1st Middle East Breastfeeding & Maternal Health Conference

Date 6th to 8th October, 2016
Le Royal Hotel
Welcome

On behalf of the organizing committee we would like to welcome you to this important scientific event to be held in Amman- Jordan, during the dates of 6th to 7th October, 2016 at Le Royal Hotel.

The conference is indispensable for professionals working in the area of breastfeeding and human lactation. A true meeting of the minds that will convey new knowledge, teach crucial skills, and connect you to a supportive caring community.

Participants come from a wide range of backgrounds would include; physicians, nurses, nutritionists, research experts, public health providers, students, educators, midwives, and lactation professionals.

You would also have the opportunity to enjoy all that Jordan has to offer in hospitality, good weather and touristic attractions.

We look forward to see you in Amman.
President of the Conference:
Prof. Zaid Kilani - President of Farah Hospital

Organizing & Scientific Committee:

Dr. Hiyam Shamoon - Chairman
Dr. Ahlam Al-Awamleh
Dr. Amjad Jumaiaan
Dr. Hani Ababneh
Dr. Kamil Fram
Dr. Khaldoun Khamaiseh
Dr. Maher Maaita
Dr. Mahmoud Jaber
Dr. Majeda Al-Jallad

Dr. Mazen Zibdeh
Dr. Ramzi Kilani
Dr. Rula Qutami
Dr. Taleb Sweiti
Dr. Vira Amarin
Dr. Zeid Rawhi Kilani
Karam Kilani
Suzan Akijian
Advisory Panel:

Dr. Abdel Elah Sumrein
Dr. Abdullah Bashir
Dr. Abir Ennab
Dr. Amal Al-Daqqaq
Dr. Ehsan Mobaideen
Dr. Fawzi Hamouri
Dr. Hamida Shahin
Dr. Hani Ababneh
Dr. Hashem Al-Momani
Dr. Khaledoun Al-Shareef
Dr. Lamia Alhaj Hasan
Dr. Maha Al-Muhtaseb
Dr. Mahmoud Dabbas
Dr. Mahmoud Kaabneh
Dr. Mahmoud R. Taher
Dr. Marlin Nino
Dr. Mohammed Tarawneh
Dr. Mousa Al-salah
Dr. Muin Habashneh
Dr. Sulaiman Thabeet
Dr. Zaid Kilani
Dr. Zuhair Kilani
Dr. Falah Abdallah Khalifa
Eng. Walid Al-Khaledi
Main Topics:

1. Cultural aspects in breastfeeding
2. Breastfeeding and nutrition
3. Breastfeeding kits
4. Maternal preparation for BF after birth
5. No milk situations
6. BF supplements
7. Breastmilk banking
8. Mother and child bonding
9. Maternal health while breastfeeding
10. Complications of insufficient milk production
11. Breast assessment
12. Breast milk and sleep
13. Supporting young mothers
14. Breast milk alternatives
15. Role of health care workers in supporting BF
16. BF in hospitals
17. BF and the working mother
Who Should Attend:

Any health professional or breastfeeding supporter working with breastfeeding families – lactation consultants, gynecologist, Immunologists, neonatologists, child health nurses, midwives, paediatric nurses, dietitians, speech therapists, medical doctors, breastfeeding counsellors and community educators and allied health professionals.
Workshops:

1. A Cultural Competency Workshop for Maternal Child Healthcare Providers

Cultural competence is a critical component to providing appropriate individualized care for mothers and babies in the healthcare setting. One of the key elements to developing cultural competence is to raise cultural awareness. Cultural awareness is the primary building block and without it healthcare providers would be unable to build the skills and attitudes necessary for cultural competence. In creating a cultural competence workshop it is critical to establish the current awareness of the group without shaming or “outing” participants and their cultural views. By making participants aware of their own culture and their individual cultural awareness we can build from there to further expand and educate them on culture that differs from their own, often in ways unseen and unexpected by the participants.
2. Addressing Breastfeeding Support in the Urban Primary Care Setting

The primary care setting in an urban environment most frequently involves vulnerable communities challenged by racial inequities. Special challenges exist for the breastfeeding mother in this setting. In many cases, she is a young, single woman with poor access to healthcare and little to no family support for breastfeeding. Therefore, healthcare providers are confronted with the unique opportunity in providing not only routine healthcare but also the breastfeeding guidance for something that “we want for them” when we are not always sure “how to make it work for them”. This workshop is based on the breastfeeding challenges encountered in clinical practice for the urban underserved.
3. How to Find or Develop a ‘Breastfeeding Friendly’ Training Program

The workshop will include discussion by presenters from several specialties of the unique challenges that lactating residents face and tools to evaluate a specific residency program’s current level of support for their residents, faculty, staff and patients. We will then discuss ways to identify barriers to change and review the “Influencer” model which highlights the importance of leveraging many sources of influence to achieve results. We will provide guidelines and handouts to jumpstart local efforts to create breastfeeding medicine interest groups, and breastfeeding physician support groups.
4. Management of Induced Lactation and Relactation

In this workshop we will discuss a variety of management strategies to help mothers induce lactation. We will review maternal health and psychosocial factors that play a role in coordinating a plan of care for each mother. We will also review patient education needed for these mothers.

5. Appropriate Use of Supplementation in the Breastfed Infant

The workshop will consist of a learner-centered case-based analysis of the issues involved in evaluation and management of a breastfed infant with poor weight gain.
6. Skin-to-Skin at C-Section: Safe Implementation Using Lean Management Principles

In this workshop, we will describe the Lean Management principles that can be used to establish safe processes in our hospitals for providing skin-to-skin. Not only will we discuss pitfalls, dangers, and stories of success, but we will also map out in detail the complexity of providing this care. We will demonstrate the process of changing from a hospital where the baby was routinely separated from mom at C-section to a hospital where skin-to-skin can be safely provided.

7. Educational Advocacy in Breastfeeding Medicine – A Roundtable Discussion

To broaden the reach of breastfeeding medicine (BFM) educational events (EE), typically limited to academic centers and/or lactation consultants’ organizations, this interactive workshop will be presented by a team of BFM advocates who will discuss the effective and affordable ways of preparing and conducting a wide range of BFM EEs. Key materials will be disseminated among attendees.
Platinum Sponsors

Pre-event involvement
• Logo on the front cover of the brochure under the heading of Platinum Sponsor which will be mailed to event database
• Company logo on the poster under the heading of Platinum Sponsor
• Company logo and profile featured on the website as Platinum Sponsor
• Company logo to feature on the E-brochure
• Reciprocal website hot link to the company’s website.
• Acknowledgements in all PR and media campaigns where ever possible

At event branding and exhibitions
• 1 Satellite Symposium* -
• 1 Workshop* - Arrangement to conduct a 1 hour closed door session
• Logo to predominantly feature on congress signage displayed on auditorium (back drop), through out conference venue as Platinum Sponsor.
• 1 pop up corporate roll-up at the registration desk and exhibition area or refreshment area produced by organiser
• 6 mtr/sqm booth space for networking
• One Page dedicated for Sponsor’s advert on the final program
• Logo on conference documentations as Platinum Sponsor
• Corporate literature or promotional material to be included on the delegate pack
• 5 complimentary delegate passes for the entire congress
• 4 complimentary passes for the staff for exhibition area.

*Topic and presentation require the Scientific Committee’s approval and should be submitted by (define date). Speaker logistics & honorarium (if applicable) to be managed by Sponsor
Gold Sponsor

Pre-event involvement
- Logo on the front cover of the brochure under the heading of Gold Sponsor which will be mailed to database
- Company logo on the poster under the heading of Gold Sponsor
- Company logo and profile featured on the website as Gold Sponsor
- Company logo to feature on the E-brochure
- Reciprocal website hot link to the company’s website.

At event branding and exhibitions
- Meet the Experts Session * - Arrangement to conduct a 1 hour closed door session
- Logo to predominantly feature on congress signage displayed on auditorium (back drop), throughout conference venue as Gold Sponsor.
- 4 mtr/sqm booth space for networking
- Half Page dedicated for Sponsor’s advert on the final program
- Logo on conference documentations as Gold Sponsor
- Corporate literature or promotional material to be included on the delegate pack
- 4 complimentary delegate passes for the entire congress
- 3 complimentary passes for the staff for exhibition area.

*Topic and presentation require the Scientific Committee’s approval and should be submitted by (define date). Speaker logistics & honorarium (if applicable) to be managed by Sponsor
Silver Sponsor

Pre-event involvement
- Logo on the front cover of the brochure under the heading of Silver Sponsor which will be mailed to database
- Company logo on the poster under the heading of Silver Sponsor
- Company logo and profile featured on the website as Silver Sponsor
- Company logo to feature on the E-brochure
- Reciprocal website hot link to the company’s website.

At event branding and exhibitions
- 1 Workshop* - Arrangement to conduct a 1 hour closed door session
- Logo to predominantly feature on congress signage displayed on auditorium (back drop), throughout conference venue as Silver Sponsor.
- 3 mtr/sqm booth space for networking
- Half Page dedicated for Sponsor’s advert on the final program
- Logo on conference documentations as Silver Sponsor

*Topic and presentation require the Scientific Committee’s approval and should be submitted by (define date). Speaker logistics & honorarium (if applicable) to be managed by Sponsor
**other Participation**

1. Participate at the conference exhibition Minimum 3 meters 500 JD per Meter.
2. Sponsoring satellite symposium 7000 JD.
3. Sponsoring Lunch for 250 persons: 65 JD per person.
4. Sponsoring one Coffee Break for 250 persons: 20 JD per Person.
5. Sponsoring speakers (economy ticket + accommodation). 2500 JD.
6. Announcement colored / inside page for 700 JD.
7. Sponsoring registration fees for doctors from Jordan or other countries.
Floor Map

Note:
1) 500 JOD Per Meter
2) 3 mtrs Minimum
General Information

Conference venue
Le Royal Hotel Amman

Registration
Registration starts on 5th May, from 8:00 am to 17:00 pm and from 8:30 am to 16:00 pm daily thereafter.

Registration Fees Include
• Congress bag.
• Programme book
• Opening ceremony and reception
• Admission to the exhibition.
• Meals.
• Coffee breaks

Badges
• The participants name badges serve as an admission pass to all scientific sessions, the exhibition and the congress area.
• Participants are kindly requested to keep their name badges displayed at all times during the congress.

Mobile phones
Delegates are kindly requested to switch off their mobile phones during the sessions.

Weather
Weather average temperature in October

<table>
<thead>
<tr>
<th>Hours of sun</th>
<th>Humidity (%)</th>
<th>Maximum temp (°C)</th>
<th>Minimum temp (°C)</th>
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<tbody>
<tr>
<td>8</td>
<td>59</td>
<td>30</td>
<td>18</td>
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</tbody>
</table>

Currency
One Jordanian Dinar is equivalent to 1.4 USD.

Wifi available free on site
Conference Secretariat:

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