

The Coalition for Improving Maternity Services and the Breastfeeding and Feminism Symposia Series collaboratively present

# Reframing Birth and Breastfeeding: Moving Forward

March 11-12, 2011 • The Sheraton Chapel Hill Hotel • Chapel Hill, NC



## Final Program

For nearly a decade, the Coalition for Improving Maternity Services' (CIMS) Annual Mother-Friendly Childbirth Forum has been recognized among childbirth professionals for offering the most authoritative and up-to-date research information pertaining to normal birth and the ten steps of Mother-Friendly maternity care. Since 2005, the UNCG's Center for Women's Health and Wellness and the UNC's Carolina Global Breastfeeding Institute have hosted an annual International Breastfeeding and Feminism Symposium. Participants praise the symposia as the place to be for anyone concerned for the wellness of mothers and babies. In 2011, CIMS and Breastfeeding & Feminism have joined forces to offer the "Reframing Birth and Breastfeeding: Moving Forward" Conference.

### Thursday, March 10

5:30 pm – 9:00 pm  
Lobby

**Conference Registration & Information Desk Hours of Operation  
&  
Exhibit Hall Preview Hours**

### Friday, March 11

7:30 am – 8:00 am  
Vienna

**OmMama presents "Yoga for Every Body" with Leslie Lytle, MS, CMA, RYT500**

*Start your day out right with a playful, invigorating yoga practice that will strengthen and open your body while you learn a few tricks for working with pregnant and postpartum moms and connect with other conference attendees. Appropriate for all levels: no yoga mat or previous experience necessary. Comfortable clothing and a curious mind suggested.*

7:30 am – 8:30 am  
Lobby

**Continental Breakfast**

7:30 am – 8:00 pm  
Lobby

**Conference Registration & Information Desk Hours of Operation  
&  
Exhibit Hall Hours of Operation**

8:30 am – 12:15 pm

**General Sessions  
Amsterdam-London Ballroom**

Opening Remarks, Welcome & Introductions: **Paige Hall Smith, PhD, MSPH**, Director, Center for Women's Health and Wellness, and Associate Professor, Public Health Education, University of North Carolina at Greensboro

Session Moderator: **Ruth T. Wilf, CNM, PhD**, Chair, CIMS Forum Program Committee, and Nurse-Midwife, The Birth Center (Bryn Mawr, PA), and Member of the CIMS Leadership Team

Meeting Hosts:



**UNC**  
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GLOBAL PUBLIC HEALTH



CAROLINA GLOBAL  
BREASTFEEDING  
INSTITUTE  
DEPARTMENT OF  
MATERNAL  
AND CHILD HEALTH



Center for Women's  
Health and Wellness

Friday, March 11 8:45 am – 10:00 am

(cont'd) **Keynote Session: Where We Stand in Improving Maternity Care**

*Eugene Declercq, PhD, MBA, Professor and Assistant Dean for Doctoral Education, Boston University School of Public Health*

This has been an amazing year for maternity care initiatives, including those of Childbirth Connection and the National Institutes of Health! Professor Declercq, a leading authority in maternal and child health, will update us on where we stand in various aspects of maternity care today, and how he sees the future unfolding.

**10:00 am – 10:15 am – BREAK - Lobby**

10:15 am – 11:15 am

**Talking About Breastfeeding: Why the Health Argument Isn't Enough**

*Lori Dorfman, DrPH, Director, Berkeley Media Studies Group*

Dr. Dorfman will share recent findings on how breastfeeding is currently framed and explain how those frames limit conceptions of what needs to change in society to support breastfeeding.

11:15 am – 12:15 pm

**Changing Frames: Giving Breastfeeding A Makeover**

*Danielle Rigg, Co-Founder, Best for Babes Foundation*

*Bettina Lauf Forbes, Co-Founder and President, Best for Babes Foundation*

Bettina and Danielle will share their secrets of how to help moms beat the booby traps™ - the cultural & institutional barriers that prevent moms from achieving their personal breastfeeding goals. They will provide new insights on how to inspire, prepare & empower™ moms. And, they'll show us how they work to give breastfeeding a makeover and give moms the solutions they need to make it work and feel fabulous.

12:15 pm – 1:30 pm

**Networking Lunch**

**Venetian Ballroom** (from Lobby, take the elevator or stairs to the third level)

*Working Lunch Meeting of CIMS Organizational Members will be held in Paris I&II.*

1:30 pm – 6:15 pm

**Concurrent Sessions**

A refreshment break will be served from 3:30–3:45 pm in the Lobby

Mother-Friendly  
Childbirth Track

1:30 pm – 2:30 pm, Amsterdam Ballroom

**Kangaroo Care for All and All for Kangaroo Care**

*Susan M. Ludington, PhD, CNM, FAAN, Professor of Pediatric Nursing, Frances Payne Bolton School of Nursing, Case Western University*

Kangaroo Care started in South America as a way to save preemies where there were no incubators. It works and is now in common use worldwide for all preemies. Dr. Ludington, a leading expert, discusses this and goes beyond to discuss the benefits of kangaroo care for all babies and families for stabilization, bonding and breastfeeding.

2:30 pm – 3:30 pm, Amsterdam Ballroom

**What Matters to Women, Matters to Midwives – 13 Essentials**

*Geradine Simkins, CNM, MSN, President and Interim Executive Director, Midwives Alliance of North America*

A new anthology (to be published in early April 2011) of life stories of 25 remarkable midwives reveals an essential truth: how one gives birth, and how one is born, matters deeply. The anthology reveals potent implications for healthcare reform and healthcare delivery. The study highlights the ways in which midwives hold the key to transforming a broken maternity care system into a health care model that is proven to work better, save government and taxpayers money, reduce health disparities, and satisfy clients. Their lives

illustrate how a maternity care model built on empowerment rather than fear and profit can help return the soul-nourishing aspects of the childbirth experience—to those giving birth, those being born, those celebrating births, and those providing care.

**3:30 pm – 3:45 pm – BREAK – Lobby**

3:45 pm – 5:45 pm, Amsterdam Ballroom

**Hot Topics: Turning It Around**

*Debbie Jessup, MS, CNM, FACNM, PhD(c), Health Legislative Specialist, Office of U.S. Congresswoman Lucille Roybal-Allard (CA-34)*

*Russ Fawcett, BS, MS, Board Member, North Carolina Friends of Midwives*

*Mary Lawlor, CPM, MA, President, National Association of Certified Professional Midwives*

*Desirre Andrews, President, International Cesarean Awareness Network*

*Elan McAllister, Founder, Choices in Childbirth*

*MaryAnne Laffin, RN, MS, FNP, CNM, FACNM, President, National Perinatal Association, and Clinical Assistant Professor, Midwifery Education Program, SUNY Downstate*

Learn about recent exciting developments in maternity care advocacy. You will hear about: Legislative efforts for MOMS for the 21st century act; necessary actions to promote home birth at the state level; professional midwifery and the MAMA campaign; VBAC trends and access since the NIH conference; and removing restrictive midwifery barriers at the state level. All are case studies in how advocates can improve maternity care in their communities through a variety of actions and at various levels (federal, state and local).

5:45 pm – 6:15 pm, Amsterdam Ballroom

**Daily Wrap-up & CIMS Awards**

*Ruth?, Michelle?, Linda?*

Breastfeeding and  
Feminism Track

1:30 pm – 2:30 pm, London Ballroom

**Gendered Frames for Protecting, Promoting and Supporting Breastfeeding**

*Paige Hall Smith, PhD, MSPH, Director, Center for Women's Health and Wellness, and Associate Professor, Public Health Education, University of North Carolina at Greensboro*

*Renu Khanna, MBA, **title***

*Keren Epstein-Gilboa, PhD, MEd, BSN, RN, FACCE, LCCE, IBCLC, RLC, Family Development Specialist*

This session spotlights the critical relationships between breastfeeding and gender and patriarchy. The speakers discuss how Inequalities between men and women in roles, power and social relationships creates social, economic and emotional forces that shape the realities and experiences of breastfeeding practices and patterns. We further discuss strategies for improving gender equity and breastfeeding.

2:30 pm – 3:30 pm, London Ballroom

**Framing Systems Change**

*Sonia Semenic, RN, PhD, Assistant Professor, School of Nursing, McGill University*

*Erica H. Anstey, MA, CLC, Doctoral Student, University of South Florida*

*Nathan C. Nickel, MPH, PhD(c), Professor, Dept. of Maternal and Child Health, University of North Carolina at Chapel Hill*

This session describes how organizational, innovation, and feminist theory can be used to understand and promote structural and organizational influences on breastfeeding policy. Using examples from WHO's Baby-Friendly Initiative in Quebec and in North Carolina, from Public Health's core functions in Canada, the speakers provide into strategies for reframing public health promotion of breastfeeding at the systems level.

**3:30 pm – 3:45 pm – BREAK – Lobby**

3:45 pm – 4:45 pm, London Ballroom

**Navigating Breastfeeding Realities and Risks**

Lora Ebert Wallace, PhD, Professor, Dept. of Sociology and Anthropology, Western Illinois University  
Erin N. Taylor, PhD, Professor, Dept. of Political Science, Western Illinois University  
Jennifer Lucas, PhD, **title**  
Lenore Goldfarb, PhD, IBCLC, Professor, Union Institute and University

Throughout history women have had to navigate the risks and benefits of infant feeding options, manage their own lactating bodies and interact with the structure of work. This navigation is complicated and seemingly, never ending. The papers in this section address this dance from the perspectives of the biology of lactation, social construction of the language of breastfeeding promotion and work.

4:45 pm – 5:45 pm, London Ballroom

**Through the Looking Glass: Breastfeeding in the Media**

Jacqueline H. Wolf, PhD, Professor, Dept. of Social Medicine, Ohio University  
Katherine A. Foss, PhD, Professor, Middle Tennessee State University

This session provides a provocative look at how television and YouTube portray infant feeding. The two speakers describe how entertainment education shapes our views of breastfeeding, the use of infant formula and the success or failure of breastfeeding promotion. The speakers supplement their presentations with media clips.

5:45 pm – 6:15 pm, London Ballroom

**Daily Wrap-up**

**Paige? Emily? Miriam? Other?**

6:15 pm – 8:15 pm

**Welcome & Networking Reception**

Lobby

**Saturday, March 12**

7:00 am – 7:30 am

Vienna

**OmMama presents "Yoga for Every Body" with Leslie Lytle, MS, CMA, RYT500**

*Start your day out right with a playful, invigorating yoga practice that will strengthen and open your body while you learn a few tricks for working with pregnant and postpartum moms and connect with other conference attendees. Appropriate for all levels: no yoga mat or previous experience necessary. Comfortable clothing and a curious mind suggested.*

7:30 am – 8:30 am

Lobby

**Continental Breakfast**

7:30 am – 8:30 am

**Room**

**CIMS Annual Business Meeting**

7:30 am – 6:00 pm

Lobby

**Conference Registration & Information Desk Hours of Operation  
&  
Exhibit Hall Hours of Operation**

8:30 am – 12:15 pm

**Concurrent Sessions**

A refreshment break will be served from 10:45–11:15 am in the Lobby

Mother-Friendly  
Childbirth Track

8:30 pm – 8:45 pm, **Room**

**Opening Remarks  
Presenter/Moderator?**

8:45 am – 9:45 am, Amsterdam Ballroom

**Building a Woman and Family Centered Medical Home**

Warren P. Newton, MD, MPH, William B. Aycock Distinguished Professor and Chair, UNC Dept. of Family Medicine, and Executive Associate Dean for Medical Education, UNC School of Medicine  
Adam Zolotor, MD, MPH, Professor, UNC School of Medicine

The model for evidence-based, humanized care is already in place in the many Family Medicine practices across the country. It is further supported by the National Committee for Quality Assurance who sets the standards for practices to achieve these goals. Drs. Newton and Zolotor will describe this model and how it is applied within the Maternal Child Health program at the University of North Carolina's Department of Family Medicine.

9:45 am – 10:45 am, Amsterdam Ballroom

**Risk: Consequences of a Near Term Birth**

*Michele R. Lauria, MD, MS, Professor Obstetrics & Gynecology and Radiology, Dartmouth Hitchcock Medical Center*

In this session, Dr. Lauria will define and review consequences associated with late preterm births. She will present the NNEPQIN (Northern New England Perinatal Quality Improvement Network) case study and new film on the topic, as well as the benefits of spontaneous labor at term.

**10:45 am – 11:15 am – BREAK – Lobby**

9:45 am – 10:45 am, Amsterdam Ballroom

**Michigan Health & Hospital Association's Keystone OB**

*Morgan Martin, MHA, Project Coordinator, Michigan Health & Hospital Association  
Tami Michele, DO, OB/GYN*

The Keystone Project is an Obstetrics collaborative project aimed at improving perinatal and obstetrical care. The project was piloted in sixteen hospitals in the state of Michigan and is currently open to all Michigan hospitals. Learn how this project dramatically changed perinatal outcomes and costs and how it can be replicated in other states. Project Director Morgan Martin and obstetrician Dr. Tami Michele will share their insights.

Breastfeeding and  
Feminism Track

8:30 pm – 8:45 pm, London Ballroom

**Opening Remarks  
Presenter/Moderator?**

8:45 am – 10:15 am, London Ballroom

**The Evidence Debate: Science, Rhetoric, and Health Communications**

*Patricia J. Martens, BSc, Cert.Ed. MSc, IBCLC, PhD, title*  
*Bernice L. Hausman, PhD, title*  
*Sheila Rose Peuchaud, PhD, title*

Continued public debate about the health contributions of breastfeeding seems to rest on questions about the quality of medical research studies. This panel focuses on three ways to frame the "evidence debate": scientific understanding, rhetorical and political analysis, and health communication. These frames demonstrate the complexity of scientific evidence and its meanings in concrete social contexts, and suggest more nuanced and culturally aware public health practice.

10:15 am – 10:45 am, Vienna Room

**Poster Presentations & Conversations with the Authors**

*Posters will be on display throughout the conference. This designated time will allow participants to visit the posters and talk with the creators. The 20 posters on display feature new research on birth and breastfeeding from around the world.*

**10:45 am – 11:15 am – BREAK – Lobby**

11:15 am – 12:15 am, London Ballroom

**Pumping it Out: The Role of Consumer Goods in Breastfeeding Support**

*Maia Boswell-Penc, PhD, title*

*Yeon Bai, PhD, RD, Assistant Professor, Dept. of Health and Nutrition Sciences, Montclair State University*  
*Beverly Rossman, PhD, RN, Professor, Rush University Medical Center College of Nursing*

The three speakers in this session take on the potentials, pitfalls and ethics of “the pump”. The speakers address topics related to pumping as the new norm, the utility of providing breast pumps, and the support women need when pumping for their sick infants.

12:15 pm – 1:30 pm **Networking Lunch**  
**Venetian Ballroom** (from Lobby, take the elevator or stairs to the third level)

*Working Lunch Meeting of CIMS Organizational Members will be held in Paris I&II.*

1:30 pm – 3:45 pm **Concurrent Sessions**  
A refreshment break will be served from 3:30–3:45 pm in the Lobby

Mother-Friendly  
Childbirth Track

1:30 pm – 2:30 pm, Amsterdam Ballroom  
**The International MotherBaby Childbirth Initiative (IMBCI):  
Current Implementation Projects and Preliminary Results**  
*Robbie E. Davis Floyd, PhD, Fellow, Society for Applied  
Anthropology, and Senior Research Fellow, Dept. of Anthropology,  
University of Texas at Austin*

This presentation describes the history, principles, and 10 Steps of the International MotherBaby Childbirth Initiative (IMBCI), which was created by the International MotherBaby Childbirth Organization (formerly the CIMS International Committee), and launched in March 2008. Its primary focus will be on the current IMBCI pilot/demonstration projects in three hospitals in Quebec, Brazil, and Austria.

2:30 pm – 3:30 pm, Amsterdam Ballroom  
**What’s New with Doulas?**  
*Penny Simkin, PT, Author, Childbirth Educator, Doula, and Co-Founder of DONA International*

Renowned author, childbirth educator and founder of the doula movement has created a new talk for us on the doula movement in the United States, where we are and where we are going.

Breastfeeding and  
Feminism Track

1:30 pm – 2:30 pm, London Ballroom  
**Innovative Support for the Breastfeeding Dyad**  
*Wilaiporn Rojjanasriarat, PhD, RNC, IBCLC, Associate Professor, Graceland University School of Nursing*  
*Julee Waldrop, DNP, ARNP, Associate Professor, College of Nursing, The University of Central Florida*  
*Jan Tedder, BSN, CS, FNP, IBCLC, FNP and Clinical Instructor, University of North Carolina Family Medicine*

The presenters in this session offer novel ways to increase support for the breastfeeding dyad. They call our attention to ways to use technology for breastfeeding support, consider culture in working with Latina moms, and educate parents.

2:30 pm – 3:30 pm, London Ballroom  
**Representations of Breastfeeding**  
*Sally Dowling, MFPH, MPH, MA, BA, RMN, Senior Lecturer, University of the West of England*  
*Aimee R. Eden, PhD(c), Professor, Dept. of Anthropology and Dept. of Community and Family Health,  
University of South Florida*  
*Gretchen Michlitsch, PhD, Associate Professor of English, Winona State University*

The speakers in this session discuss how breastfeeding practice and promotion are presented in science, media and culture. The speakers focus on representations of long term breastfeeding, lactation consultants,

and texts of American independence. We consider how ideology and culture interweave to shape our dominant views of breastfeeding practice and promotion and ways of replacing negative frames with positive ones.

3:45 pm – 5:15 pm

### General Sessions

#### Amsterdam-London Ballroom

3:45 pm – 4:45 pm

#### **The Reproductive Health Continuum: From Single Frame to Multiple Exposures – Making It Work**

*Miriam Labbok, MD, MPH, FACPM, IBCLC, FABM, Professor, Dept. of Maternal and Child Health, and Director, Carolina Global Breastfeeding Institute, University of North Carolina at Chapel Hill*

Throughout the meeting, we have worked to reconsider and “reframe” the way forward for maternity care practices and breastfeeding from a variety of woman-centered and woman-catalyzed perspectives. Our image, our dream, is intergenerational reproductive health and a healthy next generation. Our goal is to present the way forward, reconsidered and reframed. But once a concept is placed in a new frame, that entire picture must be seen and appreciated. How do we move from these concepts to viable action? This presentation will build on the outcomes of this meeting and present the track record of transdisciplinary, cross-sectoral approaches that may serve as a model to take these newly framed ideas and place them where they truly will be ‘seen’ and will catalyze action.

4:45 pm – 5:15 pm

#### **Closing Remarks & Farewell**

**Presenter/Moderator?**

5:15 pm – 6:00 pm

### Final Exhibit Viewing and Bookstore Sales

Lobby

#### **About The Coalition for Improving Maternity Services (CIMS):**

The Coalition for Improving Maternity Services (CIMS) was organized in 1996 with the establishment of the Mother-Friendly Childbirth Initiative. We are a coalition of individuals and national organizations with concern for the care and well-being of mothers, babies, and families. Our mission is to promote a wellness model of maternity care that will improve birth outcomes and substantially reduce costs. This evidence-based mother-, baby-, and family-friendly model focuses on prevention and wellness as the alternatives to high-cost screening, diagnosis, and treatment programs. For more information, visit [www.motherfriendly.org](http://www.motherfriendly.org)

#### **About The Center for Women’s Health and Wellness:**

The mission of the Center for Women's Health and Wellness is to advance the health and wellness of all women and girls through collaborative research, educational programs, and community engagement. The CWHW has a strong emphasis on the promotion of positive health, quality of life and sense of well being for girls and women of all ages, from all backgrounds and communities. We are advancing women’s health by collaborating with women’s health researchers, practitioners and advocates across from across the UNCG campus, the local community, the state of North Carolina and beyond. We are also the university home of the *Program for the Advancement of Girls and Women in Sport and Physical Activity*. For more information, visit [www.uncg.edu/hhp/cwhw](http://www.uncg.edu/hhp/cwhw)

#### **About The Carolina Global Breastfeeding Institute (CGBI):**

CGBI was established in 2006 within the Maternal and Child Health Department of the School of Public Health at UNC-Chapel Hill as the Center for Infant and Young Child Feeding and Care, and serves as the first such center in a school of public health. It furthers statewide, national, and global health through increased understanding and support for optimal infant and young child feeding in relation to maternal and child health. CGBI has as its goal to normalize best practices of the three "B"s - breastfeeding, birthspacing and birth - with attention to associated child health, survival, growth and development, and maternal reproductive health and survival. We consider these three "B"s as essential for quality of care in infant and young child feeding, and to create an optimal breastfeeding norm. For more information, visit [www.sph.unc.edu/breastfeeding](http://www.sph.unc.edu/breastfeeding)

**Conference  
Planning  
Committee &  
Staff:**

- Ruth Wilf, CNM, PhD
- Miriam Labbok, MD, MPH, FACPM, IBCLC, FABM
- Linda Herrick, RNC, BSN, CCE, CD(DONA)
- Paige Hall Smith, PhD, MSPH
- Michelle Kendell, MBA, AAHCC
- Emily Taylor, MPH, LCCE, CD(DONA)
- Victoria Macioce-Stumpf, ICCE, CD(CAPPA, DONA)
- Bernice Hausman, PhD
- Barbara Hotelling, MSN, WHNP-BC, LCCE, CD(DONA)
- Denna Suko, MA

**Thank you!**

We extend a heartfelt thanks to **InJoy Birth and Parenting Education** and to **Lansinoh Laboratories** for their Leader Level Sponsorship, to **Midwives Alliance of North America**, the **American Association of Birth Centers**, **Lamaze International** and **Private Practice** for their Advocate Level Sponsorship, to the Simkin Center and Department of Midwifery at Bastyr University for their Supporter Level Sponsorship, to **Moby Wrap** for donating the attendee bags, and to all conference exhibitors and advertisers for their support and participation. A complete list of conference Sponsors, Exhibitors and Supporters is listed in your Conference Syllabus.

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