8:00 - 8:10  Introduction

8:10 – 8:50  State of the State  
Becky Mannel, MPH, IBCLC, FILCA  
*Director, Oklahoma Breastfeeding Resource Center (OBRC)*

8:50 – 9:50  Facts vs. Fibs: Countering Misinformation and Fear-Based Anti-Breastfeeding Campaigns  
Kimberly Seals-Allers, President, SHIFT Strategic Communications

9:50 – 10:10  BREAK

10:10 – 10:15  Baby-Friendly Video: A Doctor’s Story

10:15 – 11:15  Baby-Friendly USA: Revisions to the Guidelines and Evaluation Criteria  
Trish MacEnroe, Executive Director, Baby-Friendly USA

11:15 – 11:45  Panel Session: What I Have Learned About Baby-Friendly  
Facilitator: Amanda Parsons, MA, RDN/LD, IBCLC, Assistant Director, Clinical Ops, OBRC  
Panelists: Health Care Professionals from around Oklahoma

11:45 - 12:15  Importance of Baby-Friendly Hospitals in Oklahoma  
Keith Reed, MPH, CPH, RN, Deputy Commissioner, Community Health Services, OSDH

12:15 – 1:10  Boxed Lunches by Zoe’s Kitchen!

1:10 – 1:15  Baby-Friendly Video: A Nurse’s Story

1:15 - 2:15  Communities Matter: Effective Community Engagement Strategies to Build Breastfeeding Supportive Communities  
Kimberly Seals-Allers, President, SHIFT Strategic Communications

2:15 - 2:30  BREAK

2:30 - 3:30  Safe Implementation of Baby-Friendly Practices  
Trish MacEnroe, Executive Director, Baby-Friendly USA

3:30 – 3:35  Baby-Friendly Video: A Mother’s Story

3:35 - 3:55  Hotline and Online Training Updates  
Jaclyn Huxford, BS, IBCLC, Director of Technical Operations, OBRC

3:55 - 4:00  Close