



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.

# USLCA eNEWS

## United States Lactation Consultant Association

March 2011

**USCLA  
NEEDS YOU!**  
Conference  
Program  
Committee  
Coordinator  
Wanted  
For 2013  
USLCA  
Conference  
See p. 2

**From the President Laurie Beck, RN, MSN, IBCLC, RLC**

One of my favorite times of the year is spring with warmer days and spring flowers! USLCA's second *Clinical Lactation* Journal should be arriving in your mailbox. Remind your colleagues it is not too late to join USLCA and ILCA to take advantage of all of the member benefits. Two professional journals are a bonus! You do not have to be an IBCLC to join our professional organizations. Subscriptions to just the journal can be ordered for non-members and institutions. Share your eNews with your friends and colleagues as well to help us promote our profession.



I will be attending the ILCA and IBLCE board meetings March 21-24th in Washington, DC. The USLCA Board of Directors will be hosting their spring board meeting online. We try very hard to spend our money wisely in order to have money for new and exciting projects. We like to hear from our members and appreciate your calls and emails, so keep them coming!

Laurie Beck, RN, MSN, IBCLC, RLC  
USLCA President

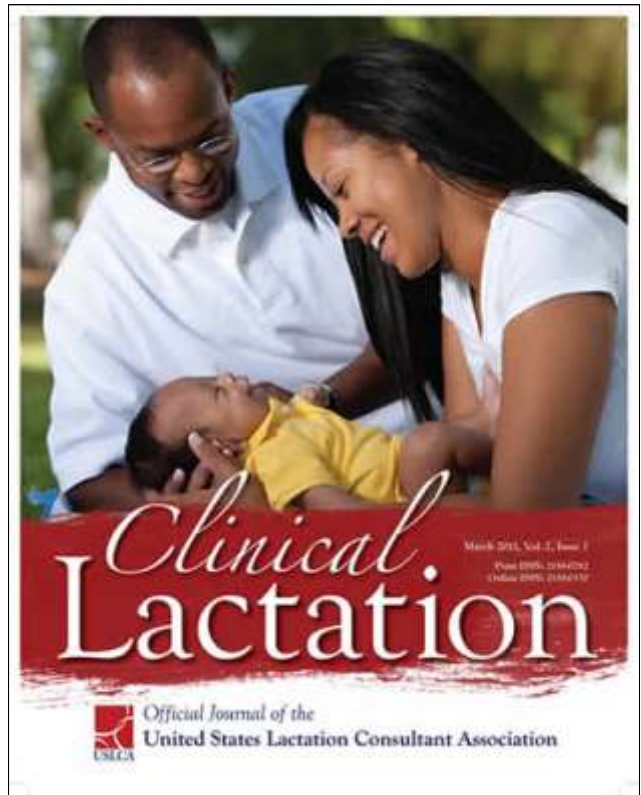
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*Clinical Lactation*  
Issue 2  
Arriving in your mailbox soon!



**Have you registered yet?**  
Early Bird Registration Deadline: May 15th. Download the Conference [Brochure](#) and [Registration Form](#).



## NEWS FROM THE USLCA BOARD OF DIRECTORS

- **Board Meeting Online!** USLCA Spring Board Meeting is March 19th and April 2nd with the focus being on Strategic Planning for USLCA. We will be saving thousands of dollars by hosting the board meeting online via webinar formatting. This also maximizes the board **members' time as there is no travel time.** Hoping the meeting is a success so as to set the standards for future board meetings. If you have questions or concerns, or would like to attend some or all of the meeting, please contact [Scott Sherwood](#), Executive Director.
- **Spanish Class is Going Well—More to be Scheduled!** The 10 week Beginning Spanish for Lactation Consultants class is going well. Three weeks into the class, the students have learned vocabulary, verb tenses, how to greet people, and how to help the mother position the baby to the breast.

Tentative plans are being made for a summer session of this already-popular class. Day(s) and time(s) will be announced but are being chosen based on the results of the Survey Monkey that indicated Monday evenings and Saturday mornings to be the most popular times. Survey takers were excited about the possibility of being better able to serve the Hispanic mothers and families they serve, and of not having to rely so heavily on interpreters.

*Keep reading your eNews for the announcement of the next scheduled class.*

## Are YOU the Next USLCA Conference Program Committee Coordinator?

USLCA is seeking a *Conference Program Committee Coordinator* for the first national USLCA conference, to be held in St. Louis, Missouri, May 3-5, 2013. This paid position is a two year commitment.

The coordinator will help create a diverse committee of USLCA members. The committee will help select the conference theme, invite plenary speakers, select workshops and concurrent topics, and determine speakers through an abstract review process. Motivating committee members, promoting teamwork, effective communication, and meeting tight deadlines are essential aspects of this position. The coordinator will communicate regularly with the Director of Professional Development and the Executive Director regarding committee activities.

To learn more about this exciting opportunity please review the [Job Description](#). If you would like to apply download an [application](#).

**Applications are due April 15, 2011.**

Please do not hesitate to [contact Barbara Robertson](#) if you have any questions or concerns. Director of Professional Development

### **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**  
2501 Aerial Center Pkwy, Ste 103  
Morrisville, NC 27560 USA  
(919) 861-4543  
(800) 221-4904

**CM&F Group, Inc.**  
99 Hudson Street 12th Floor  
New York, NY 10013  
(212) 233-8911  
Fax: (212) 608-4378



## Advocacy Alert: FDA Requests Comments on Infant Formula Labels

Marsha Walker, RN, IBCLC, Director of Public policy

The Food and Drug Administration (FDA) is asking for comment by **May 2** on an experimental study it wishes to conduct to collect consumer information on structure/function claims used **on infant formula labels**. "An example of the type of statements that are of interest is: 'Supports brain and eye development'," FDA says in its March 3 Federal Register notice. "The purpose of the study is to assess women's understanding of and response to various statements on infant formula labels. The study results will be used to help the agency to understand the role that certain types of statements on infant formula labels have in influencing formula choice." **The data will be collected over the Internet from a sample of 5,000 adult women** selected from an online consumer panel. The study will focus on purchase choice, perceived similarity of the formula to breast milk, and perceived likelihood that the formula has certain health benefits.

Many clinicians have heard mothers voice comments that indicate confusion over infant formula claims which equate infant formula with human milk. It would be important that the FDA receive your input on such comments.

The notice in the Federal Register details how the study will be conducted, how to respond, and can be found at <http://edocket.access.gpo.gov/2011/2011-4740.htm>.

## Chapter News: Spring Conference Season Ahead!

Spring is conference season. Does your Chapter have one scheduled that you would like for other eNews readers to know about? Send basic information (title, speakers, location, dates, CERPs, contact information, and link to online materials) to [eNewsEditor@uslcaonline.org](mailto:eNewsEditor@uslcaonline.org). Deadline for each issue: 10th of the month, with the issue to come out around the 15th. First come first served as space allows! This is FREE advertisement for USLCA Chapters!

### Join KLIC for Kentucky's Second Annual Breastfeeding Summit: Shaping the Future

Date: April 13, 2011; 10am-3pm Location: Marriott Downtown, Louisville, KY.

Featuring: Unveiling of the KY Statewide Strategic Breastfeeding Plan

Speakers include: Dr. Ruth Ann Shepherd, KY Department of Public Health, and Kiran Saluja of the National WIC Association.

Registration Deadline: April 6. Registration must be done TWICE: once through the TRAIN system ([ky.train.org](http://ky.train.org)), course number 1025804; and again through the KDA (to send in your \$25 payment). Four CERPs have been requested.

For more information: Marlene Goodlett, KY Breastfeeding coordinator at (502) 564-3827 ext. 3612 or [marlene.goodlett@ky.gov](mailto:marlene.goodlett@ky.gov).

## The IBCLC Care Directory: Is Your Facility Listed?

The [IBCLC Care Directory](#) lists recognized hospitals, birthing facilities, and birthing services that hire currently certified IBCLCs and have a dedicated lactation support program available 5-7 days a week. These facilities also have demonstrated they have provided training for their nursing, medical, and other staff that care for breastfeeding families, and have implemented special projects that promote, protect, and support breastfeeding. The listing is valid for two years and facilities must reapply between September 1 and November 30 before their expiration year to continue being listed in the directory. There are currently 192 listings, 182 of which are in the United States.



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lactation professionals

### USLCA's Vision:

IBCLCs are valued recognized members of the health care team

Spend the Day Online with USLCA!

## Help for the Hospital-Based Clinician

March 21, 2011: 10:30am—5:30pm Eastern

### 6 Hour Online Program

5 L CERPs; 1 E CERP

Certificates are emailed to attendees

USLCA Members  
\$65

Non-members  
\$95

Groups 3-10

\$250;

11 or more \$400

[Click here](#) for the outlines.

[Click here](#) for more information on the speakers.

United States  
Lactation  
Consultant  
Association

2501 Aerial Center  
Parkway  
Suite 103  
Morrisville,  
North Carolina 27560

This program is designed to provide tools and guidance to help change policies and improve services for breastfeeding families during their hospital stay.

- ***"Are We Being Ethical?"*** Marsha Walker, RN, IBCLC, will help sort out common ethical dilemmas that IBCLCs frequently face on the job and with their colleagues in the hospital setting.
- ***"The Perfect Storm"*** Glenda Dickerson, RN, MS, IBCLC, will translate the new measurements from the Joint Commission and mPINC for participants so they can use them effectively.
- ***"What Would Patient Satisfaction Look Like from a Baby's Point of View?"*** Phyllis Kombol, RNC, IBCLC, MSN, will identify evidence-based practices for the establishment of effective breastfeeding in the early postpartum period from the viewpoint of the baby.
- ***"Bringing Banked Milk into the NICU"*** Nancy Wight, MD, IBCLC, FABM, FAAP, will clarify why it is important and how to facilitate the process of introducing banked human milk into the hospital setting.
- ***"When, How, and How Much? Infant Supplementation in the Hospital"*** Ginna Wall, RN, MN, IBCLC, will differentiate between appropriate and inappropriate supplementation in common hospital practices, calculate how much is appropriate if the baby does need supplementation, and describe how to supplement in the most Baby-Friendly manner.

This cutting edge program will be a must attend for anyone who works with breastfeeding families!

Register Now—Space is Limited.  
[Click here](#) for Registration Form.





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## Lunch and Learn Webinars -Earn IBLCE CERPs

### **"Mother-infant sleep location and nighttime feeding behavior: Where do babies sleep?"**

Kathleen Kendall-Tackett, Ph.D., IBCLC

Tuesday April 19, 2011

1pm Eastern, 12pm Central, 11am Mountain, 10am Pacific

1 Hour  
program,  
1 L CERP  
Certificates are  
emailed to  
attendees

#### Prices:

USLCA Mem-  
bers \$20

Non-members  
\$30

Groups 2-10  
\$55, 11 or  
more \$75

### OBJECTIVES:

1. Describe controversy re: bedsharing
2. Describe incidence of bedsharing
3. Identify factors that influence bedsharing
4. Identify possible unsafe practices related to current policies

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Morrisville,  
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Sign up now for a USLCA Webinar!

1. Download the sign up sheet for the appropriate webinar. [Click here](#) for list of scheduled webinars.
2. Submit your sign up sheet and payment information to our headquarters using these options:  
Attention: USLCA Webinar  
email [AshleyD@uslcaonline.org](mailto:AshleyD@uslcaonline.org) or fax 919-459-2075
3. You will then receive an email invitation to register for the webinar. Please complete this as soon as possible. You will not be able to sign on to the webinar until this registration is submitted and approved.

## LIFE COURSE THEORY AND THE IBCLC

Melissa Clark Vickers, MEd, IBCLC, eNews Editor

The Maternal and Child Health Bureau (MCHB) recently celebrated its [75th anniversary](#), and in an effort to improve the health of women and children in this country and reduce health **disparities, is integrating “Life Course Theory” (LCT) into its strategic planning.** LCT is a **“conceptual framework” that looks at populations over time and tries to identify multidisciplinary factors that affect health and wellness.** The traditional approach to improving health and wellness has been to tackle the various specific diseases and conditions that plague the health of the nation—obesity, heart disease, cancer, etc. LCT recognizes that these conditions **don’t just appear out of nowhere, and that there are environmental, genetic, and community-based factors that can have profound effect on them.**

According to a recently released concept paper entitled [“Rethinking MCH: The Life Course Model as an Organizing Framework,”](#) LCT seeks to address the answers to two questions:

- Why do health disparities persist across population groups, even in instances where there has been significant improvement in incidence, prevalence, and mortality rates for a specific disease or condition across all groups?
- What are the factors that influence the capacity of individuals or populations to reach their full potential for health and well-being?

**LCT is built on 4 key concepts: timeline (what happens today influences tomorrow’s health),** timing (there are critical periods, such as fetal development, birth, early childhood, etc., especially important in predicting lifelong health), environment (the community environment, including both biological and social elements, significantly impacts health), and equity (more than just genetics and personal choices causes the inequalities in health).

So what does this have to do with breastfeeding and the IBCLC? The breastfeeding aspect is pretty obvious to any of us who have been supporting breastfeeding for any length of time. We know that breastfeeding can have lifelong health consequences; we know that *not* breastfeeding in the early days, weeks, and months has profound influence on risk of a host of short and long-term diseases and conditions; we know that some communities are inherently more **“breastfeeding friendly” than others**—and this affects breastfeeding initiation and duration accordingly; and we know that breastfeeding levels the playing field for children whether they are both into poverty or wealth.

But what about the IBCLC? What is our role in LCT, specifically with respect to MCHB strategic planning? MCHB recognizes that in order to really embrace LCT effectively, it will require **innovative, “out of the box” partnerships between all interested and affected partners in the** health of our communities and individuals. These partnerships need to reach beyond the confines of the medical degrees—they need to include more than just the MDs and disease specialists, and extend to community partners, policy makers, city planners, etc. By actively including the IBCLC as one of those partners, we can help shape a future in which breastfeeding is the societal as well as the biological norm—and *we know* that this can only improve the health and wellbeing of future generations. What is obvious to us as IBCLCs, however, is not necessarily so obvious to others! And that just makes our voice that much more important to **be heard.** The US Surgeon General’s [Call to Action to Support Breastfeeding](#) is a great example of involving all segments of society to support breastfeeding—and improve health.

Continued, next page

## Life Course Theory, cont.

So how can we get involved in this new approach to strategic planning for health and well-being?

- Learn about Life Course Theory—there is a growing list of research articles and opinion pieces discussing the implications of LCT on our health. A good place to start is the concept paper mentioned earlier. To download a pdf of this fascinating article, go to: [www.hrsa.gov/ourstories/mchb75th/images/rethinkingmch.pdf](http://www.hrsa.gov/ourstories/mchb75th/images/rethinkingmch.pdf).
- For a partial listing of papers and studies on LCT on the MCHB website, go to: [www.mchb.hrsa.gov/lifecourseresources.htm](http://www.mchb.hrsa.gov/lifecourseresources.htm).
- Get to know the [MCH people in your state](#). Become involved in the Title V (MCH) programs mandated by annual federal grants. **Let your state's MCH Director know you are** interested in becoming one of the partners who will help with this strategic planning.

Partnerships can be powerful, and partnerships among people with a variety of skills, knowledge, and experience can lead to amazing synergy. Why not ensure that the IBCLC is part of this synergy? And hey, let us know what happens!

## TIPS: TECHNOLOGY IN PRACTICE

- **California Breastfeeding Summit Presentations Available Online:** The California Breastfeeding Coalition's recent "Supporting Breastfeeding in the Hospital and Community: Practical Solutions that Work!" summit presentations are available online by going to: [www.californiabreastfeeding.org/2011SummitPresentations.html](http://www.californiabreastfeeding.org/2011SummitPresentations.html). There is an extensive listing of these presentations on topics including baby-friendly, community partnerships, and quality improvement.
- **US Breastfeeding Committee's Topical Teleconference Archives:** A reminder of another good source of information useful to anyone protecting, promoting, and supporting breastfeeding—the USBC's teleconference calls. To see a list of the archived calls, go to: [www.usbreastfeeding.org/Coalitions/CDCUSBCBiMonthlyTeleconferences/2010TeleconferenceArchives/tabid/168/Default.aspx](http://www.usbreastfeeding.org/Coalitions/CDCUSBCBiMonthlyTeleconferences/2010TeleconferenceArchives/tabid/168/Default.aspx)  
Titles from 2010 include:
  - *NIH Funding Process and Research on Breastfeeding* (Feb. 9)
  - *The WHO/UNICEF Baby Friendly® Hospital Initiative in the United States* (Apr. 13)
  - *Text4baby: Using Mobile Technology to Promote Maternal and Child Health* (June 8)
  - *Breastfeeding Stories from the Field: State Program Highlights* (Aug 10)
  - *Reasonable Breaks for Nursing Mothers and Reasonable Steps for Breastfeeding Advocates: Insights into Section 4207 of Federal Wage and Hour Law* (Oct. 12)
  - *Improving Access to Lactation Care Through Legislation and Policy* (Dec. 14)
- **HMBANA (Human Milk Banking Association of North America) is on Facebook:** HMBANA is mounting a campaign to increase the human milk donations to HMBANA milk banks. The supply is low nationwide. Help spread the word. Go to their Facebook page at: [www.facebook.com/HMBANA](http://www.facebook.com/HMBANA).



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**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 at [ExecutiveDirector@uslcaonline.org](mailto:ExecutiveDirector@uslcaonline.org)**

**Great gift idea!**

**Available in the [ILCA bookstore](#)**



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And look for USLCA on [Facebook](#), too!