

FHOP Webinar Training  
"Strategies to Increase Breastfeeding your County"  
March 23, 2011, 1pm-3pm

### **Presenter Contact information**

#### **Framing the Issue**

Heather Gehlert  
Online Communications Specialist  
Berkeley Media Studies Group  
2130 Center Street., Suite 302  
Berkeley, CA 94704  
p: 510-204-9700 // f: 510-204-9710  
[gehlert@bmsg.org](mailto:gehlert@bmsg.org) // [www.bmsg.org](http://www.bmsg.org)

#### **Baby Cues**

Jane Heinig  
UCDavis – Secrets of Baby Behavior  
<http://lactation.ucdavis.edu>  
blog: [www.secretsofbabybehavior.com](http://www.secretsofbabybehavior.com)  
Coming soon: [www.babybehaviorist.com](http://www.babybehaviorist.com)

#### **Workplace Policy**

Breastfeeding Task Force of Greater Los Angeles  
Karen Peters, Executive Director  
[kpeters@breastfeedla.org](mailto:kpeters@breastfeedla.org)  
Genevieve Colvin, Project Coordinator  
[gcolvin@breastfeedla.org](mailto:gcolvin@breastfeedla.org)  
Voicemail/fax: 213-596-5776  
[www.breastfeedla.org](http://www.breastfeedla.org)

#### **Hospital Policy**

Program: Soft Hospital  
Carol Melcher, Clinical Director  
Perinatal Services Network  
[carol.melcher@gmail.com](mailto:carol.melcher@gmail.com)  
[www.softhospital.com](http://www.softhospital.com)

#### **Resources on breastfeeding available from the California Department of Public Health**

Jeanette Panchula  
Maternal Child and Adolescent Health and WIC programs of the California Department of Public Health.  
<http://cdph.ca.gov/breastfeeding>  
Phone: 707-290-8200 (cell)  
e-mail: [jeanette.panchula@sbcglobal.net](mailto:jeanette.panchula@sbcglobal.net)  
e-mail2: (best to send messages to both places as I only work part time in Sacramento)  
[jeanette.panchula@cdph.ca.gov](mailto:jeanette.panchula@cdph.ca.gov)

Family Health Outcomes Project  
University of California-San Francisco  
web: <http://fhop.ucsf.edu> email: [fhop@fcm.ucsf.edu](mailto:fhop@fcm.ucsf.edu)

## **Presenter Bios**

### **Heather Gehlert, MJ**

Heather Gehlert is a writer, editor and project manager for the Berkeley Media Studies Group, a nonprofit organization and project of the Public Health Institute that studies the way health issues are characterized in the media. Heather holds a master's degree in journalism with an emphasis in new media from the University of California, Berkeley. Previously, Heather was a managing editor for the online news magazine AlterNet.org. She has also spent time as a journalism coach for San Francisco State University. Her work has appeared in numerous publications including the Los Angeles Times, the Oakland Tribune and the Boston Globe.

### **M. Jane Heinig, PhD, IBCLC**

Dr. Jane Heinig an International Board Certified Lactation Consultant on the faculty in the Department of Nutrition at UC Davis where she conducts research in the areas of public health nutrition, clinical lactation, nutrition education, program evaluation, policy development, and infant nutrition, growth and development. She received her PhD in Nutrition Science from UC Davis in 1992 with minors in Statistics and Physiological Chemistry. She became an IBCLC in 1993 and was part of the study team that collected data for the World Health Organization Growth Reference which recently was recommended by AAP and CDC for use in the United States. Dr. Heinig also serves as the Editor-in-Chief of the *Journal of Human Lactation*, is the Executive Director of the UC Davis Human Lactation Center, and Graduate Advisor for the Masters Degree Program in Maternal and Child Nutrition at UC Davis. She has published widely in the scientific literature and is a member of the International Lactation Consultant Association, the American Public Health Association, and the International Society for Research in Human Milk and Lactation. She is also a co-author of the UC Davis-based blog "Secrets of Baby Behavior."

### **Jeanette Panchula, BA-SW, RN, PHN, IBCLC**

BA in Social Work, La Leche League Leader (1975), IBCLC (1985), and RN (1989) and Public Health Nurse (2001). Consults for county and state of California's WIC and MCAH Programs. An experienced trainer of the California WIC Peer Counseling Program, and the Birth and Beyond California Hospital staff training. Presents in English and Spanish to families and Health Care Professionals. Awarded the California NurseWeek Nursing Excellence Award in Community Service in 2009.

### **Karen Peters, MBA, RD, LCCE, IBCLC**

Karen is the Executive Director of the Breastfeeding Task Force of Greater Los Angeles.

She was the lead lactation consultant for the California Birth & Beyond: Training and Quality Improvement project funded by the California Department of Public Health Maternal, Child and Adolescent Program. Karen served as the Policy and Advocacy Chairperson on the Leadership Team of the California Breastfeeding Coalition for four years. She is a La Leche League Leader leading meetings in her community and serving in the Communication Skills Department.

Karen graduated from the UCLA School of Public Health, where she completed the Coordinated Undergraduate Program in Dietetics. She obtained her Master's Degree in Business Administration from Pepperdine University. Karen is a Registered Dietitian, Lamaze Certified

Childbirth Educator and Internationally Board Certified Lactation Consultant. She has worked as a Lactation Consultant, Community College Instructor, and Food Service Manager. Karen is the mother of two breastfed children, Stephen and Emily.

## Training Agenda

- 1:00 – 1:10 **Introductions, overview of webinar objectives**
- 1:10 – 1:30 **Review problem analysis diagram for breastfeeding, identify causal pathways** – Jennifer Rienks, FHOP
- 1:30 – 1:45 **Framing the issue of breastfeeding** – Heather Gehlert, Berkeley Media Studies Group
- 1:45 – 2:00 **Baby cues** – Jane Heinig, UC Davis
- 2:00 – 2:15 **Workplace lactation accommodation**– Karen Peters, Breastfeeding Task Force of Greater Los Angeles
- 2:15 – 2:30 **Hospital policies** – Jeanette Panchula, CDPH, WIC & MCAH
- 2:30 – 2:45 **Resources on breastfeeding available from the State Department of Public Health** – Jeanette Panchula
- 2:45 – 3:00 **Resource on breastfeeding available via FHOP web site** – Katie Gillespie, FHOP