

**THURSDAY MARCH 21ST
AFTERNOON**

1:00 Presentation Stations

| ROOM/ STATION | 1-1:20 | 1:25- 1:45 | 1:50-2:10 |
|--------------------------|---|--|--|
| A1 | A1a The breastfeeding Experience of Quebec (Canada) mothers using BFI and non BFI health services: influence on mothers and community (Danielle Groleau et al) | A1b The breastfeeding Experience of Quebec (Canada) mothers using BFI and non BFI health services: influence on mothers and community (Danielle Groleau et al) | |
| A2 | | A2b Expectant Moms Respond to Risk and Benefit Language in Breastfeeding Promotion (Lora E Wallace & Erin N Taylor) | A2c Expectant Moms Respond to Risk and Benefit Language in Breastfeeding Promotion (Lora E Wallace & Erin N Taylor) |
| A3 | A3a Chasing the Theory: Operationalizing Social influences on Breastfeeding (Sheryl Wallin Abrahams) | | A3c Chasing the Theory: Operationalizing Social influences on Breastfeeding (Sheryl Wallin Abrahams) |
| B1 | B1a The Challenge of Nighttime Breastfeeding in the U.S. (Cecilia Tomori) | B1b The Challenge of Nighttime Breastfeeding in the U.S. (Cecilia Tomori) | |
| B2 | | B2b The Role of Growth Pattern Interpretations on Women's Breastfeeding Decisions in the U.S. (Ghada Khan) | B2c The Role of Growth Pattern Interpretations on Women's Breastfeeding Decisions in the U.S. (Ghada Khan) |
| B3 | B3a Brown Mamas Breastfeed: An analysis of African American Women's Breastfeeding Experiences Shared Through an On-line Blog (Tyra Gross) | | B3c Brown Mamas Breastfeed: An analysis of African American Women's Breastfeeding Experiences Shared Through an On-line Blog (Tyra Gross) |
| C1 | C1a When lactation consultants dream there's an open chair at the table: lactation consultants talk about their role in the village (Erica Anstey) | C1b When lactation consultants dream there's an open chair at the table: lactation consultants talk about their role in the village (Erica Anstey) | |
| C2 | | C2b Associations between frequency of contact and exclusive breastfeeding rates in USAID's Child Survival and Health grants program (Debra Prosnitz et al) | C2c Associations between frequency of contact and exclusive breastfeeding rates in USAID's Child Survival and Health grants program (Debra Prosnitz et al) |
| C3 | C3a Redefining the Village: Practicing Black Breastfeeding Support via a Black Feminist Framework (Acquanda Stanford) | | C3c Redefining the Village: Practicing Black Breastfeeding Support via a Black Feminist Framework (Aquanda Stanford) |

2:15 BREAK

2:30 Enhancing Mother-to-Mother Support in the Village

Plenary Panel and Discussion:

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| Does it really take a village? Self-efficacy and Social Support | Deborah McCarter-Spaulding |
| Evaluation of breastfeeding Peer Support in a Rural Area – What Works for Young, Disadvantaged Women and Their Babies? | Sally Dowling |
| Experience Privileged, Experience Suppressed: The Ambivalent Power of the Mother-to-Mother Breastfeeding Support Volunteer | Rebecca Ruhlen |
| Mediating Mother Support: Social networks, Online Discussion, and Breastfeeding Support | Emily Anzicek |

3:45 5 MINUTE STRETCH

3:50 *The Inadequate Breast: Social Origins of Breastfeeding Myths* Jacqueline H Wolf

4:30 *Social Marketing and Media in the Village*

Plenary Panel and Discussion

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| A look at the WBW Public Announcement Videos In Quebec, "Je l'ai fait ... / I did it..." and "Allaitement c'est glamour / Breastfeeding is Glamour". | Carole Dobrich |
| Defeating the Formula Death Star, One Tweet at a Time: Using Social Media to Advocate for the WHO Code | Amber McCann and Jeanette McCulloch |
| Portrayals and Representations of Infant Feeding Practices in Primetime U.S. Television Media: A Discourse Analysis | Camille Fabiyi |
| Media Reactions to Breastfeeding: Reactions to Recent Headlines | Jennifer Lucas |

6:00 *Discussion and Wrap Up*

6:15 *Reception and Poster Reception*

Posters

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| The family friendly business initiative: Supporting local businesses and breastfeeding families | Amanda Hardy, Ph.D. |
| Empowered communities ensure breastfeeding and good nutrition of mothers and infants | Connie Gates MPH |
| Concept Analysis: breastfeeding equity | Ginny Combs RNC-MN, BSN, IBCLC, MS(c) |
| Breastfeeding Narratives among WIC Participants in Alamance County, North Carolina | Jennifer Proto |
| The role of postnatal bassinet types on enabling early breastfeeding | Kristin P. Tully, Hellen L Ball |
| Advancing the Breastfeeding-Friendly Campus: University Climates Influencing Change in the Community | Natalie Smith Carlson |
| Early Infant Feeding Practices among Obese and Overweight Mothers | Panagiota Kitsantas, PhD and Vi Nguyen, MS |

7:30 *Optional Group Dinner Arrangements*

**Friday March 22nd
Afternoon**

1:15 Presentation Stations

| ROOM/ STATION | 1:15-1:35 | 1:40-2:00 | 2:05-2:25 |
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| A4 | A4a We just have one this one brochure (by Enfamil): Exploring breastfeeding resources and agenda setting in health care settings (Katherine Foss) | A4b We just have one this one brochure (by Enfamil): Exploring breastfeeding resources and agenda setting in health care settings (Katherine Foss) | |
| A5 | | A5b African American Women and the “Good Mother” (Taylor Livingston) | A5c African American Women and the “Good Mother” (Taylor Livingston) |
| A6 | A6a The Transformative Power of Maternal Child Health: Lactation Consulting Education (Anna Blair et al) | | A6c The Transformative Power of Maternal Child Health: Lactation Consulting Education (Anna Blair et al) |
| B4 | B4a Growing Breastfeeding Advocates Among the Next Generation of Nurses (Jane Grassley) | B4b Growing Breastfeeding Advocates Among the Next Generation of Nurses (Jane Grassley) | |
| B5 | | B5b The Challenge of Late Preterm Birth on Realizing Breastfeeding Intentions (Kristin Tully) | B5c The Challenge of Late Preterm Birth on Realizing Breastfeeding Intentions (Kristin Tully) |
| B6 | B6a Development of Indicators to Evaluate Utilization of Worksite Breastfeeding Supportive Policies, Benefits and Environments (Amy Meador, et al) | | B6c Development of Indicators to Evaluate Utilization of Worksite Breastfeeding Supportive Policies, Benefits and Environments (Amy Meador, et al) |
| C4 | C4a The Village Learning Center: A model for Nurturing, Growing, and Supporting a Community that Breastfeeds (Amanda Hardy et al) | C4b The Village Learning Center: A model for Nurturing, Growing, and Supporting a Community that Breastfeeds (Amanda Hardy et al) | |
| C5 | | C5b Establishing an Employee Lactation Program in a Large Municipal Health Agency (Tamisha Johnson et al) | C5c Establishing an Employee Lactation Program in a Large Municipal Health Agency (Tamisha Johnson et al) |
| C6 | C6a Breastfeeding as Operational Metaphor: Exploring the Possibilities for Greater Intersubjectivity in Community Research (Heather Curry) | | C6c Breastfeeding as Operational Metaphor: Exploring the Possibilities for Greater Intersubjectivity in Community Research (Heather Curry) |

