



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

August 2011

Happy World
Breastfeeding
Month!

A special thank you and fond farewell to USLCA Director of Membership Services Debbie Costello as she completes her three-year term. We'll miss you!

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From the President Laurie Beck, RN, MSN, IBCLC, RLC
It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change. ~Author unknown



It is an exciting time to be an IBCLC as a lot of changes are taking place at the local, state, and national level. How are you responding to the positive changes taking place?

USLCA continues to advocate for the IBCLC on a daily basis. The professional duty of each of us is to mentor, recruit, educate, advocate, promote, and support at the local, state, and national level.

It takes all of us working together as there is plenty of work to be done. Share your eNews and journals with your colleagues. Contact USLCA Board of Directors with comments or concerns. Great things are happening and we want to hear from our members.

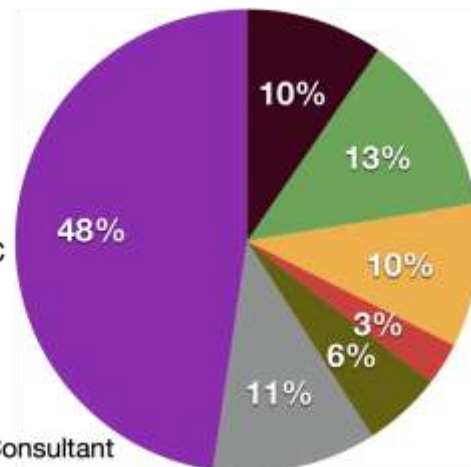
Happy World Breastfeeding Month!

And the Survey Says...

Earlier this year, USLCA members were asked to participate in a survey on workplace issues that face the IBCLC daily. Your responses help focus USLCA priorities! In this and subsequent eNews issues you'll find results of this survey. See p. 4 for additional responses.

WHERE ARE WE TODAY?
850 Survey Respondents

- Hospital Staff Nurse IBCLC
- Private practice
- WIC
- Public health,
- Physician's office/Clinic
- Other
- Hospital IBCLCLactation Consultant



NEWS FLASH! National WIC Association Endorses WHO Code!

On August 15, 2011, in perfect timing for World Breastfeeding Month, the National WIC Association has published the "NWA Statement on the WHO International Code of Marketing of Breast-Milk Substitutes," pledging endorsement of the Code and breastfeeding as the optimal way to feed and nourish infants. NWA also assumes a leadership role in supporting the Code throughout the WIC Program. Go to: <http://nwica.org/sites/default/files/WHO%20Code%20Breastfeeding.pdf>

USLCA BOD MEETING SUMMARY REPORT JULY 2011

- ◆ On May 3-5, 2013, the **1st USLCA National Conference** will be held in St. Louis, Missouri, at the St. Louis Marriot Hotel. Terrianne Shell, IBCLC, RLC, has been selected as the Conference Planner and Barbara Robertson, MA, IBCLC, RLC, USLCA Board of Director, is overseeing the conference.
- ◆ **There are now 36 USLCA Chapters.** The goal is to have a Chapter in each state. State Chapters currently can participate in bi-monthly conference calls for networking and sharing of information. Chapters promote USLCA at state and local levels with the goal of increasing USLCA members and mentoring new and potential IBCLCs to grow the profession. There is still confusion among members joining ILCA with group membership, assuming that they are an affiliate or chapter. USLCA will work to clarify Chapter formation and benefits.
- ◆ **Public Affairs** under Alisa Sanders, RN, IBCLC, RLC, has facilitated networking with other health care professionals to increase awareness of the IBCLC profession. Organization meetings and conferences that USLCA has attended since the July 2010 Board of Director's meeting include: AWHONN, National WIC Association, Texas WIC Association, Texas Breastfeeding Coalition, United States Breastfeeding Committee, Academy of Breastfeeding Medicine, and Breastfeeding Promotion Consortium. Two main target areas have been WIC and Texas. USLCA is collaborating on a group project with the Texas Breastfeeding Coalition for 2012 by hosting webinars during the San Antonio Breastfeeding Coalition's Breastfeeding Summit. Overall, more emphasis on the marketing of the IBCLC profession needs to be done as breastfeeding awareness increases.
- ◆ Present **membership dues** are \$45 with 50% of the dues being paid to ILCA for association management services that include our Executive Director, Scott Sherwood. That leaves approximately \$22 per member for USLCA expenditures on projects. The USLCA Board approved of increasing dues \$12 for 2012. This will allow funds to continue current projects and future expenses. (see p. 3)
- ◆ **Licensure** is needed to protect the public, and obtaining it is a top priority for the IBCLC profession in the U.S.
- ◆ The **Reimbursement Committee** recently sent a letter to 12 State Medicaid Directors, and appointed IBCLCs in each state to follow up. Presently, Medicaid will only reimburse a licensed professional, but waivers can be obtained. The Surgeon General's Call to Action to Support Breastfeeding document released in January of 2011 recommends the reimbursement of the IBCLC's services by insurance companies and Medicaid. Licensure efforts have been attempted in Texas and are presently being pursued in Pennsylvania and Georgia. USLCA has hired a Licensure Consultant, Scott Harshman of Harshman Consulting, LLC, and he and USLCA Member Judy Gutowski, BA, IBCLC, RLC, are developing a strategic plan and are networking the legislative system. Initial Licensure efforts by USLCA will take minimally 5-10 years as licensure will have to be obtained in each state at the approximate cost of \$25,000-\$30,000 per year for expenses, minimally. USLCA will continue to provide ongoing education to members on the importance of licensure. Several documents have been released to help IBCLCs advocate for licensure within their local and state levels.
- ◆ **Webinars** continue monthly to meet member needs. A joint webinar project with CLCA and LCA NZ will be **October 12, 2011, by Larry Gartner, MD, on the topic of "Jaundice in the Breastfed Infant."** The overall purpose of working with other National Affiliates is to show unity and to help strengthen relationships. National Affiliates can learn from each other and the sharing of knowledge helps to prevent "reinventing the wheel."
- ◆ **Clinical Lactation Journal** has received positive feedback. Efforts will continue to promote the journal as a way to promote the IBCLC outside of our profession. Information that is helpful and applicable in daily practice is the focus of the journal.
- ◆ **Products presently being sold by USLCA** are flash drives with USLCA logo, handmade silk scarves made by USLCA Board of Director, Karen Querna, clipboards, and recorded webinars.

Overall, 2011 has been a successful and productive year. USLCA will continue to provide quality education programs at affordable costs, market the IBCLC profession to the general public and to other organizations, work towards obtaining licensure for IBCLCs, and strengthen Chapter development.

The next USLCA BOD meeting will be held Oct, 29-30, 2011, in Morrisville, NC, at IMIAE headquarters.

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

Karen Querna, RN, BSN, IBCLC, RLC
USLCA Secretary/Treasurer

USLCA DUES INCREASE 2012

"Oh, no," you say, "Not another dues increase. Why should I spend more money on belonging to USLCA?" USLCA's primary efforts are centered around building and sustaining a national association that advocates for lactation professionals. USLCA engages in numerous activities that promote and support the IBCLC, including:

- ◆ Advocating for IBCLCs on national platforms such as the US Breastfeeding Committee, WIC, and the **US Department of Agriculture's Breastfeeding Promotion Consortium**.
- ◆ Achieving licensure for IBCLCs for protection of the public and to assure that IBCLCs are viewed and accepted as members of the healthcare team.
- ◆ Securing consistent reimbursement by third party payers for IBCLC services.
- ◆ Developing hospital staffing guidelines for IBCLCs published by USLCA and adopted by the **Association of Women's Health, Obstetric, and Neonatal Nurses (AWHONN)**.
- ◆ Publishing the peer-reviewed *Clinical Lactation Journal* as a member benefit.
- ◆ Offering low cost learning opportunities such as monthly webinars and Spanish for the IBCLC.

Professional IBCLC advocacy documents have been provided free to members in print and on the USLCA website. They include:

- ◆ [Containing Health Care Costs Help In Plain Sight](#) - Released at 2010 ILCA Conference
- ◆ [IBCLC Staffing Statement](#) - Released at 2010 ILCA Conference
- ◆ [Five Steps to Improving Job Security](#) - Released at 2010 ILCA Conference
- ◆ [Licensure FAQs](#) - Released at the 2011 ILCA Conference
- ◆ [Why Just Any LC Won't Do](#) - Available September 2011

For 2011, ILCA/USLCA members paid \$165 for joint membership. USLCA receives \$45, and from that we pay ILCA for office space, and association management support, including the full time USLCA Executive Director. Membership dues are not spent without careful consideration.

The USLCA Board of Directors (BOD) has worked diligently to keep BOD and association expenses down. In March of 2011, the BOD meeting was held using webinar technology to which the association already subscribes. Board meetings held three times a year have been shortened from three days to two days.

USLCA Webinars are currently the main source for non-dues revenue. The webinar income allowed USLCA to publish *Clinical Lactation* as a member benefit. USLCA members have long asked for a publication with practical articles applicable to day-to-day work.

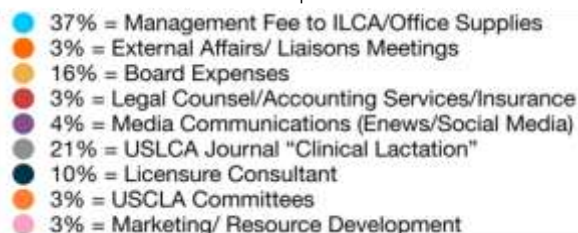
USLCA has been a leader in providing web-based updates, classes, and seminars for IBCLCs, and a monthly electronic newsletter with current and pertinent information. More educators and associations are moving forward with webinars which is likely to impact revenue to USLCA in the coming budget period.

For 2011, USLCA received a grant from ILCA to help support fees for licensure consultant Scott Harshman in Pennsylvania. USLCA is actively seeking additional funding that will allow the momentum toward licensure to continue. To date, no such funding has been awarded.

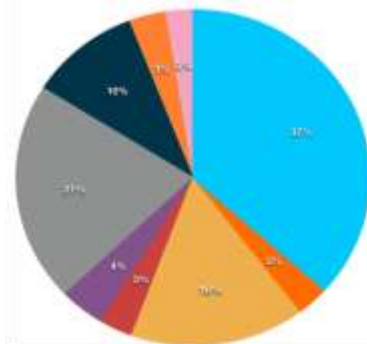
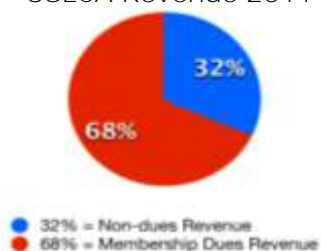
At the July 2011 BOD meeting the USLCA BOD agreed to increase USLCA dues by \$12. During these challenging economic times, the BOD does not take this step lightly. Yet, with the uncertainty of non-dues revenue, a modest dues increase will help your national professional association to continue its commitment to work towards licensure for IBCLCs, publish *Clinical Lactation*, and provide a strong voice for IBCLCs to policy makers and in national forums. These activities, in turn, will help you, the practicing IBCLC, grow both your expertise and career goals. Your USLCA dues are an investment in your profession.

Karen Querna, RN, BSN, IBCLC, USLCA Secretary/Treasurer

USLCA Expenses 2011



USLCA Revenue 2011



FOCUS ON MARKETING

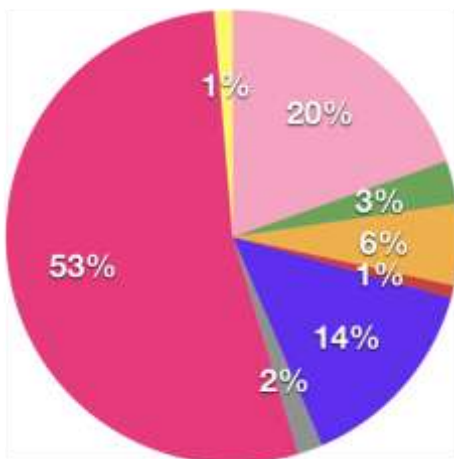
Debi Ferrarello, MS, RN, IBCLC, is USLCA's new Director of Marketing. She is working on strategies to market our IBCLC credential to parents and the public, to aspiring IBCLCs and other health care professionals, to hospitals and referral sources. This is a lot of ground to cover, but with a team of motivated members, we can spread the message that for breastfeeding mothers, IBCLCs are the ones to see and for aspiring lactation consultants, IBCLCs are the ones to be!

How is USLCA marketing for you now? There are many ways that your professional association is working to showcase the important role of the IBCLC. As one example, each month, a press release designed to focus on a breastfeeding-related topic and how IBCLCs make the difference goes out to major media outlets as well as to you, the members of USLCA. Whether you work in private practice, in a hospital, or in another setting, you can use the press releases to build your own practice by submitting them to your local news outlets and hospital news editors, as well as sending them to referring physicians and health department representatives when the topic fits. You can also tailor the text as needed for your own website or publications. All of these are inexpensive ways to spread the word about IBCLCs and build value in your community.

There are many other ways that USLCA is working to market our credential. Watch this spot each month to stay abreast. We can do so much *more* with your involvement. Do you follow the mommy blogs? Are you fluent in Facebook and Twitter? Do you enjoy writing and have a willingness to craft press releases? We have a membership full of creative, talented IBCLCs who are passionate and engaged. We need YOU to join the marketing committee to ensure that the world knows that in the alphabet soup of breastfeeding helpers, IBCLCs make the difference. Before reading the next article, send a quick email to DebiFerrarello@uslcaonline.org to let her know you're interested or to ask for more information. Help create the momentum.

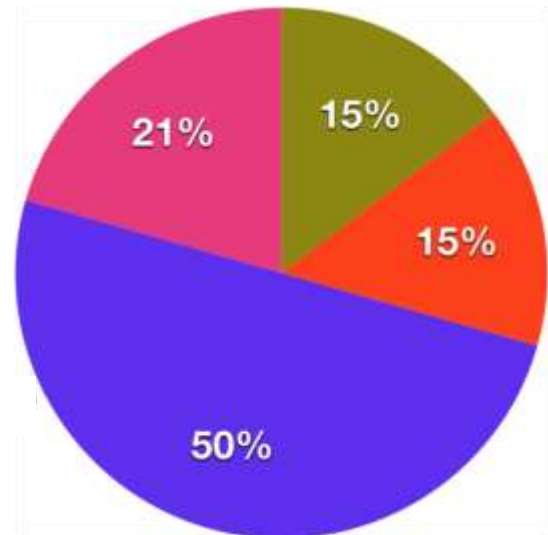
What would improve Hospital
IBCLC job satisfaction?

- Administrative Support
- Baby Friendly
- IBCLC Education
- Recognition
- Salary
- Staff Education
- Staffing
- Other



MORE FROM THE SURVEY

What would improve WIC
IBCLC job satisfaction?



- Administrative Support
- Recognition
- Salary
- Staffing

WORLD BREASTFEEDING MONTH: A SMORGASBORD OF RESOURCES!

Each year, August brings a veritable feast of resources in celebration of World Breastfeeding Week. Here are a few for you to sample. Check out the links and fill your plates!

- ◆ **Surgeon General Dr. Regina Benjamin's statement** on **2011 World Breastfeeding Week**, August 1-7: www.hhs.gov/news/press/2011pres/08/20110801e.html
- ◆ **USLCA's Press Release** on **2011 World Breastfeeding Week**:
www.uslcaonline.org/documents/Press%20Releases/World_Breastfeeding_Week_2011.pdf
- ◆ The Joint Commission's new **Speak Up™** campaign helps support and prepare mothers for successful breastfeeding, **"What You Need to Know About Breastfeeding."**
www.jointcommission.org/Speakup_breastfeeding/
- ◆ The Institute of Medicine has released two new reports concerning the health and wellness of women and children—and both support breastfeeding and lactation consultant care.
 - ◆ **Early Childhood Obesity Prevention Policies**
www.iom.edu/Reports/2011/Early-Childhood-Obesity-Prevention-Policies/Report-Brief.aspx
 - ◆ **Clinical Preventive Services for Women: Closing the Gaps**
www.iom.edu/Reports/2011/Clinical-Preventive-Services-for-Women-Closing-the-Gaps.aspx
- As of July 31, 2011, the U.S. Department of Health and Human Services (HHS) has approved these guidelines covering women's preventive health services *at no additional cost* as part of the Affordable Care Act. www.hhs.gov/news/press/2011pres/08/20110801b.html
- ◆ Here are three new resources from the Centers for Disease Control and Prevention (CDC):
 - ◆ **"Vital Signs: Hospital Support for Breastfeeding"** takes a look at how well hospitals are progressing on the individual steps of the Ten Steps for Successful Breastfeeding. Not too surprisingly, there's still work to be done. www.cdc.gov/vitalsigns/Breastfeeding/index.html
 - ◆ **2011 Breastfeeding Report Card** is out and makes a nice companion piece to the Vital Signs report. How is your state doing? www.cdc.gov/breastfeeding/data/reportcard.htm
 - ◆ **Detailed state reports on CDC's 2009 Maternity Practices in Infant Nutrition and Care (mPINc)** survey are available. www.cdc.gov/breastfeeding/data/mpinc/index.htm
- ◆ And while we're looking at progress towards achieving health and wellness goals, here are some additional reports of interest:
 - ◆ The Association of State and Territorial Public Health Nutrition Directors (ASTPHND) **"Improving the Nutritional Well-being of Women, Children, and Families."** Breastfeeding is a key component! www.astphnd.org/resource_read.php?resource_id=266
 - ◆ The White House's **Let's Move Childcare Checklist** that includes a significant section on breastfeeding. www.healthykidshealthyfuture.org/filebox/letsmove/childcareclist.pdf
 - ◆ Federal Interagency Forum on Child and Family Statistics **"America's Children: Key National Indicators of Well-being 2011."** There are some interesting statistics here, but, sadly, nothing about breastfeeding.
www.childstats.gov/pdf/ac2011/ac_11.pdf
 - ◆ **"Women's Health Care Chartbook: Key Findings from the Kaiser Women's Health Survey."** More interesting statistics, but none about breastfeeding. www.kff.org/womenshealth/8164.cfm
 - ◆ **Tom Hale, PhD's Infant Risk Center** has a **phone app** for medication information for health professionals. View a demo at www.infantrisk.com/mobile

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





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

Lunch and Learn Webinars -Earn IBLCE CERPs

"Breastfeeding in Combat Boots: Strategies to Support Active Duty Mothers"

Robyn Roche-Paull, BS, IBCLC, RLC

Thursday September 15, 2011

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

1 Hour;

1 L CERP

Certificates are
emailed to
attendees

Prices:

USLCA Members
\$20

Non-members
\$30

Groups 3-10
\$55

11 or more \$75

OBJECTIVES:

1. Define the barriers to breastfeeding in the military.
2. Define the policies and regulations regarding breastfeeding in the military.
3. Identify strategies that LCs can use to support breastfeeding mothers in the military.

United States
Lactation
Consultant
Association
2501 Aerial
Center Parkway
Suite 103
Morrisville,
North Carolina
27560

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 ErinB@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.



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Spend the Day Online with USLCA!

Lactation Education for the Out-Patient Lactation Professional Monday, September 26, 2011: 10:30am—5:30pm Eastern

6 Hour Online Program;

4.5 L CERPs;
1.5 E CERPs

Certificates are
emailed to
attendees

USLCA Members
\$65

Non-members
\$95

Groups 3-10
\$250

11 or more \$400

[Click here](#) for the
outlines.

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.

- 10:30am—1:30am: *"Nighttime Parenting and Postpartum Depression"* Kathleen Kendall-Tackett, PhD, IBCLC, will describe nighttime parenting issues—for the baby and his mother.
- 11:30am—12:30pm: *"Breastfeeding After Breast Reduction and Augmentation Surgeries"* Diana West, BA, IBCLC, will **describe the potential impact of these surgeries on a woman's** breastfeeding experience.
- 12:45pm—2:00pm: *"Nipple Nuances: From Pain to Peppermint and What the Textbooks Don't Cover"* Marsha Walker, RN, IBCLC, will discuss nipple problems and their resolution.
- 2:30pm—4:00pm: *"Assessing for Deal or No Deal? A Game Show Approach to IBCLC Ethics"* Elizabeth Brooks, JD, IBCLC, FILCA, will give an ethical overview for the practicing IBCLC.
- 4:15pm—5:30pm: *"Assessing for Tongue-Tie"* Catherine Watson Genna, BS, IBCLC, will describe how the tongue is supposed to work during breastfeeding, and what happens when the baby is tongue-tied.

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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USLCA CLIPBOARD

Stay organized and show your support for
USLCA.

USLCA clipboard comes with:

Calculator **Educational sheets**
Inserts **Conversion chart**

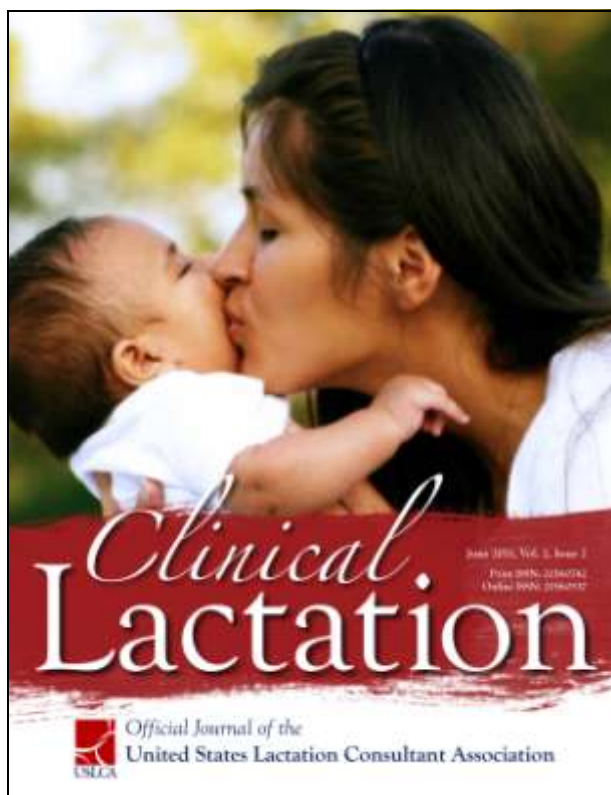


Members: \$22 for one 2 for \$40.00. + SH;

Non-members 25.00 +SH

Contact Scott Sherwood at
ExecutiveDirector@uslcaonline.org

Great gift idea!
Available in the [ILCA bookstore](#)



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<http://twitter.com/USLCA>
And look for USLCA on [Facebook](#), too!