

OUR MISSION: TO BUILD AND SUSTAIN A NATIONAL ASSOCIATION THAT ADVOCATES FOR LACTATION PROFESSIONALS.
OUR VISION: IBCLCS ARE VALUED RECOGNIZED MEMBERS OF THE HEALTH CARE TEAM.



Inside This Issue:

- Updating the USDA Nat'l Breastfeeding Campaign: Workshop Summary
- The Surgeon General's Call to Action to Support Breastfeeding
- Focus on Marketing: The Power of Storytelling
- The USLCA Board of Directors Meeting & Time for Renewals
- Licensure and Reimbursement Committee Update
- News from The Joint Commission & CDC



Note From the President

Fall has arrived and USLCA is as busy as ever! I had the pleasure of attending the U.S. Department of Health and Human Services (HHS), Office on Women's Health (OWH) "The Business Case for Breastfeeding Summit: Implementing the Worksite Lactation Accommodation Law" on September 15, 2011 in Washington, D. C. The summit brought together targeted national business organizations and labor unions to help increase their awareness of the "break time for nursing mothers" provision of the Patient Protection and Affordable Care Act. The purpose of the event was to provide evidence-based resources and tools to assist the various organizations in implementing the law. IBCLCs are a valuable resource to business organizations setting up corporate lactation programs. As you may be aware, the lactation accommodation provisions, which became law on March 23, 2010, require businesses to provide reasonable time and a private space, other than a bathroom, for employees to express milk at work. According to the 2010 Employee Benefits Survey published by the Society for Human Resource Management, 28% of businesses are currently providing lactation rooms and less than 50% provide flexible break options for breastfeeding women. The summit was a success and provided great networking opportunities for USLCA!

Laurie Beck, RN, MSN, IBCLC, RLC

USLCA President

Updating the USDA National Breastfeeding Campaign - Workshop Summary

Support for breastfeeding has been a priority of the WIC program since its inception in the 1970s. The *Loving Support Makes Breastfeeding Work* campaign, which the U.S. Department of Agriculture's (USDA) Food and Nutrition Services launched in 1997, emphasizes key components needed for a breastfeeding mother to be successful. More than a decade after the campaign began, USDA wants to update it, taking into account changes in the WIC program, participants, and technology. On April 26, 2011, the IOM hosted a workshop to bring together experts to discuss what has changed since *Loving Support* began, lessons learned from other public health campaigns, and suggestions for where to take the campaign in the future. Copies can be downloaded or ordered from:

<http://www.iom.edu/Reports/2011/Updating-the-USDA-National-Breastfeeding-Campaign-Workshop-Summary.aspx>

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The Surgeon General's [Call to Action](#) to Support Breastfeeding

The just-released Action Guides from the CDC outline how doctors, nurses and health care leadership can actively help patients to breastfeed and how to support breastfeeding in health care systems, respectively.

Please visit the links below to access information geared towards:

Doctors in Action

http://www.cdc.gov/breastfeeding/pdf/actionguides/Doctors_in_Action.pdf

Nurses in Action

http://www.cdc.gov/breastfeeding/pdf/actionguides/Nurses_in_Action.pdf

Health Care Leadership in Action

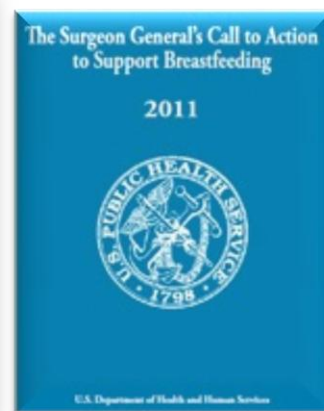
http://www.cdc.gov/breastfeeding/pdf/actionguides/Health_Care_Leaders_in_Action.pdf

These are great tools to use with health care providers, staff and administration at your facility, especially those that may not already be on-board with the breastfeeding quality improvement work you are doing. IBCLCs are featured prominently!

Develop skilled lactation care teams.

International Board Certified Lactation Consultants (IBCLC) are health care professionals certified in lactation care. IBCLCs have specific clinical expertise and training in how to manage complex breastfeeding problems. IBCLCs need to be involved as core members of lactation care teams. To mirror patient populations, more IBCLCs are needed from racial and ethnic minority groups. More opportunities to train IBCLCs are required to meet this need.

Source: U.S. Department of Health and Human Services. The Surgeon General's Call to Action to Support Breastfeeding. U.S. Department of Health and Human Services, Office of the Surgeon General, 2011.



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Focus on Marketing: The Power of Storytelling

[Debi Ferrarello](#), RN, MS, IBCLC

You remember listening, enraptured, as a teacher or parent read aloud from a favorite tale. You got caught up in the action, came to know the characters, couldn't wait to hear what happened next. You use stories to teach your children lessons about safety, ethics, and values. You may have been swayed politically by a skillful storyteller who made a hot topic personal. We are all touched, tickled and taught by stories.

A good story strikes deep, reaching a level that no PowerPoint, graph, or mere statistic can touch. A good story touches the heart and values of the listeners. Some of the most influential leaders in business harnessed the power of storytelling to bring major change in their organizations.

Storytelling is one of the earliest forms of entertainment and a uniquely human communication. It is a powerful tool for self-reflection, teaching, bringing transformational change, preserving and transmitting culture, and entertaining. And what do we, as IBCLCs, want to do for our profession and our practice? We want to shift values. We want to bring deep and lasting change.

Pamela Rutledge, PhD, MBA, Director of Media Psychology Research Center and professor at Fielding Graduate University and UCLA Extension writes, "When organizations, causes, brands or individuals identify and develop a core story, they create and display authentic meaning and purpose that others can believe, participate with, and share. This is the basis for cultural and social change."

What is our "core story"? The vision of the USLCA is that "IBCLCs are valued and recognized members of the health care team". Can you see how stories help fulfill this vision? Facts and statistics are important, but it is stories that give them body and soul. The work of IBCLCs is a marriage of art and science, drawing on psychology, biology, and epidemiology to promote health and foster connection. When we clothe the facts in compelling stories of mothers and their babies, we communicate the both the complexity and the meaning of our work.

What is your vision for YOUR practice? Whatever your work setting, sharing stories will powerfully communicate the importance of what you do. Your website, newsletter, and Facebook page will come alive as you weave stories from the every day drama of your practice into descriptions of your professional services.

Harness the power of the story to reach that part of the human heart where change takes place, passion is ignited, and compassion stirred.

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USLCA Board of Directors will be meeting in Raleigh, North Carolina for their fall board meeting on October 29-30th to plan for the 2012 USLCA Budget. These meetings are open to members. If you have issues you'd like the Board to address, please contact [Scott Sherwood, Executive Director](#).



Mary Buskohl, Sharon Quallio, & Alisa Davis handing out "breast" cookies while telling everyone Happy World Breastfeeding week.

Naval Hospital
Jacksonville, Florida
now Baby Friendly
certified!!!



It is membership [renewal](#) time and also a good time to recruit new members. 2012 will be a big year for USCLA and you won't want to miss out on the journals, webinars, conferences, and the other member benefits that exist. Sign up today before the holidays and busy time of the year!

USLCA Benefit:

Professional Liability Insurance for IBCLCs at Discounted Rates!

As a USLCA member, your benefits include an exclusive offer for professional liability insurance at a discounted rate.

This policy provides coverage for you as an International Board Certified Lactation Consultant, as well as "slips and falls" at your office location.

The CM&F Group, Inc. was established in 1919. They have provided reliable coverage to over 50 classes of healthcare providers including PAs, NPs, CRNAs, and RNs.

Please refer to the rate sheet, policy and application.

For questions, contact:

USLCA

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Licensure and Reimbursement Committee Update

Judy Gutowski, BA, IBCLC, RLC

The USLCA Licensure and Reimbursement Committee is working steadily toward its mission. In recent weeks, licensure and reimbursement efforts have been undertaken or stepped up in a number of states including: Utah, Virginia, Georgia, California, Washington, Arizona, Indiana, New York, Florida, North Carolina and Kansas and Pennsylvania. Much of the interest has come from public health administrators in these states who support breastfeeding and want to make IBCLC services available to the families they serve.

We have just finished drafting a “Sunrise Evaluation” for Pennsylvania. This document is a detailed list of questions and answers for legislators who are considering the merit of licensing IBCLCs. It explains to them what an IBCLC does, what our qualifications are, why our services are necessary and important to families, and what differentiates us from other health professionals. It also asks about what kind of support we have from within our own ranks and from the public or other organizations and the consequences to the public of licensure. The Sunrise Evaluation will include numerous other documents in its appendices such as our professional standards, relevant policies and existing legislation, testimonies from the public and letters of support from maternal and child health organizations. Most other states have a similar Sunrise questionnaire so the Pennsylvania draft can be used as a model to make it easier for others to collect and provide the information to their own states. Licensure is critical to consumer protection because it enables the breastfeeding families, other health care providers, employers and insurance carriers to identify a well qualified lactation support provider.

Recognition of the importance of breastfeeding as a preventive health measure has also been the impetus for efforts to increase accessibility of IBCLCs. New policies have been implemented and recommended which cite breastfeeding support as mandatory in care of both infants and mothers. Under the Affordable Care Act breastfeeding support services will be required based on the category B rating for “breastfeeding support” from the US Preventive Services Task Force. The Institute of Medicine Recommendations for Preventive Services for Women, which were approved by the US Department of Health and Human Services also include lactation counseling. The IBCLC is the most qualified professional to provide these services. These recommendations, along with the US Surgeon General’s Call to Action to Support Breastfeeding which states that IBCLCs should be reimbursed and licensed give weight and added urgency to our endeavors.

The IBLCE proposed elimination of the Code of Ethics and replacement with the Code of Conduct has a significant effect on licensure and reimbursement work. This is because the model language used for licensure ties the licensing to the IBCLC credential. Any changes in the credentialing process or obligations affect potential legislation. The USLCA Chair responded to the proposed changes and asked the IBLCE to consider these ramifications.

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USLCA CLIPBOARD

Stay organized and show your support for USLCA.

USLCA clipboard comes with:

- Calculator Educational sheets
- Inserts
- Conversion chart

Members:

\$22 for one

2 for \$40.00. + SH;

Non-members:

\$25.00 +SH

Contact [Scott Sherwood](#) to get yours.

Great gift idea!

[Available in the ILCA bookstore.](#)



USLCA Beginning Spanish II for Lactation Consultants

Starting Monday October 17, 2011

Please note that this webinar is a 90min classes meeting for 10 weeks

Topic	Instructor	Time	Cost	Deadline to Register
Beginning Spanish II (2) for Lactation Consultants Potential Students must meet the following prerequisites. 1. Must have taken Beginning Spanish 1 for LC 2. Have taken Spanish classes or have experience speaking Spanish	Dorothy Potter Snyder	Beginning Tuesday October 17, 2011 at 6:30pm to 8:00pm (EST). Class will meet every Tuesday for 10 weeks: October 17, 24, 31, November 7, 14, 21, 28, December 5, 12, and 19.	USLCA Members \$225.00, Non-members \$275.00,	October 14, 2011 at 12:00pm Eastern Standard Time.

Cerps awarded for webinar: 15 Related ("R" CERPs)

USLCA Webinar Tuesday, October 25, 2011

Topic	Speaker	Time	Cost	Deadline to Register
"Grant Writing Basics"	Patricia M. Brennan, BA	1pm Eastern 12pm Central 11am Mountain 10am Pacific	USLCA Members \$20, Non-members \$30, Groups 2-10 \$55, 11 or more \$75.	October 24, 2011 by 12:00pm (EST)

Cerps are not being offered for this webinar

USLCA Webinar Wednesday, November 16, 2011

★ **this is a 90 min program**

Topic	Speaker	Time	Cost	Deadline to Register
"Hormone Testing When Nothing Else Makes Sense"	Lisa Marasco, MA, IBCLC, FILCA	2pm Eastern 1pm Central 12pm Mountain 11am Pacific	USLCA Members \$20, Non-members \$30, Groups 2-10 \$55, 11 or more \$75.	November 15, by 12:00pm (EST)

Cerps awarded for webinar: 1.5 Lactation ("L" CERPs)

USLCA Webinar Thursday, December 1, 2011

Topic	Speaker	Time	Cost	Deadline to Register
"Human-milk sharing: getting a grip on a fast-evolving reality"	James Akre, BA, MPIA	1pm Eastern 12pm Central 11am Mountain 10am Pacific	USLCA Members \$20, Non-members \$30, Groups 2-10 \$55, 11 or more \$75.	November 30, by 12:00pm (EST)

Cerps awarded for webinar: 1 Lactation ("L" CERPs)

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SpeakUP™



What you need to know about breastfeeding is supported by

Academy of Breastfeeding Medicine
www.bfmed.org
American Academy of Pediatrics
www.aap.org
Association of Women's Health, Obstetrics and Neonatal Nurses
www.awhonn.org
Baby-Friendly USA, Inc.
www.babyfriendlyusa.org
Centers for Disease Control and Prevention
www.cdc.gov/breastfeeding
March of Dimes
www.marchofdimes.com
United States Breastfeeding Commission
www.usbreastfeeding.org

What you need to know about breastfeeding

The Joint Commission is the largest health care accrediting body in the United States that promotes quality and safety.

Helping health care organizations help patients

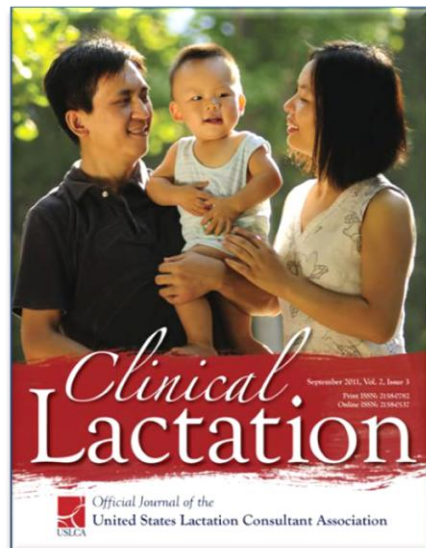


The Joint Commission

The Joint Commission (TJC) encourages expectant and new mothers to Speak Up about breastfeeding! TJC's award-winning patient safety program offers [free-download brochures](#) in English and Spanish, encouraging mothers to ask questions about breastfeeding.

In other news...

The CDC announces a new [effort](#) to boost number of Baby-Friendly hospitals. *The Project aims to improve maternity care practices to support breastfeeding.*



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Connect with us!

Click the Facebook and Twitter boxes to the left to join the conversation and stay up-to-date on the latest information.

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