



Breastfeeding: supporting the journey

Annual Health Professional Seminar Series 2025

Sydney Monday, 10 March 2025

Brisbane Tuesday, 11 March 2025

Melbourne Friday, 14 March 2025

Perth Saturday, 15 March 2025

Online program from 31 March to 31 May 2025



Australian
Breastfeeding
Association

For Health
Professionals

Learn more

breastfeeding.asn.au/seminars

Online program 2025

Available from 31 March to 31 May
Access all six recordings from the live seminar program as well as these six pre-recorded presentations:



Breastfeeding among Aboriginal and Torres Strait Islander women **Dr Catherine Chamberlain**

This presentation will include an overview of breastfeeding among Aboriginal and Torres Strait Islander women, and discuss some key issues related to supporting Aboriginal and Torres Strait Islander women to breastfeed, including intergenerational trauma.

Trying to understand iron **Dr Jennifer Hocking**

Midwives and others will be familiar with the management of maternal iron levels during the second and third trimesters of pregnancy. Others may know about the debates that rage on infant iron stores and deficiency in the breastfeeding child's first year. This presentation will dig deep into these aspects of practice and explore the challenges of providing evidence-based information and care for women in pregnancy and for parents of breastfed babies in their first year of life. A little bit of biochemistry and a lot about approaches to care.

Forewarned is forearmed: breastfeeding aversion response and other common breastfeeding challenges **Dr Melissa Morns**

This presentation shares key findings from Melissa's PhD research on Breastfeeding Aversion Response, and findings about common breastfeeding challenges. Results show that while challenges are ubiquitous, appropriate support enables women to overcome them, leading to a positive overall experience. Insights from a national survey of over 5000 respondents inform strategies for healthcare professionals to empower women and foster a supportive breastfeeding environment.

The Physician Breastfeeding Guide and the Swivel Bassinet's Trial: a deep dive **Karen Graham**

To improve breastfeeding care, Interior Health developed new programs and resources to address gaps identified during consultation and evaluation processes. This presentation shares more detail on what has become an important project resource - the *Physician Breastfeeding Guide*. The resource was developed over 5 years with intensive collaboration of about 50 health care providers and will be released in early 2025. The goal of this guide is to enhance the involvement of physicians in breastfeeding care, and to increase their role as advocates. The presentation also shares more on our pilot project with swivel bassinets and the outcomes of this trial.

It takes a (virtual) village **Nicola Kett**

Babies require 24/7 care. Mothers need access to timely breastfeeding information and support, particularly in the early weeks of establishing breastfeeding. Feedback indicates new mothers are increasingly reluctant post COVID-19 to take their baby out and about prior to their first immunisations. To provide mothers with easily accessible support during this critical period the Australian Breastfeeding Association created the Virtual Village family with antenatal, newborn and ongoing breastfeeding support available online via interactive webinars. This presentation will provide an overview of the Virtual Village program offerings, how they are designed to meet the needs of mothers with newborns in particular and will share feedback received from mothers engaging in the Virtual Village sessions.

View the full live seminars and online program information and speaker details at breastfeeding.asn.au/seminars



Live seminar program 2025

Sydney, Brisbane, Melbourne and Perth
from 10 to 15 March

Recordings also available in the
online program



7:45 am **Registrations open**

8:30 am **Welcome and introduction**

8:45 am **Who cares? Unpacking the role of care in clinical practice** **Dr Jennifer Hocking**

As health professionals we care for patients, women, families, mothers, babies and children, but what does this mean? How does our care matter? This presentation will challenge your ideas around what care is and help you reflect on how you care for others in your day-to-day work. We will try to define what care is and how it can be performed well. We will examine the unique situation where clinicians are providing breastfeeding support and care for two people – mother and baby. How can we make sure that our care makes a difference?

9:45 am **The Breastfeeding Systems Change Project: an 11-year report card from Interior Health, British Columbia, Canada** **Karen Graham**

The process of achieving change is complex. Commitment to breastfeeding best practice from maternity care providers and family care physicians is critical. The Baby-Friendly Initiative (BFI) designation process addresses best care requirements but is expensive and challenging to implement across large geographical areas. Join Karen as she breaks down the Breastfeeding Systems Change Project including the initial goal to improve breastfeeding awareness with art, the next steps of journey mapping, and the development of new programs and resources to improve breastfeeding care. The presentation is a fascinating look into how the journey and its outcomes changed along the way, culminating in their last and most important resource, the *Physician Breastfeeding Guide*.

10:45 am **Morning tea**

11:15 am **Hypertension? Diabetes? Epilepsy? Depression? Infection? Benefits versus risks with medication usage during pregnancy and lactation** **Dr Treasure McGuire**

Pregnancy and breastfeeding present unique challenges for managing medical conditions due to the dual need to safeguard maternal health while protecting foetal or infant development. The balance between effective treatment and minimising medication risk is essential. This presentation addresses the safety profiles of medication used for the management of hypertension, diabetes, epilepsy, depression and infections.

12:15 pm **Marri Gudjaga: breastfeeding support for Aboriginal women** **The Marri Gudjaga team**

The Marri Gudjaga Project explores and evaluates how to effectively support Aboriginal women with breastfeeding. This project has included training and evaluating Aboriginal Peer Support Workers as well as yarning with women and health professionals about ways to support breastfeeding. Through the collaborative efforts of an Aboriginal videography team, one of the participating services (Gadhu) and the Australian Breastfeeding Association, we have also developed breastfeeding videos.

1:15 pm **Lunch**

2:15 pm **Maternal analgesia, anaesthesia and diagnostic contrast investigation: breastfeeding implications** **Dr Treasure McGuire**

Maternal analgesia and anaesthesia during the peri- and postpartum period represent a critical phase for both maternal recovery and the initiation of breastfeeding. In addition, the choice of contrast media for maternal diagnostic investigations can have significant implications for breastfeeding outcomes. This presentation explores the complex interplay between maternal clinical care and supporting optimal breastfeeding outcomes.

3:15 pm **Creating breastfeeding influencers and engaging community support: lessons from a breastfeeding promotion program** **Dr Nishamanie Karawita**

Many families stop breastfeeding earlier than planned and require more support to sustain breastfeeding. This presentation discusses the development and implementation of our multifaceted community-based breastfeeding promotion and support strategies to address the unique barriers and challenges being experienced within population groups. The strategies include training of bi-cultural workers in breastfeeding mentoring, community awareness raising, creating breastfeeding supportive environments, reorienting health services, development of posters with breastfeeding messages in community languages and a social media campaign using storytelling technique.

4:15 pm **Closing remarks**

4:30 pm **Close**

Sponsorship opportunities

For information or to download the sponsorship and exhibition prospectus visit breastfeeding.asn.au/seminars, email marketing@breastfeeding.asn.au or call 03 9690 4620.



PLEASE NOTE: The Australian Breastfeeding Association (ABA) reserves the right to change the program and speakers if they are unavailable due to illness, injury or unforeseen circumstances and events. All views and opinions of the speakers are not necessarily the position held by ABA. To view ABA's position statements, visit breastfeeding.asn.au

All 2025 live seminar registrants will receive access to the full online program at no additional cost. If, due to unforeseen circumstances, the live seminars are not able to go ahead, they will be replaced by a live-streamed seminar on Friday, 14 March 2025. The online program will then become available as normal. No refunds will be supplied.

Speakers: live seminars and online program



Karen Graham RD, CDE

Karen is a population health and public health dietitian with Interior Health, a government health authority in British Columbia, Canada. Karen is a large-project coordinator, published award-winning author, and public speaker, as well as the innovator and coordinator of a series of breastfeeding projects, 2013 to 2025. These projects include the Breastfeeding Art Expo, Breastfeeding Journey Mapping and Breastfeeding Systems Change Project and *Physician Breastfeeding Guide*.



Dr Jennifer Hocking PhD, MMid, GradDipMid, BN, BA, RM RN, FACM

Jen worked as a midwife for 20 years before undertaking a PhD – a focused ethnographic study of lactation consultant practice. She was a lecturer in, and course coordinator of, the Bachelor of Midwifery program at the Australian Catholic University (Melbourne) from 2018 to late 2023. Jen was awarded a fellowship of the Australian College of Midwives (ACM) in 2023 and has been ACM Victorian Branch Chair since 2018. For the Australian Breastfeeding Association, Jen coordinates the ABA WHO Code Taskforce project and leads professional engagement.



Dr Nishamanie Karawita MBBS, MSc, Cert IV Leadership and Management, 10961NAT Community Breastfeeding Mentoring

Nisha oversees the Breastfeeding Promotion Program at cohealth, a leading community health organisation in Melbourne. Nisha has worked nationally and internationally in public health and health promotion positions

related to maternal and child health, and infant and young child feeding. Roles included the National Program Officer for UNICEF, Country Office Sri Lanka and primary health care in Australia.



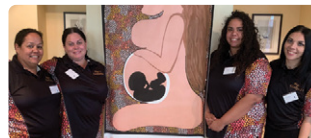
Dr Treasure McGuire PhD, BPharm, BSc, GradDipClinHospPharm, GChEd, FACP, FPS, FANZCAP (Edu, ObsGynae), MSHP

Treasure is a medicines information pharmacist, educator, and researcher in reproductive health. As Assistant Director of Pharmacy, Treasure regularly presents for GP credentialing with Mater Mothers' Hospital, Brisbane and consults on complex cases assessing medication safety in pregnancy and lactation. Treasure holds appointments as: Assoc/Prof of Pharmacology, Faculty of Health Sciences and Medicine, Bond University, and Assoc/Prof Clinical, School of Pharmacy, University of Queensland.

The Marri Gudjaga team



Rebecca Thorne



L-R:
Rose Johnson,
Alisha Varagnolo,
Taylor Hilder and
Lakayla Dickson

The Marri Gudjaga team is based on Dharawal country, at the University of Wollongong and in Aboriginal health services across NSW, including Aboriginal Maternal Infant Health Services (AMIHS) and an Aboriginal community-controlled health service. Our team presenting includes Lakayla Dickson (Peer Support Worker, presenting in Sydney and Brisbane), Rose Johnson (Aboriginal research assistant, presenting in Melbourne), and Rebecca Thorne (project manager and dietitian, presenting in Perth).

Speakers: online program only



Dr Catherine Chamberlain PhD, MScPHP, MPH

Professor Catherine Chamberlain is a Palawa Trawlwoolway woman (Tasmania), Director of Onemda Aboriginal and Torres Strait Islander Health and Wellbeing and Head of the Indigenous Health Equity Unit at the Melbourne School of Population and Global Health, University of Melbourne. As a registered midwife and public health researcher, Catherine aims to identify perinatal opportunities to improve health equity across the life course. Catherine is also the inaugural Editor-In-Chief of *First Nations Health and Wellbeing – The Lowitja Journal* and Principal Investigator for two large multi-disciplinary projects.



Nicola Kett BHealthSc

Nicola has worked as a Health Promotion Officer at the Australian Breastfeeding Association since 2021. She majored in Health Promotion and Nutrition at university and has experience promoting healthy eating and skill development in a community kitchen setting. Nicola coordinates ABA's online education offerings for expectant and new parents.



Dr Melissa Morns PhD, MPH, BHSc Naturopath

Melissa Morns has dedicated her research to understanding and supporting breastfeeding women. Melissa has published several papers on breastfeeding challenges and breastfeeding aversion response and highlights that although most women face challenges, appropriate support enables a positive experience. Melissa aims to empower women and healthcare professionals with her research.



The Australian Breastfeeding Association is thrilled to present the Annual Health Professional Seminar Series 2025, *Breastfeeding: supporting the journey*.

The Annual Health Professional Seminar Series once again brings together thought and practice leaders, via face-to-face and online learning experiences.

Breastfeeding: supporting the journey provides a curated opportunity to expand your skills and knowledge, as well as network with like-minded health professionals at our live seminars, then dive deeper into critical issues via our online program.

Held in four major cities across Australia, why not take this opportunity to visit and explore one of the beautiful state capitals near you?

Professional development points

Australian College of Midwives CPD Endorsed Activity hours have been applied for. Please check our website for updates on professional development points.

Learn more breastfeeding.asn.au/seminars

Live seminar venues

Sydney Monday, 10 March 2025

Rydges Sydney Central, 28 Albion Street, Surry Hills

Brisbane Tuesday, 11 March 2025

Sofitel Brisbane Central, 249 Turbot Street

Melbourne Friday, 14 March 2025

Pullman Melbourne on the Park, 192 Wellington Parade

Perth Saturday, 15 March 2025

Parmelia Hilton Perth, 14 Mill Street

Online program

Access the live seminars from your computer or mobile device by registering for the online program (31 March to 31 May 2025). You will also gain access to six additional pre-recorded presentations available exclusively online.

Live seminar registrations automatically upgrade to the online program at no additional cost.

Registration fees

| Members* | | Standard fee | |
|---|----------|--------------|----------|
| Early bird** | Standard | Early bird** | Standard |
| Live seminars and online program | | | |
| \$265 | \$295 | \$295 | \$310 |
| Online program only | | | |
| \$265 | \$295 | \$295 | \$310 |

Early bird ends at 5:00 pm AEDT on 31 January 2025.

*ABA member price. Become a member at breastfeeding.asn.au/memberships. Health professionals, see breastfeeding.asn.au/health-professionals

**Go into the draw to win one night's accommodation at the live seminar venue in your chosen location if you register before 5:00 pm 31 January 2025. One prize available in each location, subject to live seminars going ahead.

Learn more breastfeeding.asn.au/seminars

Register

Register via the link at breastfeeding.asn.au/seminars

Payment can be made via credit card. For help with registration, contact the seminar series secretariat, Rachel Washington, Mecca Concepts Pty Ltd. Email rachel@meccaconcepts.com.au.

Follow us on social media.
#2025HPSeminars #SupportingTheJourney

@ozbreastfeeding



Australian Breastfeeding Association

For Health Professionals

About the Australian Breastfeeding Association

The Australian Breastfeeding Association (ABA) is the leading provider of breastfeeding education in Australia, with a long tradition of providing high quality, evidence-based breastfeeding education for health professionals.

The Annual Health Professional Seminar Series 2025, *Breastfeeding: supporting the journey*, is your opportunity to hear from experts in the field of infant and maternal health, brought to you by Australia's peak body for breastfeeding information.

ABA is a not-for-profit organisation. Any income from the seminars is used to support the provision of evidence-based and best practice breastfeeding information to mothers, their support networks and health professionals.

The Australian Breastfeeding Association is a registered training organisation and receives funding from the Australian Government. ABN: 64005081523 RTO: 21659.

Dec 2024

Learn more breastfeeding.asn.au/seminars