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

Letter From The President

Alisa Sanders RN, IBCLC, RLC

Happy New Year!

I hope your holiday time was exactly what you wanted it to be. As for me, I enjoyed getting away, learning some new things, and meeting new people. It is always interesting to hear how women around the world approach childbirth and breastfeeding practices. I know I must be a teacher because as soon as I learn one new piece of information, I feel compelled to tell *everyone* I know. My friends appreciate my enthusiasm and have learned to nod and act surprised with each wonderful nugget of knowledge I bestow upon them. They really just do not understand the excitement that is breastfeeding.

2013 is truly going to be an exciting year in the US for lactation professionals. In January we will have representatives at the US Breastfeeding Committee meeting. Our fresh new website is currently under construction and will feature dedicated areas for parents and health care providers as well as members. Our first national Conference will be May 3-5th in beautiful St. Louis. The conference will be a great time to learn something new and meet other like-minded people. The conference is also a wonderful time to get involved with USLCA on a personal level. There are many areas in which we need volunteers. Be sure to read page 4 for complete details on how YOU can participate.

USLCA is *your* professional organization. Our mission and vision all revolve around the IBCLC in the US. So, whether you are an IBCLC in private practice, one of many IBCLCs in a hospital setting, or an aspiring professional, USLCA is here to partner with you to enhance your knowledge and career. Rest assured that each member of your Board of Directors takes her position on the board seriously. Please do not hesitate to contact any of us with concerns, ideas, or proposals. You can always pop over on Facebook just to say "hi". I love to hear from our members, because all of you "get" the excitement that is breastfeeding.

Have you visited us
lately? Go to www.uslca.org
and let us know what you
think of our fresh new look.



Focus on Marketing:

Going up? Perfecting Your Elevator Speech

[Debi Ferrarello](#), MSN, MS, IBCLC



Public Health Analyst Urseline Singleton, currently with the Department of Health and Human Services and formerly an IBCLC, gave a standing-ovation inspiring presentation to a crowd of enthusiastic lactation professionals at last summer's ILCA conference. Those in attendance will forever remember her elevator pitch story. She and a colleague worked as IBCLCs in an intensive care nursery and found themselves in a hospital elevator with a hospital big wig, who asked them what they do. Urseline's colleague said something about helping mothers breastfeed, at which point Urseline picked up the administrator's eye glaze and subtle dismissal. Urseline brilliantly and accurately piped up, **"We empower women and save babies."** Can you hear the cheers? Empower women and save babies. Yes, we do. Now *that* engenders respect and invites dialogue! *That* conveys the importance of what we do.

We *all* need an elevator pitch. Whether our lactation work takes us to a boardroom or a bedside, we need to be ready to communicate the value of our role quickly, powerfully, and intriguingly. What do we do? We are health care practitioners working in primary prevention...We help mothers achieve their goals...We assist companies to provide important employee benefits that promote health while positively impacting the bottom line...We teach health care professionals how to support optimal infant feeding, with important lifelong consequences for women and children.

Be ready to use your elevator speech any time, any where. On the bus, at a party, in the school yard, any where that "what do you do" question is likely to come up. The best way to be ready? Prepare! Spend fifteen minutes thinking about what you do and why you do it. Try it out on friends and family. Tweak it, polish it, then *use* it liberally. Marketing is simply conveying the value of a good or service. **What IBCLCs do is invaluable!**

Are You A Pump Pro?

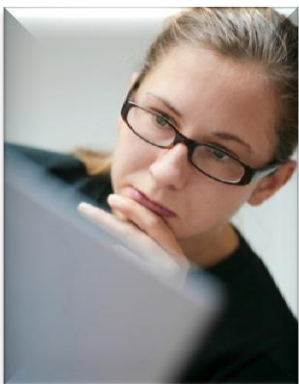
[Debi Ferrarello](#), MSN, MS, IBCLC

As you are aware, the [Affordable Care Act](#) now requires insurance companies to cover breast pumps for new mothers. No matter what we all feel about that, it is becoming more and more clear that women are faced with choices about pumps and don't have the information they need to make an informed decision. A writer from the *Washington Post* asked me if I thought obstetricians were the ones who should be having the pump conversation with their patients. I don't think that an OB should spend the ten minutes they have with a patient talking about breast pump options, do you? Who can better guide a mom than an IBCLC?

It would be a great gift to the IBCLC community and to mothers throughout the nation to offer an unbiased chart categorizing all of the major breast pump options in a way that helps guide mothers. For example, which pumps best serve mothers of very low birth weight infants? Mothers who are going back to work? Mothers who do not have access to an electrical outlet at work? Mothers who are not separated from their babies, but desire a pump for whatever reason?

Do YOU have a level of expertise in this area? Are YOU eager to learn about pumps that are less familiar to you? Are YOU willing to put together a chart for USLCA so that we can make it available as a free download on our website? If your answer is YES, please email DebiFerrarello@uslca.org.

USLCA is CERP Central!



Here is one member's feedback about Dr. Lawrence Kotlow's "Breastfeeding Should be Fun and Enjoyable: A Discussion on Why Tongue and Lip Ties Can Cause Breastfeeding Problems."

The DVD ROM you sent has proved to be invaluable in my practice, with physicians, staff, nursing students and parents. I am gaining confidence in that there is something to a tight frenulum/frenum! The CERPs are also helpful, and I appreciate them very much. The education is fabulous! -M.A.L.W., RN, BSN, IBCLC, RLC

USLCA has *many* fabulous offerings, from the best of the best. Click [here](#) for a list of recorded webinars, including those hard-to-find E-CERPS and take advantage of our upcoming [live](#) sessions, too!

USLCA is pleased to announce our first National Conference

Meet us in St. Louis!



Friday, May 3 – Sunday, May 5, 2013 • Union Station Hotel, St. Louis MO

Registration is now **OPEN** for the first national conference of the United States Lactation Consultant Association (USLCA) - Gateway to Excellence. The Conference will be held May 3-5, 2013 in St. Louis, MO, at the Union Station Hotel - A DoubleTree by Hilton Hotel. An outstanding line up of education sessions will give lactation professionals new ideas and strategies to take home and put to use right away. Top industry leaders including Liz Brooks, Cathy Watson Genna, Tom Hale, Todd Wolynn, Liz Wolf, Robin Glass, and Marsha Walker will give Plenary Sessions. The conference will also feature an Exhibit Hall with a variety of suppliers and will provide opportunities interact with speakers and authors and network with others in the industry. The conference will be held at the St. Louis Union Station Hotel, a National Historic Landmark just steps away from downtown and the Gateway Arch. Check [here](#) for conference rates, an overview of each day's sessions, and the link for hotel reservations.

Register early for the discount!

WANTED: You!

Job posting:

Volunteer Coordinator for the USLCA's May 2013 conference.

Are you really well organized and love to work with other people?

If so, this could be the perfect job for you!

Duties include:

Coordinating volunteers for the actual conference, tote bag stuffers, greeters, and speaker introductions.

Finding volunteers to coordinate extra activities such as a silent auction, a scavenger hunt, lists of local restaurants, and lists of local sights.

Term of employment:

This position would begin now and continue until the end of the May conference, May 5th, 2013.

Compensation:

One free registration valued at over \$500 to the USLCA May 3-5, 2013, conference. This does not include travel, hotel, or extra meals.

Please email [Barbara Robertson](#) to sign up. With all of you helping we will have a wonderful conference. Thank you!

USLCA invites both clinical and research poster abstracts that showcase the conference theme “Gateway to Excellence.”

Presenting a poster at the USLCA conference ensures your work will be viewed by some of the most influential and esteemed colleagues in the field. Part of the USLCA mission is to advance the IBCLC in the USA through professional development and research. This inaugural event further supports the mission by opening up opportunities to share innovative clinical practices, new research findings, and collaborative efforts shown to achieve excellence in lactation care and services. All abstracts are peer reviewed by the USLCA Research Task Force. **The deadline for submitting is February 1, 2013 (EDT).** Authors will be notified about the status of their submission via email no later than March 1, 2013. For more information, submission guidelines, and access to the portal, go to this [page](#). If you have any questions, please contact [Dr. Genae Strong](#).



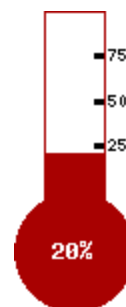
Best for Babes Formula Bag Survey

[Marsha Walker](#), RN, IBCLC, RLC

Three thousand mothers responded to a survey regarding formula gift bag distribution conducted by Tanya Lieberman at Best for Babes. Responses were received from every state in the US for births occurring from 2009 through 2012. The promising results showed a decreasing trend in the distribution of these bags in a number of areas:

- 2009: 33% offered bag prenatally
- 2010: 31% offered bag prenatally
- 2011: 28% offered bag prenatally
- 2012: 29% offered bag prenatally
- 2009: 75% offered a bag in the hospital
- 2010: 67% offered a bag in the hospital
- 2011: 56% offered a bag in the hospital
- 2012: 47% offered a bag in the hospital
- 2009: 17% offered a bag at pediatrician/family practice office
- 2010: 15% offered a bag at pediatrician/family practice office
- 2011: 16% offered a bag at pediatrician/family practice office
- 2012: 14% offered a bag at pediatrician/family practice office
- 2009: 83% were mailed formula samples or received online offers
- 2010: 74% were mailed formula samples or received online offers
- 2011: 70% were mailed formula samples or received online offers
- 2012: 64% were mailed formula samples or received online offers

To read the entire results from the survey, click [here](#).



We all must be doing something right. There are currently 658 hospitals in the US who have eliminated formula bag distribution, which is 20% of all hospitals and birth centers according to Ban the Bags.

Rhode Island and Massachusetts have eliminated formula bag distribution in all of their hospitals and birthing centers. Is your state next? If your hospital has eliminated the formula bags, be sure to report this to www.banthebags.org. For help in ridding your hospital of this commercial barrier to breastfeeding, contact Ban the Bags.

Scheduled Webinars

Topic	Speaker	Date & Time	Cont Ed Credit	Cost	Registration Deadline
Beginning Spanish II	Dorothy Potter Snyder	Class Starts February 4, 2013 at 6:30pm to 8:00pm EDT Class is ever Monday for 10 weeks February 4, 11, 18, 25 March 4, 11, 18, 25 April 1, 8	15 Lcerps	Members \$225.00 Non-Members \$275.00 Join USLCA and save on all of our webinars!	February 1, 2013 Register Now
Beginning Spanish I	Dorothy Potter Snyder	Class Starts February 9, 2013 at 11:00am to 12:30pm EDT Class is every Saturday for 10 weeks February 9, 16, 23 March 2, 9, 16, 23, 30 April, 6, 13	15 L Cerps	Members \$225.00 Non-Members \$275.00 Join USLCA and save on all of our webinars	February 8, 2012 Register Now
Using Twitter to Help Breastfeeding Mothers	Amber McCann, BA, IBCLC	February 26, 2013 1:00pm to 2:00pm EDT	1 R Cerp	Members \$20, Non-Members 30, Groups 3-10 \$55, Groups of 11 or more \$75	February 25, 2013 Register Now Webinar will be recorded

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

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

Sign the Petition to Urge the WHO to Cut Ties with Nestle!

Jennie Bever, PhD, IBCLC

In November, we highlighted [the recent news](#) that the Pan American Health Office (PAHO) of the World Health Organization (WHO) [had accepted money from Nestle](#), a notorious violator of the International Code of Marketing of Breastmilk Substitutes (The Code). A [large group of Code supporters](#) all over the world have started [a petition](#) to urge the WHO to cut ties with Nestle. We would be honored to have your support. Please [join us in signing the petition and share it with others](#) to make PAHO and WHO aware of the world health implications of accepting money from Nestle and of the tremendous negative public sentiment toward this partnership. Your voice can make a difference!

Nestlé-Free



Zone



We'd
love to
hear
your
comments
and
input.

Let
USLCA
know what
you
think via
[email](#),
[Facebook](#)
or
[Twitter](#).

New Hospital Breastfeeding Policy Resource

HealthConnect One from Illinois has created a hospital breastfeeding toolkit with strategies and tools to help guide hospitals through the process of implementing a breastfeeding quality improvement initiative. The entire toolkit can be downloaded [here](#).

New publication from USLCA documents effectiveness of IBCLCs

The effectiveness and importance of the IBCLC has been documented many times in peer-reviewed published articles. Many governmental and non-governmental organizations describe the IBCLC as crucial for mothers to successfully breastfeed. USLCA has gathered the evidence into one document for use when validating the necessity and effectiveness of IBCLC care and services. Entitled [IBCLCs: The Documented Difference](#), this document can be used in discussions of IBCLC lactation care and services with hospitals, employers, policy makers, insurers, health agencies, and legislators. Click [here](#) for a copy of the new document.

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

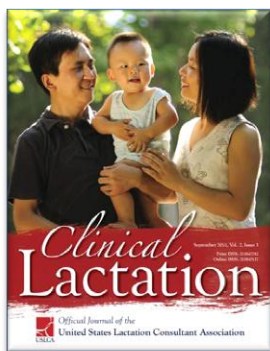


IBCLCs Answer the Call



www.USLCA.org

How are YOU "answering the call"? IBCLCs are responding to the Surgeon General's call to action across the nation in meaningful and creative ways. Send us your story. Tell us how you are "answering the call" as an individual member, as part of a service-providing team, or as a state coalition or chapter. Each submission will be recognized on the USLCA website and the member submitting will receive an "IBCLCs Answer the Call" button. Send your story to info@uslca.org.



Clinical Lactation Goes "Open Access"

Clinical Lactation, USLCA's journal, has gone open access. The journal is now open to everyone with all issues available online. We urge you to inform your colleagues and take advantage of this special opportunity while it lasts. Help get the word out. Links to all articles and issues can be found [here](#).

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](#) to get yours.

Great gift idea!

[Available in the ILCA bookstore.](#)

USLCA CLIPBOARD



Join our Facebook Fleet!

If you would like to help us stay in touch with all of our Facebook friends, let us know! We will invite you to join our Private Social Media Committee.

Send off a quick request to join this [Facebook Group](#) and we will take it from there.

Thanks for helping to keep USLCA fresh on Facebook!

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