

Christy Jo Hendricks

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The World is Our Audience

Suggested audience:

All individuals and professionals who provide perinatal education, support or services. Promoting collaborations among caregivers and healthcare providers to ensure consistent and continual breastfeeding support.

Presentation Description:

As educators and health organizations, we mostly target prenatal women with the breastfeeding message and then are surprised at the push-back we receive from those who do not embrace breastfeeding. In order to tip the scale in breastfeeding acceptance we must broaden our audience. This presentation will focus on reaching a larger audience. We must project our message to the masses. It is crucial to share breastfeeding education to society, early and frequently. Breastfeeding education should begin in the school system and be geared for each age appropriately. When societies embrace breastfeeding, they will embrace breastfeeding women and see it as the norm.

Learning Objectives:

- 1 Identify at least three additional organizations that must be educated on the importance of breastfeeding
- 2 Identify at least three relations to the breastfeeding mom that must be educated on the importance of breastfeeding
- 3 List at least three reasons we need to begin to supply breastfeeding education to those who are not pregnant or planning on becoming pregnant

Supporting the Mother after Hospital Discharge

Successful Support Group Strategies

Suggested audience:

All individuals and professionals who provide perinatal education, support or services. Promoting collaborations among caregivers and healthcare providers to ensure consistent and continual breastfeeding support.

Presentation Description

The key to mother-to-mother support to improving breastfeeding outcomes is engaging mothers. In this session, Christy evaluates the need and effectiveness of the La Leche League, Peer Counselor and Breastfeeding Café programs in aiding families with their breastfeeding goals. Mother-to-mother support groups are an important component of community continuity of care.

Learning Objectives:

- 1 Describe the role of the facilitator in a mother to mother support group.
- 2 List three strategies for engaging mothers in the mother to mother support groups.
- 3 Compare and contrast a breastfeeding class to a mother to mother support community.

Enhanced Counseling Skills for the Lactation Educator

Suggested audience:

All individuals and professionals who provide perinatal education, support or services.

Presentation Description:

Functioning in the role of a lactation educator, one must be equipped with the tools for effective communication. This topic explores the many ways to communicate successfully with prenatal and postpartum individuals. The talk highlights open-ended questions, affirmations, education and the anticipated results of three-step counseling. The presentation also explains how to recognize "change talk" and what words may signal an "open door" to further opportunities for sharing. Circle Charts and Participant Centered Education are discussed in detail. This talks prepares the counselor to share information in an open-minded, non-judgmental way that results in profitable teaching and learning for the counselor and perinatal person. These skills are presented in a fun, unique way and provide more tools for the lactation educator's tool box.

Learning Objectives:

- 1 Identify the steps in the process of Three Step Counseling
- 2 Create and utilize a Circle Chart
- 3 List at least three terms that signal "Change Talk"

Her passion for advocacy while respecting the autonomous nature of individuals compels her to display compassion and empathy for her clients as well as her audience.

Please refer to the Curriculum Vitae for additional qualifications and information. Presentations included in this brochure come highly recommended and are prepared for 60-90 minute time slots, but can easily be adjusted to meet conference guidelines. Specific talks can also be tailored for your conference.

The speaker fee varies dependent on attendance and location. Travel and accommodation expenses are applied if applicable. Contact Christy Jo to see what options are available for your particular budget. Discounts may apply for non-profits or local conferences. Christy Jo will also promote your event on her social media sites that reach an excess of 35,000 perinatal professionals and advocates. She strives to support your efforts and personally contribute to the success of your conference.


In addition to the sessions below, Christy Jo is also available for the three-day Certified Lactation Educator™ (CLE®) course and full or half-day in-services for staff training. Bring a motivational, passionate professional to support and encourage your staff at your next event.

Christy Jo is a published author, international speaker, inventor of lactation teaching tools, creator of the popular "Lego Stack" comparing breastmilk to formula and creator of the Grow Our Own IBCLC/ Prep Program. She is the author of Mommy Feeds Baby and the co-author of Making Milk, an adult coloring book.

She has been awarded the US Presidential Volunteer Award for her community service, the Phyllis Klaus Founder's Award for her contribution to the Mother/Baby bond and the Above and Beyond Award for innovative projects that exemplify the mission of Public Health. She has also been named Lactation Educator Faculty of the Year from CAPPa and has earned their Visionary Award.

Christy Jo balances humor and evidence-based information in her compelling presentations. She is a regular presenter at the GOLD Lactation Conference, WIC Conferences, La Leche League Conferences and Breastfeeding Coalition sponsored events. She has developed numerous curricula and enjoys presenting information in a memorable fashion.

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Birthing, Bonding & Breastfeeding

normalizing breastfeeding
through education & support

2018 Conference Topics

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Simplifying Birth and Breastfeeding

Suggested Audience:

Midwives, Doulas, Lactation Consultants, Lactation Educators, WIC Staff and other professionals dealing with the general public.

Presentation Description:

This presentation stresses the importance of using simple language in breastfeeding education. Much of the vocabulary used by perinatal professionals can be confusing and intimidating to lay people. There is a focus on simplifying birth and breastfeeding through visual instruction. Teaching suggestions are given throughout the presentation. One example shared is a simple glue bottle with the message that glue comes out of the tip because the area behind the tip is compressed—babies must latch further back, and not on the “tip” in order to avoid causing pain and successfully remove milk.

Learning Objectives:

- 1 Participants will know how to be “birth language interpreters”
- 2 Participant will be able to recognize several terms and professional titles that are not well-known to the general public
- 3 Participants will be able to teach from the known to the unknown
- 4 Participants will be able to teach new concepts and share breastfeeding advice through common items



A Formula for Deception

Suggested Audience:

Lactation Educators, Support Personnel and Parents

Presentation Description:

This revealing talk shows the marketing tactics of formula companies and how the producers effectively use propaganda, generalizations and advertising to convince the general public that their product is equal to breastmilk. Many examples and pictures are shown, captivating the visual learners.

Learning Objectives:

- 1 Participants will be able to list ingredients in breastmilk compared to artificial milk
- 2 Participants will be able to read formula literature and packaging and identify misleading information
- 3 Participants will be able to distinguish marketing tactics exclusively for new moms and breastfeeding moms
- 4 Participants will be able to determine the best marketing tactics for breastfeeding

Western Culture and Breastfeeding

Suggested Audience:

Community educators including those who desire an understanding on how breasts are sexualized in culture, and how media perpetuates the philosophy.

Presentation Description:

This talk shows samples of multi-media sexualizing breasts and how the breastfeeding mother is targeted inadvertently.

Learning Objectives:

- 1 Participants will be able to recognize several advertisements sexualizing breasts
- 2 Participants will be able to identify WHO Code violations and their impact on consumers
- 3 Participants will be able to list steps to help change the tide of infant feeding from artificial human milk to breastmilk

Bridging the Gaps to Provide a Continuum of Care

Suggested audience:

All individuals and professionals who provide perinatal education, support or services. Promoting collaborations among caregivers and healthcare providers to ensure consistent and continual breastfeeding support.

Presentation Description:

This talk uses humor and scenarios to point out the necessity that those entrusted with a family's care be professional, inclusive and open in order to provide the best support possible.

Learning Objectives:

- 1 Participants will be able to conduct self-evaluations to determine if they are building or burning bridges
- 2 Participants will learn skills to enhance communication among colleagues
- 3 Participants will be able to list pillars in the perinatal field who are essential to the breastfeeding relationship
- 4 Participants will be able to list factors that cause bridges to fail

Antagonists of Breastfeeding

Both Real and Perceived

Suggested Audience:

Breastfeeding advocates and educators. A wide range of individuals will benefit from this informative lecture identifying road blocks and antagonists to breastfeeding.

Presentation Description:

This lecture identifies many antagonists that make breastfeeding more difficult. Antagonists include consumerism, healthcare systems, family members, lifestyle and society.

Learning Objectives:

- 1 Participants will identify four major antagonists to breastfeeding
- 2 Participants will recognize misleading advertising and propaganda used by companies marketing breastmilk substitutes
- 3 Participants will be able to list four ways to effectively promote breastfeeding

