



2025 B.E.S.T. Connection Lactation Conference

*"Providing a Framework
for Achieving Lactation Goals"*

Earn 6.0 – 13.5 CERPs/Contact Hours
Learn at your own pace until 6/30/25

DAY ONE - Pre-Recorded (\$99.00)

Motivational Interviewing in the Early Days of Infant Feeding *Rachel Dean, MPH, RDN, LDN, IBCLC, RLC*

A Closer Look at the Academy of Breastfeeding Medicine Clinical Protocol #36: The Mastitis Spectrum.
Marsha Walker, RN, IBCLC

Teens and Breastfeeding *Nancy Williams, MA MFT, CCE*

Medications and Mother's Milk *Philip Anderson, Pharm.D.*

DAY TWO - Pre-Recorded (\$99.00)

Top 10 Lactation Tidbits: Recent Changes in Protocols and Practices *Marsha Walker, RN, IBCLC*

Providing Breastfeeding Support for Parents with Twins or Other Multiples *Kathryn Stagg, IBCLC*

Cultural Considerations for Lactation Support: A Panel Discussion *Paula Norcott, IBCLC, facilitator*

Meeting clients where they're at: Ethical Guidelines when talking about complementary therapies
Lisa Marasco, MA, IBCLC, FILCA

TWO-DAY Registration BONUS (\$198.00 for both days):

Register for both days and receive the following bonus session:

When Breastfeeding is Not Possible: How to Help Mothers Move Through Grief and Form a Secure Attachment with Their Babies *Kathy Kendall-Tackett, PhD, IBCLC, FAPA*

The qualifying BONUS session will be released on 4/1/2025 with your PDF Ticket.

TARGET AUDIENCE: Lactation Consultants and educators, maternity and pediatric nurses, midwives, doulas, nurse practitioners, dietitians, childbirth educators, WIC staff, physicians, and other individuals who educate and provide care for pregnant, birthing and lactating parents.

CONTINUING EDUCATION CREDITS:

ANA/ANCC This activity has been submitted to the Connecticut Nurses' Association for approval to award contact hours. The Connecticut Nurses' Association is accredited as an approver of nursing continuing professional development by the American Nurses Credentialing Center's Commission on Accreditation.

IBLCE Application for Continuing Education Recognition Points (CERPs) has been submitted to the International Board of Lactation Consultant Examiners.

ACNM, CDR, DONA, ICEA: ANA/ANCC credits, if approved, may be accepted by ACNM, CDR, DONA, ICEA and other professional credentialing agencies. It is the responsibility of the attendee, not the BEST Connection, to check with their respective professional certification agency to ascertain whether they will accept these credits.

PLANNING COMMITTEE:

Cheryl Bean-Moody, BS, CLC
Veronica Sweeney, RN, IBCLC
Jennifer Viger, DTR, IBCLC

Bettina Pearson, RN, BSN, IBCLC
Shannon Axelson, CNM, MSN

MEASURABLE OUTCOMES/OBJECTIVES: Following completion of this program, attendees will attest whether they are able to:

- Describe strategies for teaching and counseling teen breastfeeding parents that are different from counseling older mothers, improving rates of breastfeeding initiation and duration.
- Differentiate between inflammatory mastitis and infectious mastitis and at least one new treatment for each type.
- Describe infant feeding challenges that mothers of multiples face, in addition to strategies for preparing multiple birth families for breastfeeding and meeting their individual feeding goals.

PROGRAM REQUIREMENTS. Successful completion of the program requires viewing the sessions, answering the critical thinking and self-assessment questions, and completing the attestation statement.

PROGRAM ACCESS You will receive your webinar links and passwords in the format of a PDF "TICKET" 1-3 days before the sessions begin. You will receive the handouts and the agenda via email 1-2 weeks prior to the webinar. Please notify us if your email address changes. If you have not received the PDF "TICKET with the links by midnight on March 31, 2025, notify us ASAP.

All webinar sessions and the critical thinking questions will expire at midnight on June 30, 2025 Eastern Time. Materials will not be accepted for earning continuing education credits after this time. If you require a certificate for any individual session(s) already completed prior to finishing the whole program, please notify us by email.

Confirmation: If you register online, you will receive an emailed confirmation email. If you register by postal mail, you will receive an email confirmation within 48 hours of acceptance. If you do not receive a confirmation email either way, be sure to notify us ASAP.

Disclosure of potential financial relationships/conflicts of interest:

Paula Norcott has disclosed that she provides education and quality improvement consulting to the Baby Buddha Pump Company. Her role with that company should not have any bearing on the session that she is facilitating. No other potential relevant financial relationships with ineligible companies were identified for any individuals with the ability to control content of this activity."

This program is presented by: **The B.E.S.T. Connection**, with technical support from **Praeclarus Press**
Phone (207) 649-2386 **FAX** (207) 873-1348 **Email:** Cheryl@thebestconnect.net

REGISTRATION FORM: Registration closes on June 20, 2025.

Groups greater than 5 people or those using a purchase order may email us for a group registration form.

Online registration: Go to the web site for the online registration link at: www.bestconnection.org

Name, as you want it on your certificate: _____

Home address _____

Home or Cell Phone _____ Work Phone _____

Email address _____

Special Needs? (Specify if any) _____

May we share your information with lactation based groups for networking purposes? Yes _____ No _____

Continuing Education Credits/Certificates (Select one or more):

ANA _____ CLC _____ IBLCE _____ Certificate of attendance only _____ None _____

Childbirth Educators, Dietetics, Doulas, Nurse Midwives: ANA/ANCC credits, if approved, are accepted by ACNM, CDR, DONA, ICEA and other professional credentialing agencies.

REGISTRATION FEES (check one): **Two-day registrations include two free bonus sessions.**

Day One: \$99.00 _____ **Day Two:** \$99.00 _____ **Both Days:** \$198.00 _____

Make check payable to, and mail to: The BEST Connection P.O. Box 2736 Waterville, ME 04903
Registrations by postal mail must be received by June 8, 2024, in order to receive your materials in time.

Credit Card Payments: VISA, MASTER CARD, DISCOVER CARD ACCEPTED

Card Number _____

Printed Name on Card _____ EXP. Date _____ 3-digit Sec. Code _____

Signature _____ Credit Card Billing address zip code _____

CANCELLATIONS and REFUNDS: No refunds after your PDF Ticket has been issued.

cheryl@thebestconnect.net www.bestconnection.org