

**Payment:** Please tick as appropriate:

- I enclose a cheque/bankers draft for the conference fee  
(Payable to the **Health Promotion Agency for Northern Ireland**)
- I wish to be invoiced. Purchase number required: .....  
(Invoices should be settled within 30 days. Please indicate who should receive the invoice)

Name: .....

Address: .....

Postcode: ..... Telephone: .....

Email: .....

**Terms and conditions**

Confirmation and further information will be sent to you prior to the event.

All cancellations must be made in writing and sent to the HPA by email [info@hpani.org.uk](mailto:info@hpani.org.uk) or fax on 028 9031 1711 (or 0044 28 9031 1711 from outside the UK).

Cancellations received up to 14 days prior to the event will be subject to a 50% cancellation fee. Cancellations received with less than 14 days' notice will be subject to a 100% cancellation fee.

You may nominate another person in lieu of cancellation. Any proposed change must be notified to the HPA in writing.

Signature: .....

Date: .....

**Booking**

Please complete and return this form by 7 October 2008 to:

Lesley Blackstock  
Support Services Administrator  
Health Promotion Agency for Northern Ireland  
18 Ormeau Avenue, Belfast BT2 8HS  
Tel: 028 9031 1611 (voice/minicom)  
Fax: 028 9031 1711  
Email: [l.blackstock@hpani.org.uk](mailto:l.blackstock@hpani.org.uk)

**Breastfeeding:  
making a difference**

An all-island breastfeeding  
conference



**Breastfeeding:  
making a difference**

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conference

21 October 2008,  
King's Hall Exhibition and Conference  
Centre, Belfast



# Breastfeeding: making a difference

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On behalf of the Health Promotion Agency for Northern Ireland and the Health Service Executive, Republic of Ireland, we would like to invite you to our third all-island breastfeeding conference in the King's Hall Exhibition and Conference Centre, Belfast.

Breastfeeding can make a real difference to the health of both women and children. Recent publications by the World Health Organization and the World Cancer Research Fund provide further confirmation of the unique contribution breastfeeding can make to public health by reducing the risk of infections, diabetes, obesity, sudden infant death syndrome and childhood and female cancers.

Breastfeeding initiation rates are increasing in Ireland; however, enabling women to sustain breastfeeding beyond the first few weeks continues to be a significant challenge in our predominantly bottlefeeding culture. This conference aims to help those in the health and voluntary service sectors who work in the areas of maternal and child health to meet this challenge. In particular, we seek to inform and empower conference delegates by updating them on new evidence and exploring ways of working more effectively together to enable greater numbers of women in Ireland to initiate and sustain breastfeeding for longer. Breastfeeding exclusively for six months and sustaining breastfeeding through the first year of life and beyond maximises its health advantages, and provides a very compelling public health rationale for supporting families to breastfeed their children for much longer durations. Optimum breastfeeding can, therefore, make a significant difference to the health status of families and communities throughout the whole island of Ireland and we all need to work together to enable breastfeeding to make this difference.

**Catherine Murphy**  
Assistant National Director  
Population Health (Health Promotion)  
Health Service Executive  
Republic of Ireland

**Dr Brian Gaffney**  
Chief Executive  
Health Promotion Agency for  
Northern Ireland

## Programme

- 8.45 – 9.20am Registration and refreshments
- 9.20am Morning chairperson's remarks  
**Dr Brian Gaffney**, Chief Executive,  
Health Promotion Agency for Northern Ireland
- 9.30am **Dr Harry Torney**, Dental Surgeon  
*Breastfeeding and its effect on dental health  
and craniofacial structure*
- 10.15am **Gay Palmer**, Nutritionist and author  
*The politics of breastfeeding*
- 11.00am Tea/coffee
- 11.30am **Dr Helen Ball**, Professor of Anthropology  
*Breastfeeding, dummies and bed-sharing*
- 12.15pm **Dr Niamh McCabe**, Consultant Obstetrician  
*Empowering women towards normal birth  
and a positive breastfeeding experience*
- 12.45pm *VIP address*
- 1.00pm *Lunch*
- 2.00pm Afternoon chairperson's remarks  
**Catherine Murphy**, Assistant National Director,  
Health Service Executive, Republic of Ireland
- 2.10pm **Dr Charlotte Wright**, Professor of  
Community Child Health  
*WHO growth charts and implications for  
practice*
- 2.55pm **Genevieve Becker**, Nutritionist, IBCLC  
*Hand expression: are we teaching mothers or  
assisting their learning?*
- 3.40pm Tea/coffee
- 3.55pm **Anabel Hands**, Microbiologist  
*Breastmilk and microbiology*
- 4.40-4.45pm *Evaluation and closing remarks*

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## Application form

A PDF file of this flyer is available to download and online booking forms can also be submitted via the events/training section of the HPA's website at [www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk)

Please complete all details in BLOCK CAPITALS.  
Please photocopy this form for each individual who wishes to attend.

Title (Mr, Mrs, Ms, Dr): .....

First name: .....

Surname: .....

Job title: .....

Organisation: .....

Work address: .....

.....

.....

Postcode/County: .....

Work telephone number: .....

Email: .....

Please specify any special dietary or access requirements: .....

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*Breastfeeding mothers are welcome to bring their babies.*

### Conference fees

Health professionals £30

Voluntary breastfeeding support workers £15