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Is the Investment Worth It?

R. J. Weber, Executive Director

With the hoopla of the holiday season already behind us and the new year now underway, perhaps you're still refining your 2014 resolutions or searching for new opportunities to challenge yourself in the year ahead. We all know it's healthy and invigorating to set new goals and dabble in uncharted waters, but it's also human nature to wonder if making sacrifices and pursuing new quests are really worth it. As you think about the future of your careers and ways to help propel your professional lives in the year ahead, I encourage you to give some serious thought to a simple question: "Is the investment worth it?"

One common trend I've noticed in every organization for which I've worked is that members believe they cannot personally contribute to the organization's overall success. Believe me, friends, this is a grave misconception and couldn't be further from the truth. Members ARE the organization. YOU are the USLCA. Without you, the USLCA wouldn't exist! Concerned lactation professionals like you are the only elements that will allow the USLCA to continue to flourish and pave a path of greener pastures for the IBCLC community.

Is a small investment worth gaining IBCLC licensure or getting fairly reimbursed for your services? Is making a sacrifice worth gaining greater access to mothers in your neighborhood? Is donating a small chunk of your time worth seeing the IBCLC credential gain better recognition in the world of breastfeeding? Is the investment worth it for your lactation wish list to come to fruition?

The USLCA Board of Directors works tirelessly day after day to ensure a brighter future for the IBCLC profession... but they can't do it alone. I'd like to challenge you to seriously weigh whether a small investment of your time is worth the possibility of a more prosperous future. The USLCA is always looking for volunteers and future leaders – and the greatest chance for a more successful USLCA is to have more members actively engaged. The more of YOU working for the good of YOUR profession will make YOUR membership to the USLCA more valuable and YOUR career more fruitful.

Why not give it some thought? "Is the investment worth it?" You'll never know until you give it a try. While we might not have a job for you immediately, we'd love to build up our pot of volunteers so that we can expand our reach. Shoot me an email if you'd like to volunteer. Make a small time commitment or large – that doesn't matter. All that does matter is that you realize YOU are the USLCA and the investment is worth it to YOU!

USLCA Director of Marketing

This could be just for YOU!

USLCA's Director of Marketing is responsible for the public look, the external face, of our national professional association. The Director of Marketing oversees our social media, design of exhibit materials, the press releases that go out to the public, website look and feel---so much of what impacts our image to our colleagues, referral sources, and clients. But she does not do it alone. The Director of Marketing works with other talented and passionate USLCA members who are eager to take on projects for the good of our profession. Do you love Breastfeeding Talk with USLCA, our Facebook site for laypeople? That would be Lisa Sheer, IBCLC, RLC. Happy with our press releases? Graduate student Caitlyn Mooneyham has been busily learning the craft. Your role, as Director of Marketing, is to oversee, guide, and inspire.



The Director of Marketing serves beside the other members of the Board, all working together to advance the IBCLC in the USA and promote the IBCLC as the recognized professional authority in lactation care. We are a volunteer board, working with our professional Executive Director, R.J. Weber.

If you are passionate about how the IBCLC is perceived in our nation, and have a few hours to commit each month, consider applying today for this position. Your term would begin in July as we meet in Phoenix prior to the ILCA conference and your Board of Director colleagues will nurture you and help you grow into the role. For more information, contact info@uslca.org.

Lisa Davidson Sheer, IBCLC, RLC, volunteer administrator of [Breastfeeding Talk with USLCA](#) on Facebook

Meet Caitlyn Mooneyham!

Caitlyn is an MSN student at Thomas Jefferson University in Philadelphia. She is on a dual track to finish with graduate degrees both in Community Systems Administration (think public health) and as a Family Nurse Practitioner as well. Caitlyn is passionate about maternal/child health and breastfeeding and is working with USLCA as a volunteer for clinical experience.

Caitlyn has been crafting press releases, is working on an exciting, upcoming project with USLCA members Mistel de Varona and Linda Derbyshire that you will be hearing much more about, and delving into a scholarly project assessing the number of IBCLCs by state and each state's breastfeeding outcomes. USLCA is thrilled to work with bright enthusiastic student, Caitlyn Mooneyham!



Focus On Marketing

Debi Ferrarello, MSN, MS, IBCLC, RLC

We turned the pages of our calendars to a fresh new year. Everyone loves what is “new” and fresh. You can’t watch a commercial, catch a promo on your Facebook feed, or view a print ad without catching the marketing power of the “new”.

So what’s new with your practice for 2014? What new look, skills, or services can you share to spark the interest of your clients and referral services? If you’re in private practice, it may be time to refresh your logo. I am old enough to remember Harvest Gold kitchen appliances! I promise you that sometime in the not too distant future, the clean look of stainless ranges will be tired and something else will be hot. Are the colors and lines of your logo, web, and print materials consistent with today’s look? It may be hard for you to tell...Look around online at the logos of other health care professionals. Take your design to a local college for the soon-to-be professional guidance of graphic art students. You want your look to remain identifiably YOU, but fresh and current.

Does the look matter. You bet. Your public brand is tied in to the brand of the IBCLC---We need to look like the highly skilled, well educated, immersed in the latest evidence professionals that we are. When clients are choosing an IBCLC for their own care, referral from a trusted friend or health care provider will trump your look, but if they are surfing the web, they will be drawn to what looks current.

What about services? For the hospital-based IBCLC: Are you offering a new approach to triage your hospital patients or evaluate effectiveness? Share it with staff and administration. A new support group? Out-patient service? In private practice, are you offering a new weight- check, class, or service to share with clients and referral services? Is there a new insurance company covering your services? How exciting to offer new IBCLC services in a clinic or physician office setting. If you have that to offer, tout it. If not, perhaps it can be a goal for 2014.

New and fresh is catchy and works...But the values of the tried and true are also powerful. USLCA remains committed to advance the IBCLC within the United States through leadership, advocacy, professional development and research and ensure that the IBCLC is the recognized professional authority in lactation care in the United States. These are our Mission and Vision statements and are the framework of all we do.

Design by talented graphic artist and USLCA member Bryna Sampey, IBCLC, RLC. What is your dream for 2014?



Scheduled Webinars

Supporting Families in Milksharing as an IBCLC

with Amber McCann, IBCLC, RLC

February 26, 2014

More information on this webinar can be found [here](#). [Register today!](#)

[Learn More!](#)



USLCA is looking for speakers to donate their expertise and time. Submit your topics today by [email](#).

USLCA recorded webinars are available for [purchase](#).

Accreditation: All continuing education credit is based on a 60-minute hour. As of May 1, 2012, USLCA Webinars are approved by the USLCA as an approved provider of Continuing Education Recognition Points (CERPs) with the International Board of Lactation Consultant Examiners. Approval Number CLT112-01.

Have Questions? Check out the [Webinar FAQ](#) page for answers to your questions. If you have other questions, please email info@uslca.org or call the USLCA office at 919-861-4543.

Connect with us!

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



2501 Aerial Center Parkway, Suite 103 Morrisville, NC 27560
919-861-4543 info@uslca.org

Affordable Care Act (ACA) Webinar, from HHS

Join the U.S. Department of Health and Human Services, Center for Faith-Based and Neighborhood Partnerships on Thursday, January 30 at 3 p.m. ET for the "[Questions and Answers on the ACA](#)" webinar. Part of the [HHS Partnership Center webinar series](#), HHS staff will answer questions that have been submitted in advance as well as new questions asked during the webinar. Submit questions by emailing ACA101@hhs.gov.

Increasing Breastfeeding With IBCLC Care

A new study has found that lactation consultants with the IBCLC credential are a key strategy for increasing the number of women who breastfeed. [Effect of Primary Care Intervention on Breastfeeding Duration and Intensity](#) was published online December 19th in the American Journal of Public Health. The study authors conducted two trials at OB/GYN practices in New York from 2008-2011 to examine the effectiveness of primary care-based, and prenatal and postpartum interventions to increase breastfeeding. Mothers who spent an average total of three hours with a lactation consultant were almost three times more likely to start breastfeeding their newborns and to still be breastfeeding three months later. Readers may wish to secure a copy of this study and make it available to hospitals, insurers, employers, legislators, and policy makers as a validation of the outcomes of utilizing IBCLC credentialed lactation consultants.

Attention Chapters!

Having a Conference? Let us help you spread the word! Send your conference information to USLCA and we will post it on our website. There is no charge for this chapter benefit. Send your information to marketing@uslca.org and we will take it from there.



Check out our new Facebook Page, [Breastfeeding Talk With USLCA!](#)

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