H2011: Joint Program: Section on Breastfeeding and Council on Communication and Media

Algorithms & Attachment: Breastfeeding Medicine in the Age of the Influencer

Saturday, October 3

8:00 AM	**Introduction/Welcome*** *Moderator: Maya Bunik, MD, MPH, FAAP*
8:05 AM	**Oral Abstract #1 Quantifying Infant Formula Utilization and Plastic Waste in a Birth Hospital: A Baseline Assessment to Support Baby-Friendly Hospital Implementation** *Anuja Sriparameswaean, MD, MS, MPH, FAAP, IBCLC*
8:15 AM	**Oral Abstract #2 Human Milk Fatty Acids in Pre-Eclampsia and Normotensive Mothers** *Nicola Harris, DO*
8:25 AM	**Q & A**
8:35 AM	**Ruth Lawrence Emergent Leader in Breastfeeding Award*** *Presenter: Maya Bunik, MD, MPH, FAAP Awardee: Tarayn Fairlie, MD, NABBLM, FAAP*
8:45 AM	**Intro to Speaker #1***
8:50 AM	**Speaker #1: Navigating the Social Media Space on Breastfeeding** *Jennifer Thomas, MD, FAAP*
9:20 AM	**Intro to Speaker #2***
9:25 AM	**Speaker #2: Latching onto Logic: Navigating the "Dr. Google" Approach to Breastfeeding** *Ross Newman, MD, FAAP*
9:55 AM	**Break***
10:05 AM	**GROUP ACTIVITY***
10:20 AM	**Intro to Speaker #3***
10:25 AM	**Speaker #3: Breastfeeding in the Age of Misinformation: A Pediatrician's Role in Restoring Trust** *Todd Wolynn, MD, MMM, FAAP*
10:55 AM	**Intro to Speaker #4***
11:00 AM	**Speaker #4: Donor Milk, Misinformation, and the Digital "Black Market"** *Alison Wolf, CPNP, IBCLC*
11:30 AM	**Q&A Panel Discussion** *Moderator: Maya Bunik, MD, MPH, FAAP*
12:00 PM	**Adjourn**

**This portion of the agenda is not designated for CME credit.*