

## Breastfeeding & Beyond:

Practical Tools for Modern-Day  
Parents and Professionals

**Purpose:** To equip breastfeeding support workers with key lactation knowledge to better assist lactating dyads.

**Target Audience:** IBCLCs, registered nurses, registered dietitians, LLL leaders, WIC staff, medical providers, doulas, and others involved in or interested in lactation support.

**Continuing Education:** Applications have been submitted to IBCLE for CERPs, RN CEs and RD CPEUs through the SIU School of Medicine.

### Conflicts of Interest:

Speaker Christy Jo Hendricks declares no conflicts of interest related to this program. Planning committee members Marcella Earl, Emily Sisk, Louanne Theiss, and Penny Dietz declare no conflicts of interest related to this program.

### Reminder:

Non-separating little ones, regardless of how they are fed, will be allowed to remain with their attendee-parent in the meeting room. Please be mindful that even happy baby noises may make it difficult for others nearby to hear the speaker. Please bring with you whatever food your little one needs, as the Task Force can only provide food for paid registrants.



Edwardsville Region  
Breastfeeding Task Force  
2016 Madison Ave.,  
Granite City, IL 62040



## Edwardsville Region Breastfeeding Task Force

31st Annual Conference



# BREASTFEEDING & BEYOND: PRACTICAL TOOLS FOR MODERN-DAY PARENTS AND PROFESSIONALS

Thursday, September 11<sup>th</sup>, 2025

Southern Illinois University  
Edwardsville

Morris University Center  
60 Hairpin Dr, Edwardsville, IL 62025

Keynote speaker:

**Christy Jo Hendricks**  
**IBCLC, RLC, CLE, CCCE, CD**

Hosted by:

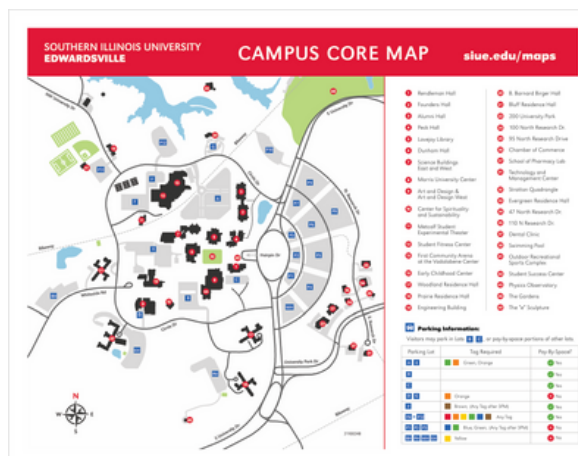
Edwardsville Region Breastfeeding Task  
Force

In partnership with:

Illinois Department of Human Services  
Southern Illinois University Edwardsville  
School of Nursing

## SIUE Campus - Morris University Center

60 Hairpin Dr, Edwardsville, IL 62025



**Parking information will be sent closer to the conference date.**

Participants must attend the entire conference to receive full credit towards continuing education; partial credit cannot be given.

\*\*\*A \$5.00 HANDLING FEE WILL BE CHARGED TO REPLACE A LOST ATTENDANCE CERTIFICATE\*\*\*

\*\*\*If you cancel your registration after September 02, 2025 you will not receive a refund\*\*\*

### Local Hotel Accommodations

- Comfort Inn Edwardsville - St. Louis
- Hampton Inn & Suites St. Louis-Edwardsville

## 2025 Conference Schedule

**7:30am-8:00am** Breakfast Buffet;

Conference Check-In/Registration

**8:00am-8:15am** Opening Remarks

**8:15am-9:15am** A Formula for

Deception: How Predatory Marketing Affects New Parents

**9:15am-9:30am** Break/Shopping

**9:30am-10:30am** Simplifying

Breastfeeding Through Easy-to-Understand Analogies

**10:30am-10:45am** Break/Shopping

**10:45am-11:45am** Generation Next:

How to Reach and Teach the Millennial Audience (social media campaigns & virtual support)

**11:45am-12:45am** Lunch/Shopping

**12:45pm-1:45pm** Lactation Tools,

How to Educate, and When to Refer

**1:45pm-2:00pm** Break/Shopping

**2:00pm-3:00pm** Don't Just Survive- Thrive! Practical, Tangible, Self-Care to Prevent Burnout

**3:00pm-3:30pm** Closing Remarks, Raffle, and Evaluations!

## Registration

### Breastfeeding & Beyond: Practical Tools for Modern-Day Parents and Professionals

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Employer: \_\_\_\_\_

\_\_\_\_ Yes, I will need to use a breast pump room

Meals are buffet style (unless otherwise specified)

Vegan:\_\_\_\_ Gluten-Free:\_\_\_\_

### Conference Fees

\_\_\_ \$100 (On or Before 09/02/25)

\_\_\_ \$120 (After 09/02/25)

Organizations with 5 or more attendees will be discounted--please contact us at latationgurus@gmail.com for pricing

If paying by check, mail this form and your check payable to:

**Edwardsville Region Breastfeeding Task Force**

Attn: Emily Sisk

2016 Madison Ave., Granite City, IL 62040