



Becoming Baby-Friendly in Oklahoma
8th Annual Summit, Friday, February 28, 2020
Samis Education Center, OKC, OK



- 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