

Best Start's Annual Maternal,
Newborn and Child Health Conference

PERSPECTIVES AND PRIORITIES

January 27 – 28, 2004
BOM Institute for Learning
Toronto, Ontario



best start
meilleur départ

Ontario's maternal, newborn and early
child development resource centre

Centre de ressources sur la maternité,
les nouveau-nés et le développement
des jeunes enfants de l'Ontario



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This year's conference covers a mix of current and emerging issues and strategies related to maternal, newborn and early child health. Join colleagues from different sectors across the province as we examine a range of topics, share insights, practical tools and resources.

Don't miss this important networking and learning opportunity as we challenge our perspectives and priorities.

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PRECONFERENCE SESSION *Monday, January 26*

This year we're pleased to offer two preconference sessions. Communications and advocacy are important components of an overall strategy to improve the health of new and expectant parents, infants and young children. We trust that these two sessions will help strengthen your efforts within your communities.

SESSION A – *Media Advocacy*

NANCY DUBOIS,
The Health Communication Unit

Media advocacy is the process of working with the media to influence healthy public policies through shaping debate about the topic. Successful media advocacy ensures that issues include a public health perspective, emphasize the social, cultural, economic and political dimensions of health problems, and stress the importance of participation and empowerment in health promotion. The workshop will provide participants with a recommended process, many tips and strategies regarding framing for access and content, using examples from the field of maternal, newborn and child health. A workbook will be provided.

SESSION B – *Fear-based Health Communication: Getting it right.*

JOSIE D'AVERNAS,
Program Training & Consultation Centre

LARRY HERSHFIELD
The Health Communication Unit

This workshop will explore the hotly debated area of fear appeals in health communication. Do they work? For whom? At what risk? Can unintended side effects be avoided? Workshop leaders will provide highlights from the research on fear communications. They will illustrate theory and evidence-based principles with examples of good and bad fear messaging. Examples will be drawn from campaigns designed for pregnant women and their partners. Workshop participants will leave with a good understanding of the do's and don'ts of effective fear-based messaging, as it applies to pregnancy.

LINDA SMITH, BRIGHT FUTURE LACTATION RESOURCE CENTRE

Linda Smith is an active lactation consultant and co-founder of Bright Future Lactation Resource Centre. She has produced many educational materials about breastfeeding management. Linda helped form the International Board of Lactation Consultant Examiners and the International Lactation Consultant Association (ILCA). She currently serves on the ILCA's Professional Education Council and the United States Breastfeeding Committee as well as the Coalition to Improve Maternity Services.

First Feedings: The Influence on Birth Practices on Breastfeeding Initiation.

We know that "breast is best" but we also know that breastfeeding doesn't always come easily. There are many factors that influence successful initiation of breastfeeding. As we work to support mothers in their efforts to breastfeed, a pattern of problems is becoming evident among healthy term infants. These problems are not related to maternal motivation, family or social stresses or even unrealistic expectations, nor are these breast problems. Rather the impact of birth practices on infants and the initiation of breastfeeding are questioned.

KATHY COOPER, CANADIAN ENVIRONMENTAL LAW ASSOCIATION

Kathy Cooper has worked in environmental research positions for twenty years and joined the Canadian Environmental Law Association (CELA) in 1987. As Senior Researcher at CELA she provides casework support to environmental litigation files and has directed several major law reform campaigns on the subjects of toxic substances, pesticides and land use planning. She has written extensively on the subject of environmental policy and children's health with a particular focus in recent years on federal law and policy concerning toxic substances and pesticides. Kathy also chairs the steering committee of the Canadian Partnership on Children's Health and Environment (CPCHE), an innovative forum to facilitate collaboration among health, environment and childcare professionals promoting children's environmental health in Canada.

Children and the Environment

Children are increasingly recognized as being more exposed and more vulnerable to environmental contaminants. Good information exists as to health concerns of a small number of contaminants such as lead, mercury, or the contribution of air pollution to asthma. However, there is an enormous knowledge gap about most of the thousands of toxic substances to which children are routinely exposed. At the same time, preliminary evidence is very troubling. Health concerns arise about cancer, and effects on the respiratory, reproductive, nervous, endocrine and immune systems. Evidence is limited but the stakes are very high. A preliminary list of substances of concern is presented. Available evidence is noted about where exposure is most likely and what policy responses exist or are needed. The presentation concludes with a demonstration of the recently launched portal website of the Canadian Partnership for Children's Health and the Environment.

INSIGHT THEATRE – A PLANNED PARENTHOOD OTTAWA PROGRAM

For the past 22 years Insight Theatre of Planned Parenthood Ottawa has been harnessing the talent, intelligence and energy of youth across the Ottawa area and using it to empower other teens to make healthy and informed choices. With over 35 performances a year, Insight Theatre will reach nearly 10,000 senior elementary and high school students, in addition to other groups in the Ottawa community such as parents, teachers, youth care workers and medical professionals. From safer sex to healthy sexuality, contraception to abstinence, healthy relationships to violence and bullying, depression and suicide to drug and alcohol use, discrimination to empowerment – Insight addresses it all and does it with courage and conviction.

Special Presentation

The Insight Theatre show is a series of scenes that have been conceived, written and performed by the nine youth on-stage and is aimed directly at their peers. A new troupe of youth create a new show each season, however the themes always remain the same - sexuality and healthy relationships. Addressing issues such as contraception, Sexually Transmitted Infections (STIs), sexual orientation, unintended pregnancy options, sexual assault and sexual readiness, Insight hopes to provide youth with an educational and empowering experience.

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LINDA DUXBURY, SPROTT SCHOOL OF BUSINESS, CARLETON UNIVERSITY

Linda Duxbury is a Professor at the Sprott School of Business, Carleton University. Within the past decade she has completed major studies on balancing work and family in the public, private sectors and not for profit sectors; HR and work-family issues in the small business sector; management support (what is it and why does it matter?); career development in the public sector and in the high tech sector; generational differences in work values. Dr. Duxbury conducts research which evaluates the organizational and individual impacts of e-mail, portable offices, cellular telephones, telework, flexible work arrangements, shiftwork, regular part-time work and on-site day care programs, change management and studies what makes a “supportive” manager. She has recently completed a major a follow-up study on work-life balance in which 32,800 Canadian employees participated. Dr. Duxbury held the Imperial Life Chair in Women and Management from 1992 to 1996 and is current Director of Research for the Carleton Centre for Research and Education on Women and Work. In May, 2000 Dr. Duxbury was awarded the Public Service Citation from the Association of Public Service Executives for her work on supportive work environments. In October 2002 she was awarded the Canadian Workplace Wellness Pioneer Award for her “pioneering efforts, creativity, innovation and leadership” in the field of organizational health.

In The Voice Of Canadians: The View of Balance From the Trenches

Canadians are living complex lives and it is increasingly difficult to balance work-life. Many Canadians experience significant work-life conflicts that negatively impact on their health and create a range of problems within the family. Dr. Duxbury will share what Canadians say about their work environments, the challenges they face, and what they think should be done to address them. The implications for families, and those of us who work with and support families, will be emphasized along with suggested strategies that can help make a difference for families in their efforts to achieve and maintain a healthy work-life balance.

Tuesday, January 27, 2004 (Speaker bios can be viewed at www.beststart.org)

A-1 Shaken Baby Syndrome

NOREEN AGREY
Saskatchewan Institute on
Prevention of Handicaps

Babies have weak neck muscles and heavy heads. Even a few seconds of forceful shaking can cause serious damage to babies and small children. Shaking a baby in a moment of frustration can cause blindness, brain damage or death. This session will provide you with a range of effective strategies to prevent Shaken Baby Syndrome.

A-2 Attached or not attached – is that the question?

DR. SUSAN BRADLEY
Hospital for Sick Children

This workshop will cover aspects of attachment theory and research as it relates to parenting and child psychopathology. Other factors such as temperament and stress will also be discussed as they impact on the development of the parent-child relationship. Participants integrate new research on attachment, temperament and stress to better understand how and why some children develop emotional and behaviour disorders and how we can intervene to prevent or remediate those difficulties.

A-3 Leave'Em Wanting More: Teaching Games for Breastfeeding Classes:

LINDA SMITH
Bright Futures Lactation
Resource Centre

Participants will explore how adult learning principles and Interactive games can be used to develop and implement effective teaching strategies for breastfeeding classes.

A-4 Postpartum Mood Disorders and Cultural Diversity (am – English) *Les désordres d'humeur postnatale dans la communauté multiculturelle* (pm – français)

**MARA CELMINS &
NICOLE FRAPPIER**
Best Start

Session participants will have an opportunity to share and discuss current challenges and issues facing service providers regarding postpartum mood disorders within our culturally diverse community.

Les participants de cette session auront l'occasion de partager et de discuter les préoccupations et défis des intervenants et intervenantes concernant les désordres d'humeur postnatale dans la communauté multiculturelle.

A-5 Transition to Parenting

KATHY CROWE & KUY NGO
City of Ottawa, Reproductive
Health Program

The transition to parenting is a time filled with great joy, discovery and the realization that there are many changes and challenges that each parent encounters as an individual and as a family. The session will provide a brief overview of the planning and development of a local project that aims to support parents by providing the opportunity for new and expectant parents to develop parenting skills, understand the importance of having a good support network and knowing what and how to access information and resources available to them in their communities. The main focus of the session will be on the parenting modules that provide information on emotional and physical changes from pregnancy to postpartum, normal infant development, breastfeeding, infant safety, and parenting resources and services. Participants will be invited to share their experiences and concerns about their work with new and expecting parents.

A-6 Infections and Pregnancy

LINDA MACDOUGALL
Toronto Public Health

This workshop will review specific vaccines as they pertain to pregnancy. Issues related to breastfeeding and immunization will be discussed. Participants will also have an opportunity to raise any concerns or challenges they have regarding immunization and pregnancy.

A-7 Comment rencontrer les besoins des intervenants et intervenantes qui desservent la clientèle francophone! (am – français)

Meeting the needs of service providers working with francophone communities! (pm – English)

BEST START

Des étudiantes de l'Université d'Ottawa travaillant avec le Centre Meilleur départ partageront les résultats et recommandations d'une enquête téléphonique provinciale effectuée auprès des intervenants et intervenantes qui desservent la clientèle francophone en matière de maternité, des nouveau-nés et des jeunes enfants. Lors de cette session les participants auront l'occasion de discuter les résultats et d'échanger.

This session will provide a forum for discussion to service providers working with francophone communities on maternal, newborn and early child development issues and concerns. Come hear, discuss and provide feedback on the results and recommendations of a provincial telephone survey conducted in the fall of 2003 by University of Ottawa Nursing Students on how Best Start can promote and provide francophone services and resources for its clients.

Wednesday, January 28, 2004 (Speaker bios can be viewed at www.beststart.org)

B-1 *The Role of Harm Reduction*

DR. ALICE ORDEAN
T-CUP, St. Joseph's Health Centre

Clear information about the safest choices during pregnancy is important. For many reasons some pregnant women, however, are not ready to consider substantial changes in their behaviour. This session will discuss the role of harm reduction during pregnancy. Dr. Ordean will share important information on the effects of various substances on maternal and fetal health, best practices recommendations for care, issues related to medical detoxification, tapering, withdrawal and methadone maintenance.

B-2 *Smoking for Two*

DR. PETER SELBY
Centre for Addiction and Mental Health

ROSA DRAGONETTI
PREGNETS Coordinator

Smoking has long been recognized as a leading cause of low birth weight. Helping pregnant women stop smoking, however, remains a challenge. This session will bring up to date on new research statistics, valuable resources and successful approaches. It will feature the new PREGNETS program for pregnant women and service providers, giving you a one stop service for patient and provider information on smoking and pregnancy.

B-3 *Healthy Child Development: Improving the Odds*

DR. PATRICIA MOUSMANIS & DR. LINDA COMLEY
Ontario College of Family Physicians

This workshop will provide you with information about the successful new health care provider training program "Healthy Child Development: Improving the Odds" developed by the Ontario College of Family Physicians. This training program is currently reaching health care providers across the province, increasing skills in supporting and enhancing healthy child development. Find out how the program can benefit health care providers in your community. This session will be interactive, with case study discussions and opportunities to consider strategies to enhance health child development in the preconception, prenatal and postnatal periods as well as during the early the years.

B-4 *Exercise and Pregnancy: Evidence based Guidelines*

DR. JULIA ALLEYNE & MS. CHANDRA FARRER
Sunnybrook & Women's College Health Sciences Centre Sport C.A.R.E, Exercise and Pregnancy Education Program

This session will review the current practice guidelines for prescribing exercise during a low risk pregnancy. Case studies will be used to help participants determine readiness to exercise using the Parmed-X tool and how to answer questions that aren't currently addressed by the guidelines.

B-5 *Nutrition and Feeding the Preschooler: The Concerns, Challenges and Solutions*

LEE RYSDALE, NUTRISTEP
Sudbury and District Health Unit

This session will cover the nutrition issues and concerns felt by parents as well as by professionals working with children aged 3-5 years. Participants will learn about NutriSTEP (Nutrition Screening Tool for Every Preschooler) a screening tool for parents and child care providers. Discussion will focus on what can be done if a nutritional problem is suspected including the many strategies and resources available as well address the issue of capacity and the consequences of risk screening or not.

AGENDA

PRECONFERENCE – MONDAY, JANUARY 26

8:00AM-9:00AM Registration
Continental breakfast

12:00PM-1:00PM Lunch

9:00AM-12:00PM Preconference Session A –
Media Advocacy
Preconference Session B –
Fear Based Appeals

1:00PM-4:00PM Preference Session A
(continued)
Preconference Session B
(continued)

TUESDAY, JANUARY 27, 2004

7:30AM-8:30AM Registration
Continental breakfast

A-5 Transition to Parenting

8:30AM-8:45 AM Welcome

A-6 Infections and Pregnancy

8:45AM-10:00AM Keynote Speaker:
Linda Smith
First Feedings:
The Influence on Birth
Practices on Breastfeeding
Initiation.

A-7 Comment rencontrer les
besoins des intervenants et
intervenantes qui desservent
la clientèle francophone!
(en français)

10:00AM-10:30AM Refreshment Break
Exhibits

12:30PM-2:00PM Lunch
Insight Theatre
Special Presentation

10:30AM-12:30PM **CONCURRENT
SESSIONS A**

2:00PM-4:15PM **CONCURRENT SESSIONS A**
repeated Please note:

A-1 Shaken Baby Syndrome

A-4 Les désordres d'humeur
postnatale dans la
communauté multiculturelle
(en français)

A-2 Attached or not –
is that the question?

A-3 Leave 'Em Wanting More:
Teaching Games for
Breastfeeding Classes

A-7 Meeting the needs of
service providers working
with francophone
communities! (in English)

A-4 Post-partum Mood Disorder
and Cultural Diversity

4:30PM-6:00PM Reception

WEDNESDAY, JANUARY 28, 2004

7:30AM-8:30AM Registration
Continental breakfast

B-3 Healthy Child Development:
Improving the Odds

8:45AM-10:00AM Keynote Speaker:
Kathy Cooper
Children and the Environment

B-4 Exercise and Pregnancy:
Evidence Based Guidelines

10:00AM-10:30AM Refreshment Break
Exhibits

B-5 Nutrition and the Preschooler:
The Concerns, Challenges
and Solutions

10:30AM-12:30PM **CONCURRENT
SESSIONS B**

12:30PM-2:30PM Lunch
Keynote: **Dr. Linda Duxbury**
In The Voice Of Canadians:
The View of Balance
From the Trenches

B-1 The Role of Harm Reduction

B-2 Smoking for Two

2:30PM Closing comments

REGISTRATION FORM

Name _____ Title _____

Organization _____

Address _____

City _____ Prov _____ Postal Code _____

Phone _____ Email _____

Fax _____

PLEASE INDICATE YOUR 1ST AND 2ND CHOICE FOR EACH CONCURRENT SESSION:

<input type="checkbox"/> 1st	<input type="checkbox"/> 2nd	Tuesday, January 27 am	<input type="checkbox"/> 1st	<input type="checkbox"/> 2nd	Tuesday, January 27 pm
<input type="checkbox"/> 1st	<input type="checkbox"/> 2nd	Wednesday, January 28	<input type="checkbox"/> 1st	<input type="checkbox"/> 2nd	Preconference Session

SPECIAL REQUIREMENTS:

Meals _____ Accessibility _____ Other _____

REGISTRATION FEE:	Early Bird Registration – by December 12, 2003	\$160.00	<input type="checkbox"/>
	Regular Registration – after December 12, 2003	\$190.00	<input type="checkbox"/>
	Student Rate	\$100.00	<input type="checkbox"/>
PRECONFERENCE SESSION:	Early Bird Registration – before December 12, 2003	\$75.00	<input type="checkbox"/>
	Regular Registration – after December 12, 2003	\$100.00	<input type="checkbox"/>
	Student Rate	\$50.00	<input type="checkbox"/>
TOTAL FEE: <i>Note: price includes GST</i>			

Registration includes continental breakfast and lunch. Payment must accompany registration.

METHOD OF PAYMENT: Enclosed cheque Enclosed money order VISA

Name of VISA card holder _____

VISA number _____ Expiry date _____

Signature _____ Date _____

ACCOMMODATION: I require accommodation (single accommodation only) at the BMO Institute for Learning at a rate of \$125.00 per night.

- January 25, 26 & 27 January 26 & 27 January 27

Make cheques or money orders payable to OPC and send to:
 Best Start: Ontario's Maternal, Newborn and
 Early Child Development Resource Centre
 180 Dundas Street West, Suite 1900, Toronto, ON M5G 1Z8
 Fax: 416.408.2122 • Phone: 416.408.2249 or 1.800.397.9567

**REGISTRATION DEADLINE IS
 FRIDAY, JANUARY 16, 2004.**

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REGISTRATION INFORMATION

CONFERENCE LOCATION

BMO Institute for Learning is located at 3550 Pharmacy Ave. in Scarborough. Telephone 416.490.4300. For detailed directions please see the Best Start website www.beststart.org/conferences/annl_conf_03/ or call 1-800-397-9567 ext. 260

REGISTER EARLY – SPACE IS LIMITED!

Register by December 12, 2003 to take advantage of the “early bird” special of \$160.00 (including GST). Registration after December 13, 2003 is \$190.00 (including GST).

CANCELLATION POLICY

Notification of cancellation and requests for refunds must be submitted in writing before January 9, 2004. Refunds will be subject to a \$50.00 administration fee. No refunds will be issued for cancellations received after January 9, 2004.

PARKING

Free parking is available at the Institute.

EXHIBIT SPACE AVAILABLE

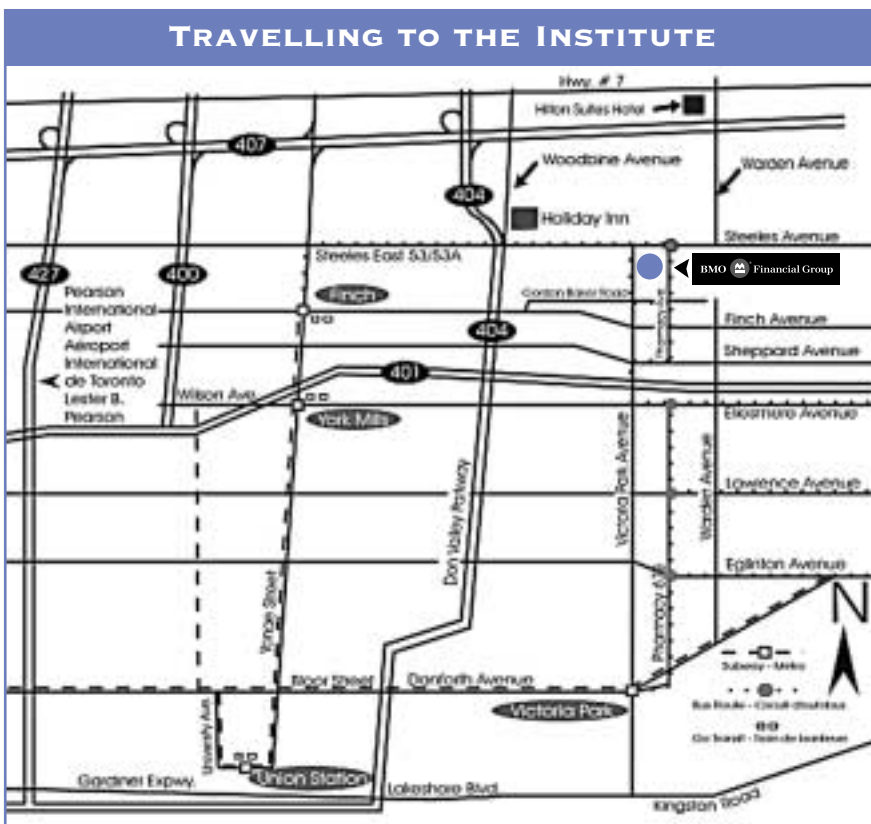
If you are interested in reserving an exhibit space to display your program or resources, please contact Lori Hoare at 1.800.397.9567 ext 260.

SHARED REGISTRATIONS

Please note that Best Start will not track or co-ordinate shared registrations. Delegates who wish to share registrations must make their own arrangements. Best Start will provide only one registration package per paid registration.

ACCOMMODATIONS

A block of single occupancy rooms is reserved on site at the Institute for Learning at a rate of \$125.00. This rate includes dinner and a full breakfast. For more details about the accommodations, please see www.beststart.org. To reserve a room, please check the room request on the registration form or call Best Start at 1-800-397-9567 ext. 260



For detailed directions please see the Best Start website www.beststart.org/conferences/annl_conf_03/ or call 1-800-397-9567 ext. 260

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Phone: 416.408.2249 or 1.800.397.9567
Fax: 416.408.2122
www.beststart.org

Best Start is a key program of the Ontario
Prevention Clearinghouse (www.opc.on.ca) and
is funded by the Government of Ontario.

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