

*Inside This  
Issue:*

**Focus on  
Marketing**

**Call for  
Artists**

**Top-Ranked  
Hospitals  
Abandon  
Infant  
Formula  
Promotion**

**Seeking  
Director of  
Marketing  
for 2014**

**And More!**

## Letter From The President

USLCA is a proud national affiliate of ILCA. Why is this important? What is in a name? Many of us believe that our name says something about us. It can reflect our heritage or religious affiliations. Some cultures believe that children live “up” to the meaning of their names.

Why is it important that USLCA be affiliated with ILCA? ILCA was formed almost thirty years ago. During that time the growth of the profession has been phenomenal. ILCA founders worked tirelessly to ensure that the IBCLC was synonymous with excellence. USLCA is the national affiliate of ILCA. We were formed by ILCA in 2006 to focus on national issues facing US IBCLCs. So when you join ILCA, if you live in the US, you are also joining USLCA. USLCA has the same vision and mission as ILCA but focused on the United States. For example, USLCA members are dealing with the implementation of the Affordable Care Act and Licensure and Reimbursement. Potential benefit from the ACA exists for IBCLCs. However, the process is far from complete. ILCA, with its international focus, is able to keep their vision and mission broad to ensure continued international growth and representation while USLCA works to achieve the vision and mission on a national level.

USLCA members have done a great job promoting the IBCLC. In fact beyond mother baby circles, the IBCLC is becoming recognized as the health care professional in lactation management. USLCA was approached by Google to provide professional lactation management thru their new product “Help out”. This opportunity is one of the many exciting member-only resources for IBCLCs.

USLCA is working to achieve our vision and mission, there remain many miles in front of us. United we can accomplish the task. Our continued strive for excellence depends on YOU. There is no USLCA or ILCA without you. If you have not renewed your membership, do it today. If you have renewed, encourage other IBCLCs or aspiring IBCLCs to join. The educational and networking opportunities are world class. In the US there are about 13,000 IBCLCs; our US membership is about one-fourth of the total number. We need you to increase the impact of our name. Share with your fellow IBCLCs the power of influence and the importance of membership in their professional organization.

Until next month,  
Alisa Sanders RN, IBCLC,RLC



# Focus On Marketing

This month USLCA members received an email announcing an exciting new opportunity---Google Helpouts. While “helpouts” will be open to others with the IBCLC credential in the future, it launched as an exclusive USLCA member benefit. Within days, 175 members took advantage of the opportunity and Google is now working on processing each one.

This month USLCA released a press release timed to call attention to the importance of human milk and the support of the IBCLC in honor of World Prematurity Day. IBCLCs play an important role in the wellbeing of the most vulnerable of our infants.

And still this month, on USLCA’s Facebook site for laypeople, [Breastfeeding Talk with USLCA](#), member administrator Lisa Davidson posted a graphic about National Diabetes Awareness month that has been “shared” 30 times and counting and has reached over 1700 people with the message that breastfeeding matters. The IBCLC matters!

USLCA is marketing the IBCLC and providing YOU opportunities to share your professional value with others. If you sign up for Google Helpouts, be sure to announce it on your website...send a press release to your local news outlets...add it to your bio. Do you work with preterm infants either during the hospital stay or during follow-up care after discharge? The press release is for YOU---share with your referral sources, your hospital’s communications department and your employer. Do you have a professional Facebook page? That’s where mothers are, so I hope you do. Ask your “friends” to “like” [Breastfeeding Talk with USLCA](#) and share your favorite posts.

Marketing your practice need not be expensive or difficult. Grassroots efforts may yield the biggest reward. What DOES matter is that your marketing is relentless and a regular part of your daily work. This helps keep your practice growing, and also validates your continued employment in these days of economic uncertainty in health care. We know that as infant feeding experts, our services are essential to laying a foundation of good health in our nation. The work you do is invaluable. Pass it on!

## Call For Artists

Are you Artistic?



As part of our mission to advance the IBCLC in the United States, USLCA is planning to exhibit at a number of conferences this year. We need a new banner stand and backdrop for our table to reflect our mission and vision and to represent our profession well.

If you are creative with a good eye for graphics, your professional association can use your skills! We can provide you with several websites that produce the materials, but we need your imagination and talent. If this project has your name on it, send an email to [marketing@uslca.org](mailto:marketing@uslca.org). Today would be good!

## Scheduled Webinars

### To Participate or Not to Participate with Insurance Plans – Why and How

with *Susanne Madden, MBA*

**December 3, 2013**

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



[Learn More!](#)

### Returning to Exclusive Breastfeeding After Formula Supplementation

with *Cathy Carothers, BLA, IBCLC, FILCA*

**December 16, 2013**

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

#### 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](mailto:info@uslca.org)

**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](mailto:info@uslca.org) or call the USLCA office at 919-861-4543.

## Top-Ranked Hospitals Have Abandoned Infant Formula Promotion

A new study from Public Citizen and the Ban the Bags campaign shows that the majority of the top ranked hospitals in the U.S. News and World Report's "Best Hospitals" no longer distribute gift bags from infant formula manufacturers. See the press release [here](#). The abandonment of this marketing practice at top hospitals can serve as an example of how ending this marketing tactic shows a dedication to the health and safety of a hospital's littlest patients. Sixty-seven percent of top hospitals in gynecology (30 out of 45) reported not distributing formula company sponsored discharge bags, formula samples or other formula company promotional materials to mothers in their maternity units. Eleven percent of hospitals in gynecology (5 of 45) still distribute formula company-sponsored materials, and a handful of hospitals did not respond to the survey. If your hospital is still engaged in this detrimental practice it's time to ask why a health institution persists in endorsing and marketing potentially hazardous brand name products to its vulnerable patients. The entire study can be found [here](#).

## CALL FOR NOMINATIONS: USLCA Seeking New Director of Marketing

The USLCA is seeking candidates for a role on its Board of Directors. The Director of Marketing oversees the eNews, press releases, and a variety of other marketing materials that USLCA publishes to advocate for the IBCLC profession. The role of the Board of Director is to oversee the USLCA's marketing efforts, to recruit members to work on marketing-related projects, to participate in monthly board meeting conference calls, and to participate in three Board of Director meetings per year. Nominees must be an IBCLC and a USLCA member for at least 3 years. Please email your submission to [info@uslca.org](mailto:info@uslca.org). Voting for member approval will occur in the Spring of 2014 and the position will begin July of 2014.



## Check out our new Facebook Page, Breastfeeding Talk With USLCA, too!



### 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](mailto:marketing@uslca.org) and we will take it from there.

### Lifetime Achievement Award, from American Public Health Association

Congratulations to USLCA member representative Miriam Labbok, MD, MPH, on receiving the [Carl E. Taylor Lifetime Achievement Award](#) from the American Public Health Association's International Health Section. Dr. Labbok is Professor of the Practice of Maternal and Child Health at the Gillings School of Global Public Health and director of the School's Carolina Global Breastfeeding Institute. She accepted the award on November 5 at the APHA Annual Meeting and Exposition in Boston. The award honors public health visionaries and leaders who have shaped the direction of international health and/or the development of APHA. Dr. Labbok is the first recipient of this award whose career concentration has focused upon breastfeeding and family planning.

### USLCA Board Of Directors and Staff

- President: [Alisa Sanders](#), RN, MSN, IBCLC, RLC—Texas
- Secretary/Treasurer: [Michele Bunker-Alberts](#), CFNP, IBCLC, RLC—California
- Director of External Affairs: [Sylvia Edwards](#), RN, MS, IBCLC, RLC—Alabama
- Director of Public Policy-Licensure and Reimbursement: [Marsha Walker](#), RN, IBCLC, RLC—Massachusetts
- Director of Professional Development: [Barbara Robertson](#), BA, MA, IBCLC, RLC— Michigan
- Director of Members Services - Chapters: [Regina Camillieri](#), , IBCLC, RLC — New York
- Director Of Marketing: [Debi Ferrarello](#), MSN, MS, IBCLC, RLC—Pennsylvania
- Executive Director [R.J. Weber](#) — North Carolina
- eNews and Social Media Editor: [Titania Jordan](#) — Atlanta

