

Table #: 27

Why Breastfeeding Needs a Makeover (Sunday only)

Bettina Forbes and Danielle Rigg, **Best for Babes Foundation**

Bettina Forbes and Danielle Rigg, Co-Founders of the Best for Babes Foundation, will explain why breastfeeding needs a makeover and discuss how the tools of social marketing can help transform the breastfeeding movement into "the mother of all causes", making breastfeeding as mainstream as motherhood itself (TM). The Best for Babes ad campaign, celebrity interviews, social marketing & PR and social media tools (incl. "mommy blogs", "breastfeeding blogs", and breastfeeding on Facebook and Twitter) will be discussed, in the context of changing the way our culture reviews and supports breastfeeding, and shifting the focus off moms and on to the "booby traps"—the cultural and institutional barriers to breastfeeding. Components to a successful cause will be discussed as well as steps Best for Babes is taking to work with the breastfeeding movement, corporations, foundations, the medical community and the media to elevate breastfeeding on par with Komen, (Red), March of Dimes, etc.

Table #: 28

Bylaws Basics

Robert Locke, DO, FACOP, FAAP and Robin Stanton, MA, RD, LD, **USBC Governance Committee**

Befuddled by bylaws? Governance getting you down? Join members of USBC's Governance Committee and most recent Bylaws Task Force to learn from others' experiences with drafting and amending articles of incorporation and bylaws.

Table #: 29

New TJC Core Measure on Exclusive Breast Milk Feeding

Melissa Bartick, MD, MSc and Beverly Curtis, RN, MSN, PNP-BC, IBCLC, **USBC Core Measures Task Force**

Is your hospital measuring exclusive breastfeeding rates? Did you know that after March 31, 2010, The Joint Commission's Pregnancy and Related Conditions core measure set will be retired and replaced with the new Perinatal Care core measure set? The new Perinatal Care core measure set is available for selection for hospitals beginning with April 1, 2010 discharges. The Perinatal Care core measure set comprises the following measures: elective delivery, cesarean section, antenatal steroids, health care associated bloodstream infections in newborns, and exclusive breast milk feeding. USBC's Core Measures Task Force has published a toolkit for hospitals with guidelines on how to accurately collect data on exclusive breast milk feeding. Come meet with members of the task force as we discuss the new core measure and the newly published toolkit.

Table #: 30

Breastfeeding and the HIV Positive Mother

Marian Tompson and Rebecca Magalhaes, **AnotherLook**

A discussion of issues affecting breastfeeding when a mother is HIV positive, including legislation, now in a number of states, mandating testing of all newborns for HIV.