



No Rujukan : webinar23/tasbf
Tarikh : 26 Januari 2023
Muka Surat : 1/3

SEPERTI DI SENARAI EDARAN

Assalamualaikum wrh. wbt.

YBhg. Prof./Prof. Madya/Dr/Tuan/Puan

JEMPUTAN SEBAGAI FASILITATOR BENGKEL *THE 5TH BCNP ANNUAL CONFERENCE: THE ART & SCIENCE OF BREASTFEEDING (TASBF) 2022*

Dengan segala hormatnya perkara di atas adalah dirujuk.

2. Sukacita dimaklumkan bahawa *Breastfeeding Counselor Networking Program (BCNP)* dengan kerjasama Universiti Teknologi Mara (UiTM) Cawangan Terengganu, Kelab Sokongan Penyusuan Susu Ibu Johor Bahru (KSPSIJB) dan Persatuan Penyokong Penyusuan Susu Ibu Negeri Terengganu (PERSINT) akan menganjurkan **Persidangan Tahunan BCNP kali Ke-5 : *The Art & Science Of Breastfeeding Conference 2022***.

3. Berikutan penangguhan konferensi pada 19 November 2022 disebabkan Pilihan Raya Umum Malaysia, konferensi akan diadakan pada **24 dan 25 Februari 2023** bertempat di **Dewan Aspirasi, UiTM Cawangan Terengganu, Kampus Dungun, Terengganu Darul Iman**.

4. Sehubungan dengan itu, kami ingin menjemput YBhg. Prof./Prof. Madya/Dr/Tuan/Puan sebagai **Fasilitator** bagi forum yang akan diadakan di persidangan tersebut seperti berikut:

Bengkel: *Counselling Skills Enhancement*

Tarikh : 25 Februari 2023 (Sabtu)

Masa : 10:00 pagi – 1:00 petang

5. Kami juga ingin menjemput YBhg. Prof./Prof. Madya/Dr/Tuan/Puan untuk hadir ke ***"Gala Dinner"*** pada:

Tarikh : 24 Februari 2023 (Jumaat)

Masa : 7:30 malam - 11:30 malam

Tempat : Dewan Aspirasi, UiTMCT Kampus Dungun

Tema : Puteri Songket (tidak wajib)

BREASTFEEDING COUNSELORS NETWORKING PROGRAM

COMMUNITY WORK BY PUSAT RAWATAN PAKAR KANAK - KANAK ADDA
No 9 & 11, Jalan Adda 3/1, Taman Adda, 81100 Johor Bahru, Johor
Tel : 07 - 3645398 / 013 - 3545398 Fax : 07 - 3645938
Website : <http://permatasusunan.com> Email : bcnpjohor@gmail.com



Bahagian Hal Ehwal Akademik

Universiti Teknologi MARA
Cawangan Terengganu, Kampus Dungun
23000 Dungun, Terengganu
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Laman Web : <http://terengganu.uitm.edu.my>



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UiTM di hatiku

No Rujukan : webinar23/tasbf
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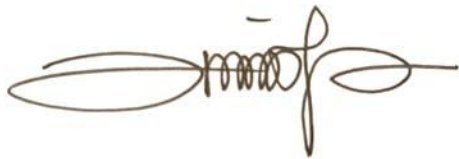
6. Segala jasa baik dan kesudian dari pihak YBhg. Prof./Prof. Madya/Dr/Tuan/Puan amatlah kami hargai. Semoga persidangan ini dapat memberi manfaat kepada peserta untuk menambah ilmu pengetahuan dan kemahiran.

* YBhg Prof./Prof. Madya/Dr/Tuan/Puan boleh merujuk pada lampiran yang disediakan bagi aturcara persidangan TASBF 2022.

Sekian. terima kasih.

“BERKHIDMAT UNTUK NEGARA”

Saya yang menjalankan amanah,

A handwritten signature in brown ink, featuring a stylized 'N' and 'A' followed by 'Binti Mohd Noor'.

DR. NOR ADILA BINTI MOHD NOOR
Pengarah Program TASBF 2022

No Rujukan : webinar23/tasbf
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Muka Surat : 3/3

SENARAI EDARAN:

1. Assoc. Prof. Dr. Zaharah Sulaiman
Womens Health Development
School of Medical Sciences, Health Campus
Universiti Sains Malaysia
16150 **KUBANG KERIAN**
Kelantan
2. Assoc. Prof. Dr. Nurjasmine Aida Binti Jamani
Head
Department of Family Medicine
Kulliyyah of Medicine
IIUM Kuantan Campus
Pahang
3. Prof. Dr. Zaidatun binti Tasir
Dekan
Fakulti Sains Sosial dan Kemanusiaan
Universiti Teknologi Malaysia
81310 **SKUDAI**
Johor

(u.p: Dr. Nornazira binti Suhairom)
4. Prof. Madya Dr. Mohd Azhar bin Mohd Yasin
Ketua
Jabatan Psikiatri
Hospital Universiti Sains Malaysia
16150 **KUBANG KERIAN**
Kelantan

(u.p: Dr. Nor Asyikin bt Fadzil)
5. Puan Nor Kamariah Mohamad Alwi
No.11, Jalan 3/4, Bandar Baru Bangi
Selangor



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Terengganu



5TH BCNP ANNUAL CONFERENCE

THE ART & SCIENCE OF BREASTFEEDING 2022

THEME: STEP UP FOR BREASTFEEDING,
EDUCATE AND SUPPORT

In Conjunction With World Breastfeeding Week 2022



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pay

**Normal
RATE**

RM470*/pax

(*Including Dinner
worth RM65)



**24-25 | FEBRUARI
2023**

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to
pay



**ONLINE
(HYBRID)**

RM420*/pax

Dewan Aspirasi,
UiTM Cawangan Terengganu, Kampus Dungun

GALA DINNER THEME : PUTERI SONGKET

REGISTER NOW!



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Feel free to contact us for any inquiries

019-735 9736 (Cik Nur Azizah)

019-362 3216 (Cik Effa)

013-604 2348 (Pn Hazarina)

017-499 1289 (Pn Hayati)

BOOTH RENTAL
available (open for public)

**"GERAI
JUALAN
dibuka untuk
orang ramai"**

**"Jom pakat
datang
beramai-ramai"**

TENTATIVE PROGRAM TASBF 2023 (updated 13 January 2023)

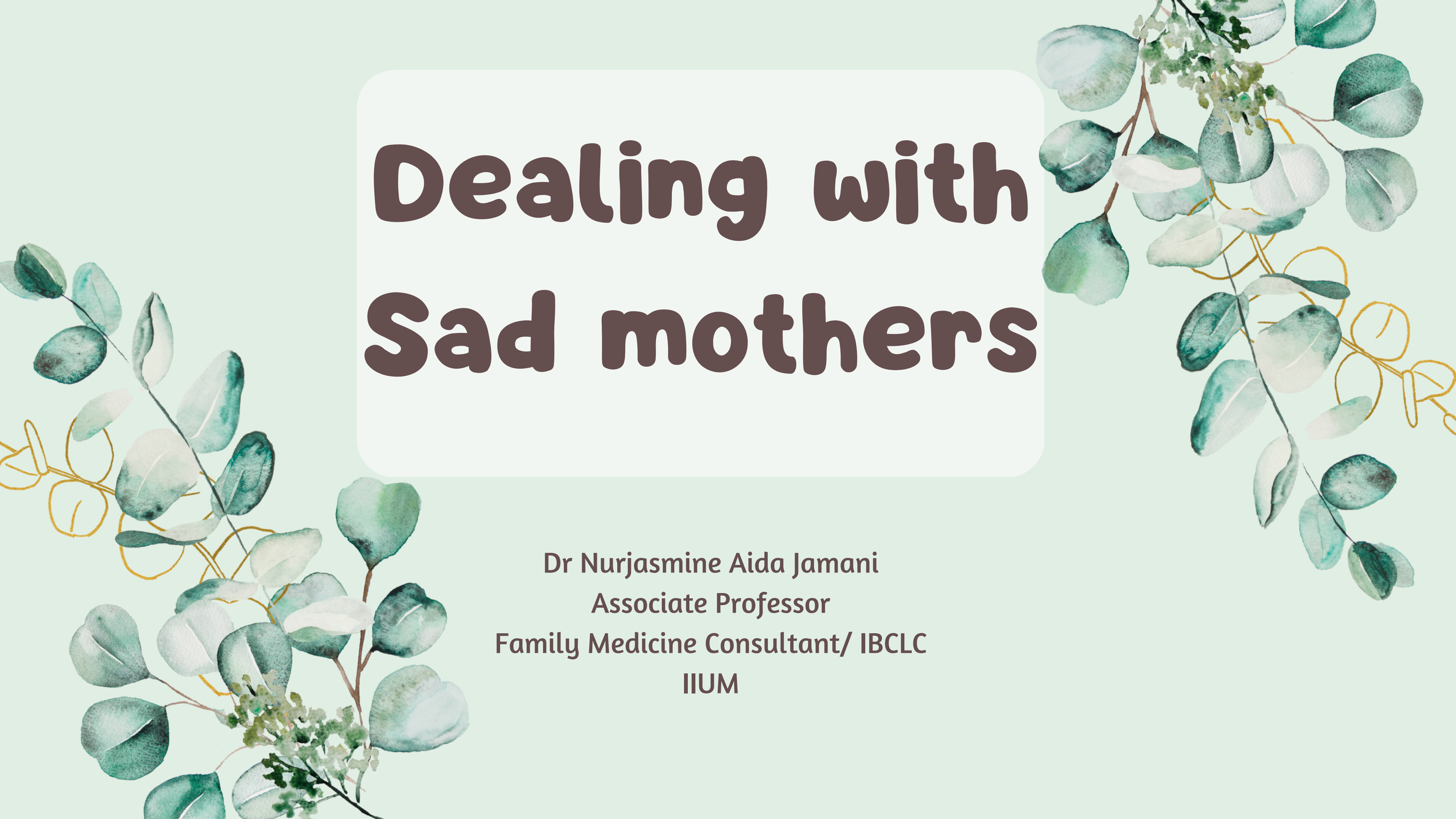
Date	Time	Topic Speaker/Facilitator
Day 1 24 February 2023 (Friday)	0730-0800	Arrival of Participants and ViPs
	0800-0830	Quran Recitation- Ustaz Muhammad Hamdan Syafieq Ahmad Prayer Recitation- Mr. Saufi Hatta bin Mohd Taib Welcoming Notes – MC: Mr. Mohd Ashraf bin Aripin
	0830-0900	BCNP Montage & Opening Video
	Theme 1	Milk Banking MODERATOR: Mr. Mohd Ashraf Aripin
	0900-0945	Sharia Compliant Milk Bank And Its Implication On Milk Kinship Speaker: Assoc Prof Dr Normadiah binti Daud Faculty of Contemporary Islamic Studies, University of Sultan Zainal Abidin, Terengganu
	0945-1030	Halimatussaadia Mother's Milk Centre: Sharia Compliant Human Milk Bank in Malaysia Speaker: Assoc Prof Dato Dr. Hamizah binti Ismail Maternal-Fetal Medicine Specialist and Senior Consultant Obstetrician and Gynaecologist Lead, Halimatussaadia Mother's Milk Centre, Sultan Ahmad Shah Medical Centre (SASMEC), IIUMC, Pahang
	1030-1100	Teatime & Lucky Draw
	Theme 2	SYMPOSIUM ON TONGUE-TIE MODERATOR: Madam Janice Kua Jing Wen
	1100-1145	Precise Assessment of Tongue Tie & The Impact on Breastfeeding Speaker: Dr Hairin Anisa binti Tajuddin Consultant Pediatrician & Lactation Consultant (PRPKA) Pediatric Lecturer (Fractional), Monash University Malaysia

	1145-1230	Tongue Tie Treatment Modalities and Outcome Speaker: Prof. Dr. Zamri Bin Radzi Consultant Orthodontist and Dean Professor, Department of Paediatric Dentistry & Orthodontics, Faculty of Dentistry, Universiti Malaya
	1230-1400	Lunch, Lucky Draw & Solat
Day 1 24 February 2023 (Friday)	Theme 3	Infant Issues MODERATOR: Madam Noraini binti Othman
	1400-1445	Breastfeeding and Allergic Diseases: What is new? Speaker: Assoc Prof Dr. Intan Hakimah binti Ismail Department of Paediatrics, Faculty of Medicine and Health Sciences, Universiti Putra Malaysia
	1445-1530	Breastfeeding In A Sling: Do It Right Speaker: Dr Noraslawati binti Razak Consultant Obstetric Anesthesiologist, Sultanah Nur Zahirah Hospital (Certified Trageschule Consultant, Malaysian Breastfeeding Peer Counselor, President of PERSINT)
	1530-1540	Lucky Draw
		Preparation for Gala Night
	1930-2300	Grand Opening Ceremony & BCNP Award GALA Night Dinner Theme: <i>PUTERI SONGKET</i>
-END OF DAY ONE-		

Day 2 25 February 2023 (Saturday)		Welcoming remarks day 2 MC: Madam Jenidawaty binti Jamlus
	Session 1	Breast Milk Is the Best For Human Babies MODERATOR: Mr. Mohd Ashraf Aripin
	0800-0845	Dynamic Changes In Protein Composition Of Mother's Precious Milk: Growing Tiny Tots Into Healthy Toddlers Speaker: Assoc Prof Dr. Puteri Shafinaz binti Abdul Rahman Department of Molecular Medicine, Faculty of Medicine, Universiti Malaya
	0845-0930	The Importance of Breastfeeding Amidst Covid-19 Infection Speaker: Dr. Evelyne N Ruf Head of Lactation Clinic, Family Health Promotion Centre, Emirates Health Services (EHS), United Arab Emirates (U.A.E.)
	Session 2:	FORUM: BREASTFEEDING DEVELOPMENT IN MALAYSIA MODERATOR: Dr. Norsyamlina binti Che Abdul Rahim
	0930-1030	Panelist: Breastfeeding In Malaysia- The Beginning, Challenges & Achievements Panel 1: Puan Rokiah binti Don (Former Director, Nutrition Division, Ministry of Health Malaysia) Breastfeeding Promotion Program In Malaysia- The Journey Continues Panel 2: Puan Rashadiba Ibrahim Nutrition Division, Ministry of Health Malaysia NGO Participation In The Malaysian Breastfeeding Movement. Panel 3: Puan Nor Kamariah binti Mohamad Alwi (Founder and Lactation Consultant · Susulbu.com)

	Session 3	WORKSHOP: COUNSELING SKILLS ENHANCEMENT
	1030-1055	Introduction to the Facilitators, Scenarios and Flow of the Counseling Skills Enhancement Workshop. Moderator: Madam Adibah binti Zakaria Chief Facilitator: Assoc Prof Dr. Zaharah binti Sulaiman (Women's Health Development, School of Medical Sciences, Health Campus, USM) Facilitators: Assoc Prof Dr Nurjasmine Aida Binti Jamani Dr Nornazira binti Suhairom Dr Nor Asyikin binti Fadzil Madam Nor Kamariah binti Mohamad Alwi
	1055-1120	Morning Tea Break Participants move to workshop break-out rooms
	1120-1300	Room 1: Workshop Group A Room 2: Workshop Group B Room 3: Workshop Group C Room 4: Workshop Group D
	1300-1400	Lunch and Lucky Draw
		Continuation of Lectures
	Theme 5	Induced Lactation and Relactation MODERATOR: Madam Elpeni binti Ramli
	1400-1445	Relactation Steps And Protocol Speaker: Dr. Shahirah binti Mohd Hassan (IBCLC) Syahirah Wellness Centre
	1445-1530	Induced Lactation: Sharing Of Success Stories Speaker: Puan Siti Mariam binti Ali Senior Lactation Trainer, Deputy Chairman of PELAKSANA, Head of Assistant Director, Nutritional Division, Ministry of Health

	Theme 6	Maternal issues MODERATOR: Assoc Prof Dr Puteri Shafinaz Abdul Rahman
	1530-1600	Diet Restrictions on Breastfeeding Mothers And Children With Atopic Disease Speaker: Dr. Noormalin binti Abdullah Head, Allergy Unit, Allergy & Immunology Research Centre, Institute for Medical Research, National Institute of Health (NIH), Ministry of Health Malaysia
	1600-1645	Breastfeeding Triggering Negative Emotions: A Differential Diagnosis Speaker: Ms. Zainab Yate Vice-Chair and Qualitative Lead of a London Research Ethics Committee, Health Research Authority
	1645-1730	Kahoot Quiz & Grand lucky draw Certificate presentation event & closing ceremony
-END OF CONFERENCE-		

The background of the slide features a light mint green color. It is decorated with watercolor-style illustrations of green leaves and branches. These illustrations are positioned in the top-left, top-right, and bottom-left corners, framing the central text area. The leaves are various shades of green, with some having lighter, almost white, centers, giving them a soft, ethereal appearance. The branches are thin and brown, with some small clusters of tiny green flowers or buds.

Dealing with Sad mothers

Dr Nurjasmine Aida Jamani
Associate Professor
Family Medicine Consultant/ IBCLC
IIUM



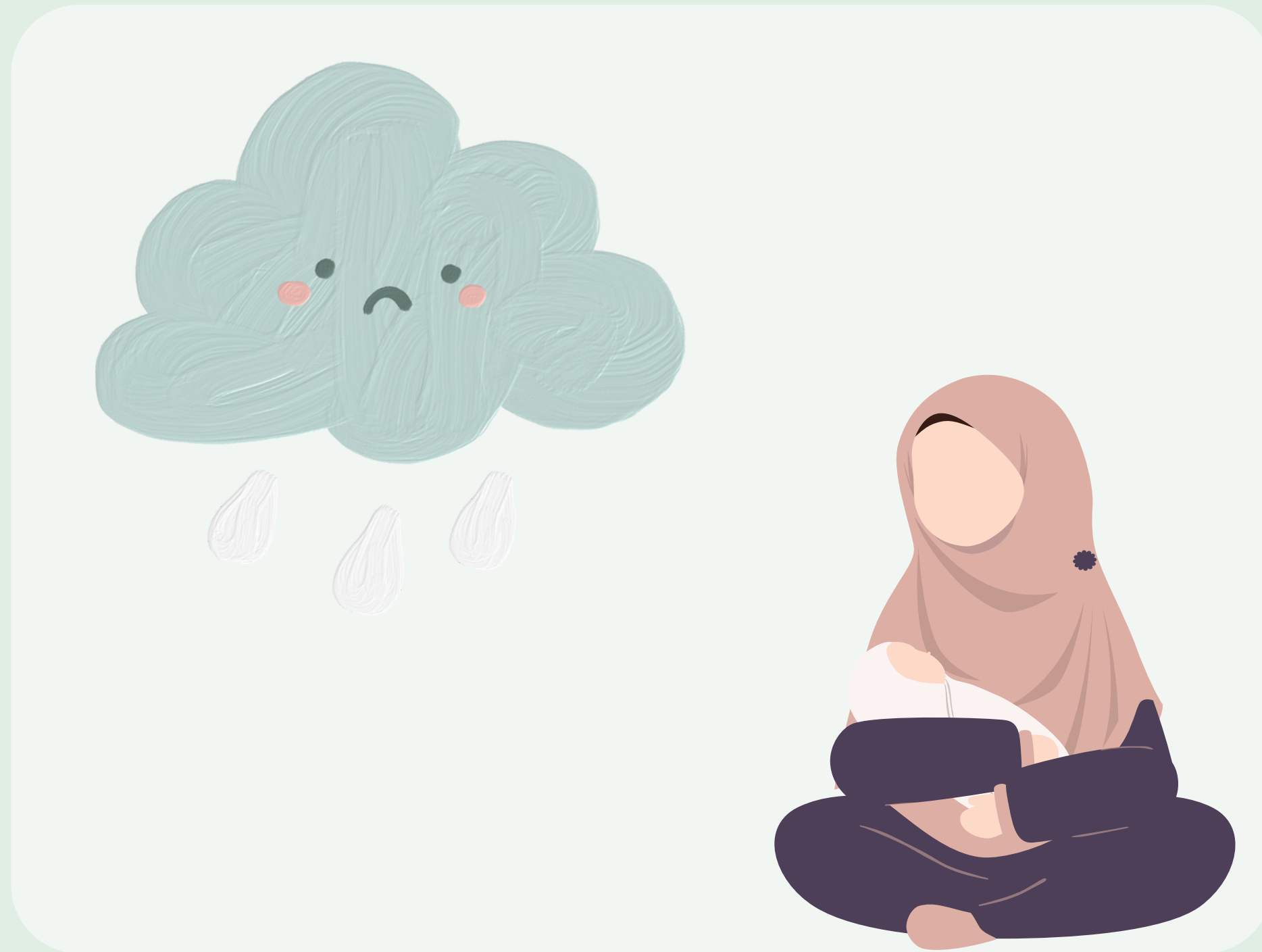
Objective

- Identify and recognise features of a sad mother
 - Learn how to communicate well
 - Learn how to give suggestion
 - Identify red flag signs
- 



**Sad mothers:who
are they?**

**Mothers who appear unhappy and look
sad are associated with BF problems
Not to extend of depression.**



Possible cause for mothers being sad





Why is it important to help these mothers?



- Studies have shown**
- mothers that had experienced fear, sadness, anger or concern during breastfeeding showed a significant higher exclusive formula feeding rate at 3 months post-delivery
 - a previous negative breastfeeding experience may lead to a fear of breastfeeding, with mothers being less likely to breastfeed a future child



**How to help these
mother?**

Strategy...



Show empathy and use listening skill

Set her goals right and advise accordingly



Try to find solutions and give support





Know your limitation

- Mothers showing symptoms of depression
- Mothers trying to hurt themselves or their babies
- Mothers with insomnia





You will learn more
during the group
sessions about the
Do's and Don't





Take home message

- Always have 'With the mother in the mind'
 - Empathetic listening
 - Observe mother's behaviour, facial expression, body language
 - Respond appropriately
 - Get help if things get out of control
- 
- 



Thank
you!