



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

February 2011

**Breaking
News!
The IRS
Changed
its Mind!**
(See below)

Inside this issue:

Spanish for LCs Full!	2
Chapter News	2
<i>Clinical Lactation, Issue 2— Coming Soon!</i>	3
Advocacy News—Call to Action	3
Webinar Flyer to Print and Share!	4
Liaison Report: USBC	5
Guide to Breastfeeding	5
TIPS	6
News from ILCA and IBLCE	7

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

I just returned from the United States Breastfeeding Committee meeting where I was representing USLCA. The US Surgeon General has given IBCLCs a wonderful gift!! The recently released *Call to Action to Support Breastfeeding* strongly advocates for the IBCLC by recommending reimbursement by third party payers and Medicaid, state licensure of IBCLCs, and accessibility of IBCLCs to all families.



While at the meeting I had the time to speak with Carole Peterson, IBCLC, and the National WIC Association (NWA) representative. NWA just released their **National Strategic Plan** which states **"The WIC agencies will increase the number of IBCLCs at the local and state levels."**

Breastfeeding is the normal way for all infants to be fed and community support to assist all families is growing. When families meet challenges it is our profession that has the clinical skills and educational background to help mothers to meet their breastfeeding goals.

Progress is being made! Change is coming! The International Board Certified Lactation Consultant is a recognized member of the health care team and the work we provide is making a difference!

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

A Victory for Nursing Mothers: The IRS Changes Its Mind!

As reported in November's eNews, the IRS would not consider money spent on "breastfeeding equipment" to be reimbursable under Flexible Health Spending Accounts, classifying pumps as "feeding equipment."

Thanks to the write-in efforts of many, including USLCA, a group of US Representatives and Senators, wrote the IRS and requested that the IRS revisit this decision. This group was led by Senators Jeff Merkley (D-OR) and Tom Harkin (D-IA), and Representatives Sander Levin (D-MI) and Carolyn B. Maloney (D-NY). Their letters pointed out the role of breastfeeding as an important preventive health measure for babies and mothers, and the expense of renting or purchasing a good breast pump that exceeded what many mothers could afford to pay. The IRS changed its mind!

[Click here](#) to read the Senators' letter. The Representatives' letter can be found [here](#). And to read a blog on the Forbes website that mentions USLCA and quotes Marsha Walker, [click here](#).

SPANISH CLASSES FULL!

Thank you to all the people who made the "Spanish for Lactation Consultants" a success. All the classes are currently full now and we will keep you posted as to when the next session will begin. This is a 10-week online course, taught by Dorothy Potter. Check out her website at www.dorothypotterspanish.com, and keep watching for an announcement for future classes.

CHAPTER NEWS

- **Don't Forget to Pay Your Chapter Dues!**

It's not too late! Keep getting those [Chapter benefits](#) by paying the yearly fee. If your state does not yet have a Chapter, consider [forming one](#) to help promote the IBCLC profession at the local and state level.

- **WHO Code of Marketing and IBCLCs: Chapter Conferences and Educational Opportunities**

As IBCLCs and Chapters begin planning educational opportunities for IBCLCs, remember that in order to obtain CERPS for the program, no part of an educational program can be organized, sponsored, or funded by individuals or companies that manufacture, market, or distribute products that are in any way related to breastfeeding and/or infant and young child feeding, nutrition, and care, including products within the scope of the International Code of Marketing of Breastmilk Substitutes (e.g. infant formula, bottles, or nipples). No such company or company personnel should have input into the choice of presenters, topics, or into the content of a program.

USLCA Chapters and IBCLCs must act in compliance with the Code in all of their affairs as stated in the IBLCE Code of Ethics. If a company is not meeting its obligations under the Code, then it cannot sponsor or fund any part of a conference, including food and beverages. In summary, IBCLCs and USLCA chapters should not accept monies or gifts from companies who are not meeting their obligations under the Code.

Questions regarding the WHO Code of Marketing or planning of conferences or events please contact Scott Sherwood at the USLCA office at 1-800-729-2776 #163, or 919-861-4543, or ExecutiveDirector@uslcaonline.org.

- **Chapter Conference Coming Up: Ohio Lactation Consultant Association's Annual Breastfest!**

The Baby-Friendly Hospital Initiative: Ten Steps to Successful Breastfeeding in Ohio

Where: Marriott Northwest, Dublin, Ohio When: March 18-19, 2011

Featured Speakers:

- Karin Cadwell, PhD, RN, IBCLC—Faculty Healthy Children Project, founder Baby Friendly USA and Delegate to USBC
- Kajsa Brimdyr, PhD, CLC—International Lactation researcher and producer of the "Skin to Skin in the First Hour after Birth" DVD
- Dr. Marc Belcastro, DO—Medical Director of the NICU and Newborn Nursery At Miami Valley Hospital
- Ann Twiggs, RD, IBCLC—Ohio WIC Breastfeeding Coordinator at *Ohio Department of Health*

For questions or more information, contact Tracey Waller at grizwaller96@sbcglobal.net
Or to register online, go to: <http://olca.ticketleap.com/breastfest/>

Coming to Your Mailbox Soon: *Clinical Lactation*, Issue 2!

The next issue of *Clinical Lactation*, USLCA's newest member benefit, will be arriving in your mailboxes early next month. Response to the first issue has been very positive—we hope it is meeting your needs as a practicing IBCLC. **Note that this second issue will be the last one accessible for free online**, so if you have friends and colleagues who want to continue to receive this journal, urge them to subscribe, or join USLCA—a subscription comes with USLCA membership! Urge your college, hospital, and medical libraries to subscribe as well!

Here's a sneak-peak at what's in the March 2011 issue:

- Empowering Mothers (Editorial)—Kathleen Kendall-Tackett, Ph.D., IBCLC, FAPA
- Promoting Breastfeeding Self-Efficacy—Betty Carlson Bowles, Ph.D., RNC, IBCLC, RLC
- The Magic Number and Long-Term Milk Production—Nancy Mohrbacher, IBCLC, RLC, FILCA
- Improving the "Bottom-Line"—Shannon Francis-Clegg, BSN, MBA, IBCLC, RLC, Deanne T. Francis, BSN, IBCLC, RLC, LCCE,
- Healthy People 2020 Objectives Combat the Barriers to Breastfeeding
- Vitamin D—Carol L. Wagner, M.D., FABM
- The Surgeon General's Call to Action to Support Breastfeeding
- Do Recent Research Findings Mean that Mothers Should Not Take Omega-3s? (Opinion)

To view *Clinical Lactation* online, go to www.ClinicalLactation.org

ADVOCACY NEWS: **The Surgeon General's Call to Action to Support Breastfeeding**

By Marsha Walker, RN, IBCLC

On January 20, 2011, I had the honor of attending the launch of ***The Surgeon General's Call to Action to Support Breastfeeding*** in Washington, DC. The Surgeon General of the United States, Dr. Regina Benjamin, spoke to a standing room only audience regarding this important boost for breastfeeding. The *Call to Action* describes a comprehensive framework with specific steps for communities, hospitals, the Federal government, employers, insurers, researchers, and health care professionals to take to remove obstacles to breastfeeding. It lists 20 action items and their associated implementation strategies, laying out the roles and responsibilities of all who interact directly or indirectly with the breastfeeding family.

Of particular interest to USLCA members is Action #11, "Ensure access to services provided by International Board Certified Lactation Consultants." This action step contains 3 implementation strategies:

- "Include support for lactation as an essential medical service for pregnant women, breastfeeding mothers, and children." This recommends that third party payers include standard coverage for IBCLCs as covered providers in their maternity coverage benefits.
- "Provide reimbursement for IBCLCs independent of their having other professional certification or licensure." This recommends developing state licensure to assure reimbursement for lactation care and services provided by IBCLCs
- "Work to increase the number of racial and ethnic minority IBCLCs to better mirror the US population." The recommendation is related to training more students from ethnic minority communities to become IBCLCs

While this document is not a mandate or law, it does give USLCA members another tool to use to effect change. It can be given to anyone who is being approached to improve breastfeeding care and services, including hospital management, legislators, policy makers, and funders. The document and its executive summary can be downloaded or obtained as hard copies. For more information see <http://www.surgeongeneral.gov/topics/breastfeeding/index.html>.



USLCA's Mission:

To build and sustain a national association that advocates for
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.

LIAISON REPORT: UNITED STATES BREASTFEEDING COMMITTEE

January 21-22, 2011, Arlington, Virginia

By Laurie Beck, RN, MSN, IBCLC, RLC

Background Information about the meeting:

The meeting was attended by representatives from USBC member organizations. The Surgeon General released her *Call to Action to Support Breastfeeding* on 1-20-11 which provided the main topic of conversation: *How can we turn the Call to Action document into an advocacy document and implement the recommendations the Surgeon General made?*

- The *Call to Action* recognized the IBCLC and the WHO Code of Marketing and urged support and education for mothers that choose to provide human milk to their babies. The *Call to Action* can be ordered online to distribute to targeted audiences. Surgeon General Everett Koop's message at the first Breastfeeding Summit was to reduce the barriers that affect breastfeeding women. We are still addressing these barriers in 2011. The Center for Disease Control (CDC) reported that another mPINC survey will go out in 2011. CDC recommends reimbursement for IBCLCs and rewarding BFHI hospitals. CDC also recommends that Health Care Providers use WHO Growth Charts for the first two years of life.
- The Office of Women's Health (OWH), co-sponsor of the *Call to Action*, is working with the Department of Labor (DOL) as teaching is the number one job for women in the workforce and they experience barriers when returning to work and continuing to breastfeed. OWH redesigned the *Breastfeeding Guide* and it is now available in a magazine format by going to www.womenshealth.gov or 1-800-994-9662. (see below)
- The *Landscape of Breastfeeding project*, which helped to provide photos in the Surgeon General's *Call to Action*, funded 8 state coalitions to provide photos. USBC members and State Coalitions will have access to the photos to use as needed.
- Next State National Breastfeeding Coalition Conference will be held August 4-6, 2012 in Arlington, Virginia.
- National WIC Association (NWA) is using more IBCLCs in WIC offices throughout the US and recently released their new Strategic Plan. NWA and USLCA are collaborating on behalf of IBCLCs to ensure that all WIC mothers have access to IBCLCs when needed.

Recommendations for USLCA and its Members:

- Review and distribute the Call to Action in your community
- Contact Medicaid and Insurance companies in your state to apply for IBCLC reimbursement
- Utilize the Breastfeeding Guide by OWH for your clients
- Incorporate the USBC Core Competencies into your local universities, hospitals, and clinics

Office on Women's Health Revises Easy Guides to Breastfeeding

The Department of Health and Human Services, Office on Women's Health has revised its Easy Guides to Breastfeeding, updating information and giving them a new look and a new title-- *Your Guide to Breastfeeding*. The magazine format is less likely to be overlooked or discarded than small booklets, and is more appealing to mothers and more similar to what they see in physician or clinic waiting rooms. Guides are available for the general population, for African American mothers, and soon to be released guides in Spanish, Chinese, and for Native American mothers. These are available at <http://www.womenshealth.gov/pub/bf.cfm> free of charge and make great items to put in hospital gift bags rather than from infant formula companies.

TIPS: TECHNOLOGY IN PRACTICE

2010 Dietary Guidelines for Americans:

US Department of Agriculture Secretary Tom Vilsack and Secretary of the Department of Health and Human Services Kathleen Sebelius announced the release of the federal government's nutritional guidance for Americans over the age of 2, including specific guidelines for pregnant and breastfeeding women. To view the Guidelines, [click here](#).

FDA Issues Warning about Use of Donor Breast Milk

The US Food and Drug Administration recently issued a warning about informal breast milk sharing. While strongly recommending breastfeeding, the FDA urges caution in using breast milk obtained through means that don't include screening and safe collection, processing, handling, testing, and storage of milk. The FDA has not been involved in establishing voluntary guidelines or state standards for human milk donation, they suggest contacting the [Human Milk Banking Association of North America](#) (HMBANA) for information on safe milk donation. The [FDA website](#) recommends these tips for parents considering using breast milk from someone other than the mother:

- Consult a healthcare provider first
- Consider the possible safety risks
- FDA recommends against feeding your baby breast milk acquired directly from individuals or through the Internet
- FDA recommends that if, after consultation with a healthcare provider, you decide to feed a baby with human milk from a source other than the baby's mother, you should only use milk from a source that has screened its milk donors and taken other precautions to ensure the safety of its milk.

Breastfeeding Medicine Podcasts Now Available on ABM Website

Anne Eglash, MD, has started a [free podcast series](#), co-sponsored by the Department of Family Medicine at the University of Wisconsin School of Medicine and Public Health and the Academy of Breastfeeding Medicine. Currently four podcasts are available for download:

- Two interviews with Dr. Kathie Marinelli on the use of banked donor human milk
- An interview with Dr. Christina Smilie on management of the non-latching newborn
- An interview with Dr. Evelyn Jain on tongue tie

Anne hopes to add a new podcast every few weeks, including an interview with Dr. Carol Wagner on Vitamin D supplementation, and Dr. Nancy Wright on the late preterm infant.

Here are two state reports on breastfeeding:

- The Minnesota Department of Health—*Breastfeeding Supports and Challenges: Mothers' Perspectives on Healthcare, Worksites, and Social Influences*. To view the report [click here](#).
- The California WIC Association—series of California hospital reports on breastfeeding initiatives. [Click here](#) to see available reports.

Action 11 of the US Surgeon General's Call to Action to Support Breastfeeding:

Ensure access to services provided by International Board Certified Lactation Consultants.

How will YOU rise to the challenge of this Action and the other 19?

NEWS FROM ILCA AND IBLCE

Input Wanted for ILCA/IBLCE Joint Board Meeting

The International Lactation Consultant Association (ILCA) and the International Board of Lactation Consultant Examiners (IBLCE) will be conducting a joint Board meeting on March 21, 2011, in Washington, DC, in addition to regular Board meetings. While each organization has their own vision, there are opportunities for the two organizations to work together for the growth of the profession. This meeting will enable determining shared goals and the roles of each organization in moving toward these goals.

ILCA and IBLCE would like YOUR ideas and recommendations!

1. What are the biggest challenges of the profession that should be addressed?
2. What priorities will help advance the profession?
3. What specific projects/suggestions would you like included as part of a 5-year plan?

By Friday, February 18, 2011, you can share your thoughts in one of two ways:

Contribute to the topic that has been opened on the Members-Only section of the ILCA Discussion Board, entitled "[ILCA strategic planning 2011](#)"

OR

Send your thoughts directly to the ILCA Office at: info@ilca.org

We value your input and look forward to hearing from you. Thank you!

Cathy Carothers, BLA, IBCLC, FILCA

ILCA President 2010-2012

Ellen McIntyre, OAM, PhD, IBCLC

IBLCE Chair

Online Registration for This Year's ILCA Conference is Now Open!

Join us in San Diego, California! Check out the [conference pages](#) on the ILCA website. Download the Conference [Brochure](#) and [Registration Form](#).



USLCA Benefit:

Professional Liability Insurance for IBCLCs at Discounted Rates!

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Please refer to the rate sheet, policy and application.

For questions, contact:

USLCA

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New York, NY 10013
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March 2, 2011: 10th annual IBCLC Day!
The IBCLC Day 2011 materials are now posted on the ILCA website, available for downloading. Several new items are available to purchase to make IBCLC Day a grand celebration! Click [here](#) to check out the NEW promotional items imprinted with this year's theme, and visit ILCA's [Online Bookstore](#) or www.ILCA.org.



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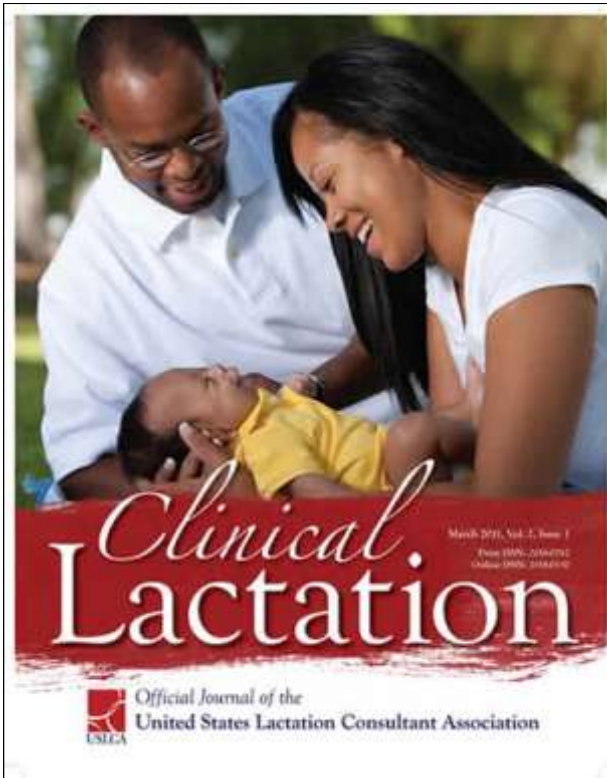


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Contact Scott Sherwood at
ExecutiveDirector@uslcaonline.org

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