



susuibu.com™

INTERNATIONAL LACTATION CONFERENCE — 2010 —



5th, 6th and 7th October 2010 • 9.00am - 5.00pm

New Venue • Pullman Putrajaya Lakeside

Organizer



Supported by



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Introduction



The conference will be exploring the wealth of knowledge, experience and understanding we have about breastfeeding as the natural way to feed and nurture our babies. We believe that if empowered, women are able to successfully breastfeed and nurture their child naturally.

Internationally renowned speakers along with Malaysia's own lactation experts form the exceptional list of invited guests who will present at the conference.

International Speakers for this conference will be:

- Dr. Jack Newman - world renowned expert on childcare and breastfeeding, author of best selling books "Ultimate Breastfeeding Book of Answers"
- Sue Cox - distinguished author, speaker and pioneer in breastfeeding support in Australia. Author of "Breastfeeding with Confidence" and "Baby Magic"
- Diana West - distinguished speaker and author of best selling book "Making More Milk"

Other than Malaysia, we are expecting participants from various countries around the region specifically Singapore, Thailand, Indonesia, Hong Kong, Japan and Australia.

The conference runs over three days:

Day 1 - will focus on the way babies and breasts are meant to be their unique anatomical and physiological qualities, and the part we play in ensuring they get together for mutual benefit - this is what some people call Mom & Baby Magic! We will also focus on issues surrounding Milk Production, why some women experience low milk supply and how to overcome it.

Day 2 - focuses on the importance of Mother-to-Mother Support in ensuring Breastfeeding Success and discusses the controversies which surrounds breastfeeding. This will also be THE day whereby participants will be able to meet up with the distinguished authors.

Day 3 - Intensive Workshop with Dr. Jack Newman, Diana West and Sue Cox- will focus on 7 special topics exploring how scientific and current medical practices or protocols influence breastfeeding knowledge and practice. This workshop is especially useful for Health Professionals, Lactation Consultants, Lactation Counselors, Health professionals and those supporting mothers to breastfeed.



Honoured Patron
Y. Bhg Tun Dr. Siti Hasmah Mohd Ali

"For the first time ever, Malaysia will play host to an International Lactation Conference in October this year. I believe that a conference of this scale will certainly open up opportunities for all stakeholders specifically in Malaysia to increase and enhance their knowledge in the field of human lactation. I would strongly encourage local professionals and any interested individual to grab this golden opportunity for knowledge sharing and exchange with the experts from abroad.

It is my sincere hope that an activity such as this will become an annual event which will serve as a progressive learning platform or medium in the field of human lactation. I would welcome the participation from neighbouring countries such as Indonesia, Singapura, Thailand, Hong Kong and Brunei.

At a time where funding for breastfeeding promotion or awareness is scarce Nurturing Concepts Sdn Bhd as the organisers of this event has shown a great sign of courage to have taken on the challenge to organise this International Lactation Conference with renowned speakers. I would like to encourage more involvement and genuine engagement in this event by Corporate and governmental bodies and all stakeholders concerned about the health and well-being of mothers and children.

I believe that breastfeeding awareness and advocacy spirit would be inculcated through a program such as this. I also believe Malaysia could one day become an International hub for breastfeeding education"

Company Info

Nurturing Concepts Sdn Bhd operates 2 reputable brands:



Moms Little Ones – known as the Breastfeeding & Natural Parenting Store that purely focuses on producing and selling high quality breastfeeding and parenting range of products. Our Retail Outlets which are currently based in Seri Kembangan and Bangi are truly one of a kind as we offer families a friendly and relaxed environment in which to shop, share and learn! We offer personalised service & advice regarding products. Mom's Little Ones range of products comprises of Breastmilk Storage containers, Cooler bags, Carrier bags for mom's on the go, Reusable ice packs which are durable and specially designed to be able to keep breastmilk chilled at an ideal temperature for longer periods. All products have been designed by Lactation Consultants and trusted by nursing moms! Our Retail Outlets which are based in Seri Kembangan and Bangi are truly one of a kind - personalised service & advice regarding products. A truly unique breastfeeding & natural parenting specialty store! Visit us at www.momslittleones.com for a 24 X 7, 365 days in a year online shopping experience too!



Susuibu.com – known as the Breastfeeding Support Centre that focuses on providing quality breastfeeding consultation services, education and training to the healthcare workers and the public. Our Breastfeeding Clinics are operated by International Board Certified Lactation Consultants (IBCLC). The popular online community forum "Mother-to-Mother" Support group www.susuibu.com now has more than 11,000 members and is recognised by The Ministry of Health Malaysia, UNICEF Malaysia and WABA (World Alliance for Breastfeeding Action). The World Alliance for Breastfeeding Action (WABA) is a global network of individuals & organisations concerned with the protection, promotion & support of breastfeeding. Susuibu.com is proud to be a WABA endorser.

Key Speaker's Profile

Dr. Jack Newman graduated from the University of Toronto medical school in 1970, interning at the Vancouver General Hospital. He did his training in paediatrics in Quebec City and then at the Hospital for Sick Children in Toronto from 1977-1981 to become a Fellow of the Royal College of Physicians of Canada in 1981 as well as Board Certified by the American Academy of Pediatrics in 1981. He has worked as a physician in Central America, New Zealand and South Africa. He founded the first hospital based breastfeeding clinic in Canada in 1984. He has been a consultant for UNICEF for the Baby Friendly Hospital Initiative, evaluating the first candidate hospitals in Gabon, the Ivory Coast and Canada.

Dr. Newman was a staff paediatrician at the Hospital for Sick Children emergency department from 1983 to 1992, and was, for a period of time, the acting chief of the emergency services. However, once the breastfeeding clinic started functioning, it took more and more of his time and he eventually worked full time helping mothers and babies succeed with breastfeeding. He now works at the Newman Breastfeeding Clinic and Institute based at the Canadian College of Naturopathic Medicine in Toronto.

Dr. Newman has several publications on breastfeeding, and in 2000 published, along with Teresa Pitman, a help guide for professionals and mothers on breastfeeding, called, Dr. Jack Newman's Guide to Breastfeeding, as it's known in Canada (revised editions, January 2003 and January 2005), and The Ultimate Breastfeeding Book of Answers, as it's known in the US (revised edition, November 2006). In 2006, Dr. Newman, along with Teresa Pitman, published The Latch and Other Keys to Breastfeeding Success (Hale Publishing). In addition, Dr. Jack Newman's Guide to Breastfeeding and the DVD, Dr. Jack Newman's Visual Guide to Breastfeeding have now been translated into French as "L'allaitement : comprendre et réussir" (same title for both the book and the DVD). The book is now being translated into Spanish.



Dr. Jack Newman



Diana West

Diana West is an international board certified lactation consultant (IBCLC) in private practice, co-author with Teresa Pitman and Diane Wiessinger of the 8th edition of La Leche League International's "The Womanly Art of Breastfeeding." She is also co-author with Lisa Marasco of "The Breastfeeding Mother's Guide to Making More Milk" and Dr. Elliot Hirsch of "Breastfeeding After Breast and Nipple Procedures." She is the author of the "Clinician's Breastfeeding Triage Tool" and "Defining Your Own Success: Breastfeeding After Breast Reduction Surgery." She has a bachelor's degree in psychology, is a La Leche League Leader, a website developer, and administrator of the popular BFAR.org, LowMilkSupply.org, and LactSpeak.com websites. She lives with her three sons and one husband in the picturesque mountains of western New Jersey.

Sue Cox AM is a registered nurse, registered midwife, and international board certified lactation consultant. She is a facilitator for online education with Health-e-learning, has a private practice, Tasmanian Lactation Consultants and works part time for the International Lactation Consultant Association. She has been involved in research on many lactation and breastfeeding topics and at present is involved in BFHI research. From her research she has presented nearly one hundred papers throughout, Australia, and internationally. She is the author of "Breastfeeding I Can Do That" which has been translated into Japanese and her latest book is "Breastfeeding with Confidence" with Australian, American, Indonesian and Arabic editions. She is the writer and presenter on a number of videos and DVDs - "Mother & Baby ... getting it right. Positioning and Attachment.", "Mother & Baby ... the First Week. What's normal for babies?" and "Breastfeeding: Mom and I Can Do That. The First Latch" made for the US market but also popular in other parts of the world. Sue was appointed a Member of the Order of Australia (AM) in 2004 for '... service to community health, particularly as a lactation consultant, educator and counsellor for the care of breastfeeding mothers and their babies.'



Sue Cox

Susuibu.com International Lactation Conference Schedule

5th - 7th October 2010

Tuesday 5th October	Event	Topic	Speaker
8:00am – 8:30am	Registration		
8:30am – 9:00am	Opening	Emcee Welcoming Speech – Patron Multimedia Presentation	
9:00am – 10:00am	Plenary 1	Norms for the Breastfeeding Baby (Numbers By Demand)	Dr Jack Newman, MD, FRCPC
10:00am – 10:30am	Refreshments		
10:30am – 11:30am	Plenary 2	Targeting Treatment for Low Milk Production to Infant and Maternal Management Causes	Diana West, BA, IBCLC, RLC
11:30am – 12:30pm	Plenary 3	Milk Production for Preterm Baby	Sue Cox, AM, BM, IBCLC, FILCA
12:30pm – 2:00pm	Lunch & Zohor		
2:00pm – 4:00pm	Workshop 1	What they didn't teach you about breastfeeding in your training. (For Physicians and IBCLCs Only)	Dr Jack Newman, MD, FRCPC
2:00pm – 4:00pm	Workshop 2	Making More Milk	Diana West, BA, IBCLC, RLC
2:00pm – 4:00pm	Workshop 3	Baby Magic and Altering Hospital Breastfeeding Culture	Sue Cox, AM, BM, IBCLC, FILCA
4:00pm – 4:30pm	Refreshments		
4:30pm – 5:30pm	Showcase	Documentary Report on Breastfeeding Scenario in Malaysia	Nurturing Concepts Sdn Bhd
Wednesday 6th October	Event	Topic	Speaker
8:00am – 8:30am	Registration		
8:30am – 9:00am	Oral Research Presentation	National Health Morbidity Survey on Infant Feeding	Fatimah Salim, BSC Ministry of Health
9:00am – 9:30am	Oral Research Presentation	Building Peer Counselors Network in Malaysia	Nor Kamariah Mohamad Alwi, BEng, MIMT, IBCLC
9:30am – 10:00am	Oral Research Presentation	Study of Infant Feeding Pattern in Malaysian Women and Comparison of Body Composition between Breastfed and Formula Fed Mother - Baby Pair	Dr Nazatul Shiha Bachtiar, MBBS, MMedSci, IBCLC
10:00am – 10:30am	Refreshments		
10:30am – 12:00pm	Forum	Strengthening The On Going Breastfeeding Support	Southeast Asian Countries Representatives
12:00pm – 1:00pm	Author's Corner	Meet the authors of best-selling breastfeeding books & book signing ceremony	Jack & Diana & Sue
1:00pm – 2:00pm	Lunch & Zohor		
2:00pm – 4:00pm	Plenary	Controversies in Breastfeeding	Dr. Jack Newman, MD, FRCPC
4:00pm – 4:30pm	Refreshments		
4:30pm – 5:00pm	Workshop 1	Early Stimulation for Babies	Hasanah Hasan, Certified Brain GymConsultant & Instructor
5:00pm – 5:30pm	Workshop 2	Baby Wearing in Malaysian Perspective	Malaysian Baby Wearers
8:30pm – 10:00pm	Dinner	Special dinner with Speakers and VIP's	
Thursday 7th October	Event	Topic	Speaker
8:30am-9:00am 9:00am – 5:00pm	Registration Special Workshop	1. When breastfeeding is not contraindicated. Is formula=breastmilk? Does it matter? Discussion of drugs and breastfeeding, infant and maternal illnesses and breastfeeding. 2. Induced Lactation and Protocols Available Can it be done? Yes! 3. Poor weight gain: approach and case studies Why babies don't gain. What can be done about it? 4. Starting Solids. Do we have to have rules for this too?	Dr Jack Newman, MD, FRCPC
9:00am – 5:00pm	Special Workshop	1. Helping Mothers Overcome Reservations or Ambivalence about Breastfeeding An examination of the reasons mothers are reluctant or unsure about breastfeeding and positive methods to help them overcome their reservations and ambivalence without pressure. Includes video and/or audience role plays. 2. Managing Low Milk Production A thorough discussion of accurate evaluation, appropriate supplementation, determining the cause of the low milk production, and counseling techniques for Low milk production. 3. Breastfeeding with Confidence A discussion of preventative & problem solving approaches to difficulties that may arise during breastfeeding – list of To Do's. 4. How to support mother's with Premature Babies: Thorough discussion on approach & counseling techniques	Diana West, BA, IBCLC, RLC Sue Cox, AM, BM, IBCLC, FILCA

This conference will offer CERP's for those requiring continuing education points

Registration Form

Contact Person's Details

Name (Dr/Mr/Mrs/Ms) _____

Title _____
Address _____

Postcode _____ Country _____
Telephone _____ Mobile _____
Facsimile _____ Email _____

Fee Structure

Early registration extended to
15 August 2010

	Registration	Early Registration (before 1st July 2010)	Standard Registration (before 1st September 2010)	Late Registration (after 1st September 2010)
	Conference & Workshop (5th, 6th & 7th October 2010)	USD275	USD300	USD330

* Malaysian BFPC, Susulbu.com, Government Bodies, Students are entitled to 10% discount

Speacial workshop (7th October)

* Select one full-day workshop:

- ☐ Dr. Jack Newman
☐ Diana West & Sue Cox

Optional Dinner with the Invited Speaker's and VIP's

* At Cruise Tasik Putrajaya

_____ people @ USD40.00 per person

* Limited to first 55 pax only

Payment Information

Conference & Workshop Registration = USD _____
Optional Dinner = USD _____
Total Fee Enclosed = USD _____

Date and Venue

Date : 5th -7th October 2010
Venue : Selangor International Islamic
University College (KUIS)

Secretariat
Com. Name : Espifokus Sdn Bhd
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Fax : 03-7845 5197
Mail to : siconf2010@susuibu.com
Website : www.susuibu.com/siconf2010

Online Registration and Enquiries

Email : siconf2010@susuibu.com
Website : www.susuibu.com/siconf20

Payment Terms

Payment is due in full upon completions and return of registration form via fax or online. Due to limited Congress and workshop space we advise early registration and enjoy the discount promo rates for this Global Event. Your registration will not be confirmed until full payments are made via Credit Card, Online Payment, Company Cheque, Bank Draft or Cash. Admission to the Congress will be refused if payment has not been received on or before Susuibu.com International Lactation Conference 2010.

Substitution For Delegates

This is allowed, provided the organizer is notified in writing with the replacement details within 14 days prior to commencement of the event. Transfer of registration to other programmes is not allowed.

Refund Of Fees

All cancellations of registration must be in writing. If cancellations are received

more than 30 days before the event a full refund of the fee less 25% administrative charges will be refundable

any cancellation less than 30 days before the event a 50% refund of the fee will be given.

any cancellation made less than 14 days before the event, no refund will be given but a substitute delegate is welcome as replacement with prior notice given as above.

Cancellation Or Postponements

The Organizers & Event Managers reserve the right to cancel and/or postpone the Susuibu.com International Lactation Conference 2010 due to any unforeseen circumstances.

Payment (Please tick (/) as applicable)

*Please write your name and event name "Susuibu.com International Lactation Conference" on back of cheque. Cross cheque shall be made payable to "Nurturing Concepts Sdn. Bhd."

☐ Cheque Cheque No. _____ Bank Name. _____
☐ Credit Card Card Type ☐ Visa ☐ Mastercard Expiry Date /
Card Number Cardholder's Name _____
☐ Transfer Account Payable To Nurturing Concepts Sdn. Bhd.
Account Number 562834601380 SW CODE : MBBEMYKL
Bank Address MAYBANK, No. 7 & 9, Jalan 9/9C, Section 9, Bandar Baru Bangi, 43650 Bangi, Bangi Selangor

Signature _____ Date _____

Upon signing this form, you are deemed to have read and understood the Registration Guidelines, Procedures and Policies and have accepted the terms contained therein. Please return this registration form together with the payment to reach us before the commencement of the event. Please address it to Espifokus Sdn Bhd, K-G-15, K-1-15 & K-2-15, Jalan PJU 1A/20C, Dataran Ara Damansara, 47301 Petaling Jaya, Selangor

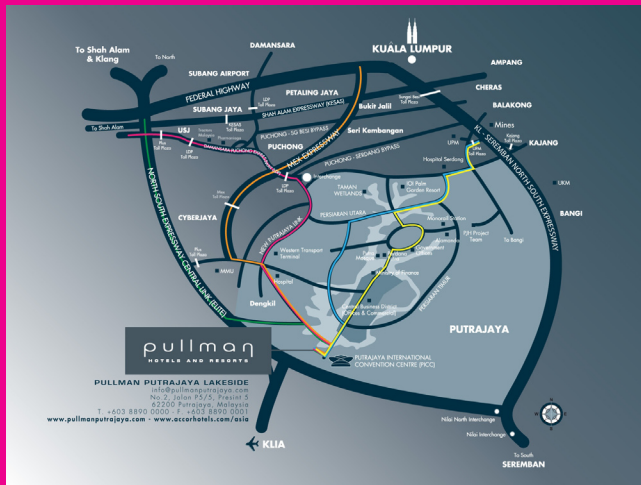
Signature _____ Date _____

Susulbu.com International Lactation Conference 2010 offers CERP's for those requiring continuing education points.

* The organiser of this conference is an endorser for World Alliance for Breastfeeding Action (WABA) and complies to the *International Code of Marketing of Breast - milk Substitutes*. The organisers do not and will not accept funds or gifts from manufacturers or distributors of breastmilk substitutes, related equipment such as feeding bottles and teats, commercial foods for breastfeeding mothers or commercial complementary foods.



www.susuibu.com



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