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## Dealing with the Tough Ones: Positive Ways to Talk with Patients about Baby-Friendly Practices



High 5 Webinar with  
Cathy Carothers,  
Co-Director, Every Mother, Inc.



**August 18**, noon-1 p.m.  
[High5Kansas.org/webinars](http://High5Kansas.org/webinars)

### Session Description:

As hospitals work on implementing positive maternity care practices, new parents are not always as gung-ho about these changes. They often have prior expectations, and showing them a different way takes skill and sensitivity, especially when they are resistant. This webinar will address active listening skills that can help build rapport with patients and their family members, as well as practical ways to talk with families about rooming-in, safe sleep, pacifier use, and exclusive breastfeeding when moms believe their babies need formula. As part of the webinar, attendees will receive sample scripting that can be used when talking with parents about tough situations.

**Cathy Carothers, BLA, IBCLC, FILCA**, is Co-Director of Every Mother, Inc., a nonprofit organization providing counseling and lactation-related training and curriculum development for healthcare professionals who work with vulnerable families. An IBCLC since 1996, she has provided more than 750 workshops and presentations in every U.S. state and many countries. She is the project director for the national *WIC Breastfeeding Curriculum* for the USDA Food and Nutrition Service, and served as project director for the national peer counseling program resources developed for USDA. She has developed online 15-hour Baby-Friendly curricula for Coffective used in hospitals across the country, and serves as trainer for the Mississippi CHAMPS project, Communities and Hospitals Advancing Maternity Practices, where she has trained more than 2,000 nurses with skills needed to meet Baby-Friendly requirements. She is past president and a Fellow of the International Lactation Consultant Association (ILCA), and past chair of the U. S. Breastfeeding Committee.



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