

Controversies & Innovations in Perinatal Health

March 18-19, 2010

Sheraton City Centre, Indianapolis

Who Should Attend?

Physicians, nurses, home visitors, social workers, community health workers, lactation consultants, prenatal care coordinators, human service agency personnel, and anyone interested in improving perinatal health in Indiana.

Speaker Highlight

Lynne Doner Lotenberg, MA

Author of *Marketing public health: Strategies to promote social change*

Since 1995, Lynne Doner Lotenberg has provided consulting services to national, state and local public, private and nonprofit organizations in the United States. She specializes in planning and evaluating marketing and communication efforts to facilitate social change or improve public health.

She has used social marketing principles to address many of the defining health and social issues of our time: anxiety, cancer, end-of-life care, geriatrics, heart disease, HIV/AIDS, housing, organ donation, nursing, nutrition, pharmacogenomics, physical activity, prenatal care, and substance abuse.

Lynne devotes substantial energy to improving the knowledge base and practice of social marketing and health communication. She currently serves as co-editor of *Social Marketing Quarterly*, authors numerous publications, serves on various advisory panels, chaired the 2004 Innovations in Social Marketing conference and continues to serve on the conference steering committee.

Objectives

- Review new developments in perinatal care from a clinical and community perspective.
- Identify innovative programs and projects utilized in various clinical settings throughout Indiana.
- Discuss social marketing strategies in relation to public health issues.
- Discuss prematurity initiatives from a social marketing perspective.

Conference Planning Committee

- *Tina Babbitt, RN MSN IBCLC*
Perinatal Education Coordinator, Indiana Perinatal Network, Indianapolis
- *Lisa Crane, RN MSN*

- Childbirth Education Coordinator, Clarian Health, Indianapolis
- *Howard Harris, MD*
Neonatologist, Retired, Indianapolis
 - *Sarah Hundagen*
Program Services Coordinator, Indiana Perinatal Network, Indianapolis
 - *Renell Leichty, RN*
Developmental Care Coordinator, Parkview North Hospital, Ft. Wayne
 - *Jackie Bahler, RN*
Director of Education, Home Hospital, Lafayette
 - *Beth McIntire, MSN WHNP*
Regional Coordinator, Maternal Fetal Neonatal Services, St. Vincent Women's Hospital, Indianapolis
 - *Donna Miracle, RN PhD*
Director of Research and Clinical Operations, Indiana Mothers' Milk Bank, Indianapolis
 - *Julia Tipton Hogan, MPA*
Community Outreach Coordinator, Indiana Perinatal Network, Indianapolis

Accreditation

Physician Accreditation

Accreditation & Designation Statement

The Lafayette Medical Education Foundation, Inc. is accredited by the Indiana State Medical Association to sponsor continuing medical education for physicians. The Lafayette Medical Education Foundation, Inc. designates this continuing educational activity for AMA Physician's Recognition Award Category 1 Credit. Physicians should only claim credit commensurate with the extent of their participation in the activity.

The Lafayette Medical Education Foundation, Inc. designates this continuing educational activity for credit with the AAFP. Each physician should claim only those credits that he/she actually spent in the activity.

Nursing Accreditation

St. Vincent Hospital and Health Care Center, Inc., is an approved provider of continuing nursing education by the Indiana State Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

Social Worker Accreditation

The Indiana Perinatal Network is an approved provider for Category 1 Continuing Education for LSW/LCSW/LMFT/LMHC by the Indiana Professional Licensing Agency.

Registration Fees

Members: \$109

General Registration: \$129

Accommodations

Rooms are reserved at the Sheraton Indianapolis City Centre Hotel at a special rate of \$142/night. Call 1.888.627.8186 and mention the IPN room block to make a reservation. Rooms will be held until March 3, 2010—please be sure to make your reservation before this cut-off date.

Getting There

Sheraton Indianapolis City Centre Hotel
31 West Ohio St.
Indianapolis, IN 46204
317.635.2000

Annual Membership Meeting

The annual IPN Membership Meeting will be held at 8:15 am on Friday, March 19th, prior to the start of the Forum. All IPN Members are invited to attend.

Education Partners



Disclosure Statements

*No conference planners, faculty or content specialist have reported a conflict of interest.
This conference has received no commercial support.*