

UNITED STATES LACTATION CONSULTANT ASSOCIATION

Advancing the lactation profession for the health of families everywhere.

2018-2019 Annual Report



Left to right: **Cheryl Rothwell**, Membership Coordinator & Office Manager; **Danielle Harmon**, MPH, Executive Director; **Lisa Brock**, RN, BSN, IBCLC, RLC, Board Member; **Christine Staricka**, BS, IBCLC, RLC, CCE, Board President; **Jackee Haak**, RN BS, IBCLC, RLC, Board Member; **Dominique Gallo**, BS, IBCLC, RLC, Secretary/Board Member; **Michelle Stulberger**, MHA, IBCLC, RLC, President-elect/Treasurer/Board Member

Our Mission

USLCA exists to support the advancement of the lactation profession and lactation care providers for the health of families across the country.

Our Vision

Families in every community will have access to professional lactation care to form a foundation for a lifetime of optimal health and wellness.

Our Values

USLCA is a:

- Leader in advancing the community of lactation care providers through professional development, mentoring and advocacy.
- Welcoming, inclusive, member-driven association providing opportunities for professional development and advancement of all lactation care providers.
- Trusted source of relevant information.
- Advocate for lactation care providers and the important role they have on the healthcare team and the communities in which they practice.
- Connector to and convener of other organizations and individuals which seek to improve the health and well-being of families everywhere.

Purpose

Serving the needs of our members is the true core of USLCA. We do not say this lightly. So, we'll say it again because it couldn't be more true. The board, staff, committee and chapter leadership embrace this most basic premise – **we are here to serve our membership** now and for members in the future. The past year has served as an opportunity to understand fully **who** our members are, **what** they need, **how** we can best serve them, and how we can **improve** and **enhance** their member experience.

Because of the fluctuating and evolving profile of our current and potential members it is incumbent on us to examine these questions on a regular basis so that we **remain relevant**.

Value

- Conduct Membership Survey**
- Launch Job Board**
- Issue 25 Membership Grants**
- Expand Affinity Program**
- Chapter Journal Subscription**
- Chapter Advertising Opportunity**
- Re-launch Group Webinars**

Membership value is one benchmark for determining the success of our work and programs. Increasing the value associated with your dues and the programs we offer is a high priority to the USLCA team. To be truly valuable, the programs USLCA offer should feel **worthy of the cost of your membership.**

At the 2018 ILCA conference, we conducted a **brief survey** to better understand the current thoughts and needs of our members. We discovered that our members continue to love our journal, *Clinical Lactation*, are hoping we continue to expand our local education opportunities, and are looking for additional resources and stronger promotion of the IBCLC credential and lactation profession.

Based on feedback we have received, USLCA developed a **job board** for lactation care providers. Chapters requested the need for a **Chapter journal** for their resource library and for a way to **advertise** their upcoming conferences and activities. All of these ideas were excellent enhancements we were able to quickly put into action.

Benefits

Members have also asked repeatedly for us to bring back **group webinars**, so in 2018 we were able to do just that. While it took a little more time to accommodate this request, we are happy to now offer group webinars at a discounted rate for a group of five or more when coordinated by a current USLCA member.

We understand the importance of cost savings for both the organization and our membership. USLCA's **Affinity Program** has allowed us to provide discounts at a variety of businesses, in person and online, since 2016. This past year we were able to expand this program even further with additional partnerships, more discount offerings, and monthly highlights.

And for those who see the value but may not have the means to attain a membership on their own, we continued our **membership grant program** that, using member donations, allowed us to award 25 deserving recipients with a one-year membership to USLCA based on their current needs. This program has truly allowed USLCA to act on the equity needs of the lactation community and we look forward to continuing this program.

Programs

In order to be relevant and increase membership, aligning our programming with the needs of the field is paramount. Advancing the lactation profession as a whole starts with education for those currently practicing and those aspiring to be lactation care providers, as well as advocating for the importance of lactation care providers within the healthcare team and in community health settings.

The professional development opportunities offered by USLCA are a true reflection of the input and feedback we get from our members, participants, and other stakeholders. Based on feedback in our annual Educational Needs Assessment, we were successfully able to **expand the regional workshop** program in 2018 to eight cities from New York to Hawaii. Local, affordable, hands-on education is something that consistently ranks highest on members' needs list, and the workshops this past year helped fulfill that need.

In addition to the regional workshops, we hosted **eight new webinars** to provide an opportunity for virtual education on highly requested topics that, again, came from the input and feedback from our members, learners, and other stakeholders. We also continued our **free CERP** program, offering two free webinars each quarter, allowing members to earn up to eight CERPs annually.

When you provide comments to a survey or an evaluation, do you ever wonder if your comments are read? Not only do we read all comments, we consider them a valuable source for determining future content. Throughout 2018, we noticed a trend. Whenever a webinar would briefly touch on a topic, USLCA would receive numerous evaluation comments requesting additional, deeper information on that topic. Because of this feedback,

USLCA was able to successfully deliver additional webinars on these suggested topics and we will certainly follow this practice in the future as well.

Advocacy

Published Call for Family Reunification

Issued Two Licensure mini-grants

Signed WHA Breastfeeding Resolution Joint Statement

Established Paid Leave Policy

USLCA continues to be alert to new approaches to advocate for breastfeeding, lactation as a profession, and the integration of this work among the larger healthcare team. We are grateful for the watchful eye of our members and stakeholders who frequently notify us of opportunities to be a voice for the profession.

Knowing we have incredibly engaged members who serve as boots-on-the-ground across the country is both gratifying and hugely important to our work! The concerns, questions, and suggestions we receive on potential policy changes, important local/regional news, and new opportunities help USLCA take action quickly and effectively.

In 2018 USLCA was able to publish a **Call for Family Reunification** to join our profession together around the separation of families at the US border. Also we proudly joined in taking signatures as we signed on to a **joint statement** regarding the opposition of the US to the WHA resolution on breastfeeding. And we led the charge in advocating for paid family leave by developing and following a **paid leave policy** for our full-time staff, as our Executive Director spent time with her new baby early in the year.

In addition to this advocacy work, USLCA also accepted applications and awarded two **mini-grants** for licensure efforts in the US. The recipients were Massachusetts, for the purposes of working with a lobbyist, and Minnesota, to assist in reimbursing members who had used personal funds towards their work.

Professional Development

Expanded Regional Workshops

Hosted eight live Webinars

Free CERPs

As an organization we are vigilant in keeping costs down while providing programs of high value. In order to better highlight the benefits of USLCA membership, we fully revised the **membership and chapters benefits pages** so that current and prospective members are better able to review what resources are available to them and take advantage of the benefits they subscribe to.

Updated Member and Chapter benefits pages Ambassador Program

Efficiencies

Often, our desire to be visible reaches much further than our budget will allow. In an effort to increase our presence in a cost-effective manner, we launched our **Ambassador Program**. Ambassadors receive training, necessary supplies, and complimentary registration for approved events representing USLCA.

Future

The future of USLCA is open to endless possibility. As the board and staff explore new ways to serve our membership, we keep select primary goals at the core.

As published in our December 2018 newsletter, we are reprinting the resolutions that USLCA has used to guide our work in 2019.

- Our organization will continue to raise the bar on professional education, mentoring, and advocacy that further the purpose of providing the very best breastfeeding/chestfeeding care to families;
- We will continue to welcome all those who share our passion for families and good health and who appreciate the benefits and opportunities USLCA provides;
- We will remain steadfast in our commitment to quality continuing education opportunities that are untouched by the influence of commercial marketing;
- We will remain a strong voice for the crucial importance of appropriate lactation care for all families in every community; and
- We will continue to actively work to seek out and embrace opportunities to join with like-minded organizations in ways that advance our mission and theirs for the benefit of our nation.

We invite and encourage you to keep sending your comments, questions, and suggestions. YOU are USLCA!

Goals

Growth in membership
Improved financial position
Diversify revenue
Expand programming
Become a stronger voice for lactation care providers