

Midwifery and Neonatal Nursing

August 28-30, 2017 Philadelphia, USA



Bridget E Young

Baby Formula Expert, USA

Individualizing infant formula recommendations to meet infant needs and answer parent's questions!

Nurse midwives and neonatal nurses are the front lines of breastfeeding support, and trusted parental sources of information regarding common infant feeding concerns. This presentation provides research-based education regarding the formulation differences in term infant formula options. The focus is on the major macronutrients of infant formula. The various options in each macronutrient category will be discussed with a focus on individual patient history and infant scenarios that may benefit from different choices. Case studies are included to demonstrate how to incorporate evidence-based education into emotional conversations with patients surrounding infant formula. This talk will arm attendees with the knowledge to confidently read a formula label and accurately distinguish between marketing and science. More importantly—it will equip them with the ability to provide evidence-based individualized guidance about formula choice and administration to patients.

Biography

Bridget E Young uniquely applies her years of academic research in perinatal nutrition to the real-world scenario of infant feeding. As a certified lactation Counselor and Academic Researcher in human milk composition, she is able to translate primary scientific medical literature into applicable insights. She uses her expertise daily with individual families to construct individualized feeding plans that resolve infant feeding issues and optimize health. She is passionate about sharing this expertise with health-care providers and providing them with research-based, unbiased education about infant formula and nutrition, so they can adequately support their patients through the challenging postnatal period.

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