen circumstances. Every effort will be given to ensure the activity is a success.

Credit

5.0 Contact Hours from Northwest AHEC

5.0 Nursing Contact Hours

Northwest AHEC is approved as a provider of nursing continuing professional development by the North Carolina Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

The CPE activity application for the 13th Annual Breastfeeding Forum is pending CDR review and approval for 5.0 CPEUs.

3.0 IBLCE L CERPs. Long-term provider number assigned to Northwest Area Health Education Center: COT121-01

2.0 IBLCE R CERPs. Long-term provider number assigned to Northwest Area Health Education Center: COT121-01

Credit will be awarded based on participant selection at time of registration. Before selecting credits, please review our general Credit Glossary but note not all programs offer all credits.

Criteria for successful completion requires attendance for at least 90% of the activity and submission of the evaluation.

Agenda

Tues., March 18, 2025

8:15 am Registration/Continental Breakfast (included)

8:45 am Safety at the Pharmacy Counter: Common Medications
Used by Breastfeeding/Chestfeeding Patients

Amy Lenell, PharmD, AAHIVP, CLC

9:45 am Stretch Break

9:55 am Human Milk for Human Babies: It's That Easy, Or Is It?
Kirsten Frank RD, CSPCC, LDN, CNSC, IBCLC

10:55 am Stretch Break

11:05 pm Navigating the Fourth Trimester: Postpartum
Support for Families and Mental Health

Megan Williams, MSPH, MSW

12:05 pm Lunch (included)

1:05 pm It's Already In Us
London Newton

3:15 pm Adjourn

Hotel Information

Hickory Courtyard Marriott
1946 13th Avenue Drive SE
Hickory, North Carolina 28602

[Book your group rate for Annual Breastfeeding Forum.](#)

\$154.00 Plus Tax - Double Queen

\$159.00 Plus Tax - King

Last Day to Book : Monday, March 03, 2025

Hotel Phone Number: 828-267-2100

For More Information and Assistance

If you have questions about registering for this activity or need auxiliary aids or special services to attend, please contact Michelle Adams at least five working days prior to the activity by calling 336-713-7726 or emailing micadams@wakehealth.edu.

Note – If you have not received confirmation of your registration 24 hours before the program date, please call Michelle Adams at 336-713-7726 or email micadams@wakehealth.edu to verify the status of your registration.

Registering for and attending this program authorizes Northwest AHEC/Wake Forest University School of Medicine to take pictures to be used for the Center's publications, website (including social media sites) and presentations.

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Registration Fee

Register online at northwestahec.org

- \$105— Registration fee
- \$95— Group of three or more, registering together

Registration Form

Last four of your preferred phone number:

* *required*

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First Name MI Last Degrees (e.g., MD)

Profession Job Title

Home Address City State Zip County

Home Phone Cell Phone

Employer

Employer Address City State Zip County

Employer Phone Employer Fax

Email Required

- Preferred Email
- Home Email
- Work Email

By providing your fax number, email address and telephone number, you have granted permission for us to contact you via the numbers and address indicated.

Ways to Register:

- ▶ **Register online** by clicking the following link: www.nwahec.org/73744 (recommended)

Visa, MasterCard, and American Express accepted online only.

Payment by check option also available.

- Make check payable** to Wake Forest University Health Sciences and mail, with registration form, to:

Wake Forest University School of Medicine / NW AHEC

Medical Center Boulevard, Winston-Salem, NC 27157-3311

Attention: Michelle Adams

- Atrium Health Internal Transfer:** _____ **Project** _____

Comp Op Unit Cost Ctr Nat Acct Program Fund

- Employer will make payment.** Supervisor completes below and emails to micadams@wakehealth.edu

Supervisor's Name (Printed)

Signature

Phone

By signing, I am certifying that agency payment will follow. If you have a balance due and do not attend or send a substitute, you will be invoiced for the full program fee.