

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 E-news
July 2008/ Issue 11

From the President

President's Address

Las Vegas is only days away. I can't wait! Your USLCA Board Members will be arriving on Saturday, July 19th. We will hold our board meeting on Sunday, July 20th and Monday, July 21st. Tuesday we will begin preparations for the conference, including working with local volunteers on "bag stuffing". ILCA conferences in the past have always been wonderful, but this one is very special because it is the first ILCA/USLCA joint conference.

I am always excited by the opportunity to come together with members of our profession. The camaraderie, sharing of information and just plain fun that goes on at a conference is worth the effort of attending. I know we will leave feeling enriched, enthused, and energized!

One Voice!

Glenda Dickerson RN, MS, IBCLC
 USLCA Board President



Glenda Dickerson, RN, MS, IBCLC
 USLCA BOD President

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Board News

MEET THE NEWEST BOD MEMBERS: CRYSTAL STEARNS AND DEBBIE COSTELLO

As we say goodbye and thank you to retiring USLCA Board of Directors Maureen Dann, CPNP, IBCLC, and Carol Chamblin, RN, MS, IBCLC, we welcome the newest members of the Board, Debbie Costello, RN, IBCLC, from South Carolina, and Crystal Stearns, RNC, BSN, MS, IBCLC, from Oklahoma.

Debbie Hoyle Costello, RN, Lactation Consultant for inpatient and outpatient services and Level 3 NICU at Spartanburg Regional Healthcare System located in Spartanburg, South Carolina. Debbie has held this position for one year since she and her husband relocated to the South Carolina Upstate from Gainesville, Florida.

She has been a Board Certified Lactation Consultant since 1995. Debbie has 34 years experience in Maternal Child Health issues with emphasis on childbirth and parenting education, public health, and over 18 years in lactation counseling. Debbie helped open the Women's Center at North Florida Regional Medical Center in Gainesville, Florida, in 1990 and had a thriving lactation department, serving the childbearing families in the Gainesville area. Her weekly mother and baby "Postpartum Luncheons" were well known in the community for helping mothers adjust to their 4th Trimester.

She was co-speaker with the late Dr. Barbara Bennett at 4 American College of Obstetricians and Gynecologists (ACOG) Annual Clinical Meetings, 1998-2001, presenting "Breastfeeding: Balance the Science with the Practical." Debbie's part was the practical and how IBCLC's work with their medical community and about being a team member to help the breastfeeding family with breastfeeding challenges.

Debbie has been a member of Florida Lactation Consultant Association (FLCA) for 13 years and served as President 2005-07. When she moved to South Carolina, she joined the South Carolina Breastfeeding Coalition and was instrumental in getting the coalition to join ILCA/USLCA. She is currently on the steering committee as the USLCA/ILCA Liaison.

Debbie and her husband James have two adult daughters and one granddaughter, who live in Florida.

Crystal Stearns, RN, IBCLC, is from South Center, Oklahoma. She has been married for 35 years, and has one son and one grandson, who, according to Crystal, "are the reason I was put on this earth." She has been a RN for 27 years and has worked in the Women's Health field her whole career. Crystal is a founding member of the Oklahoma State Department of Health WIC's Breastfeeding Task Force. She has been an American Red Cross Disaster Nurse since 1978 and is the President of the local Critical Incident Stress Management Team. After working a few years as an IBCLC Crystal saw a real need for more mental health support for my breastfeeding mother so she returned to college and in 1994 received her Masters in Mental Health Counseling. "I feel it's a real privilege to be a part of USLCA and look forward to a productive term and building long lasting friendships."

WHERE WE'VE BEEN AND WHAT WE'VE ACCOMPLISHED THIS YEAR

CONFERENCE UPDATES

LAS VEGAS, HERE WE COME!

The ILCA/USLCA Conference is just days away! Much of this issue of the eNews is devoted to last minute conference plans, tips, and teasers to get you in the mood. Be sure to stop by the ILCA/USLCA booth in the Exhibit Hall and say "hi"-and maybe sign up for a committee or volunteer to write an article for the eNews!

WHERE WILL I GO, WHAT WILL I DO?

One of the exciting aspects of attending an ILCA conference is that there is always something going on. One of the frustrating aspects is trying to decide where to be when. Even after you've carefully made your session selections, there are still other meetings and events that you'll need to know about ahead of time so you don't miss them. To help you out, here's a partial list of some of those "extra" meetings, special interest groups (SIGs), and events that have special interest to USLCA members: (Click on the links for more information.)

| Time | Meeting/SIG/Event | Speaker/Facilitator |
|-----------------------------|---|----------------------------------|
| TUESDAY, JULY 22nd | | |
| All Day | Bag Stuffing Party! | |
| WEDNESDAY, JULY 23rd | | |
| 8:00-9:30PM | USLCA Chapter Meeting | USLCA Secretary Karen Querna |
| THURSDAY, JULY 24th | | |
| 5:30-6:30PM | USLCA General Meeting | USLCA President Glenda Dickerson |
| 8:30-9:30PM | USLCA Licensure/Legislative Committee | USLCA Board Member Laurie Beck |
| 8:30-9:30PM | Hospital IBCLCs | Deanne Francis, Shannon Clegg |
| 8:30-9:30PM | Private Practice IBCLCs | Terriann Shell, Liz Brooks |
| FRIDAY, JULY 25th | | |
| 12:30-1:30PM | NICU | USLCA Secretary Karen Querna |

Bag Stuffing Party! Tuesday, July 22nd, All Day: Don't forget this pre-conference bash. Come stuff conference bags, eat pizza, and mingle with some soon-to-be friends!

USLCA Chapter Meeting, Wednesday, 8:00-9:00PM: Led by USLCA Secretary Karen Querna, this will be an important opportunity to hear what Chapters are doing across the country and how USLCA is working to support the Chapters.

USLCA General Meeting, Thursday, 5:30-6:30PM: This is our annual membership meeting an opportunity to hear from USLCA President Glenda Dickerson and the Board of Directors about what has been accomplished so far, where the organization is headed, what's left to do, and how you can fit into this grand plan to advocate for the lactation consultant profession. It's an opportunity for you to share your ideas

The USLCA Board of Directors has been busy this year. The General Meeting and Conference is a good time for reflection about what the organization has accomplished in the last year. Board members have been busy and so have USLCA members! Check out these committee reports:

USLCA Licensure Committee Update July 2008

Maureen Dann, CPNP, IBCLC (mhdann@aol.com)

Laurie Beck, RN, MSN, IBCLC (laurie.beck@dchstx.org)

The USLCA Board of Directors would like to make an official position statement in regards to licensure. We would like to have some volunteers to help aggressively promote the concept of licensure at the national level with full backing and support from the USLCA Board of Directors. Obstacles have been identified in many areas. We need to unite as one and begin to move forward to strengthen our unique profession.

Tracy Torgerson and Doraine Bailey have agreed to actively work on the USLCA Licensure and Legislative Position Statement. We would like to have a formal statement that will be posted on the website in the upcoming months. The USLCA supports the concept of individual states seeking licensure for IBCLCs. We want to encourage and facilitate states in the licensure process. Benefits of licensure will be 1) Protection of the Public and 2) Title Protection for the IBCLC.

Licensure will vary from each state. The USLCA Licensure and Legislative Toolkit was released in 2007 to assist each state in the lengthy process. The USLCA e-Newsletter plans to have a "Legislative Corner" to share information and resources. Legislative activity in regards to breastfeeding will be monitored at the state and national level. The USLCA Board of Directors will address concerns in regards to licensure and legislation as they arise. Liaison relationships are being formed to increase the awareness of the IBCLC as the expert in the field of lactation. We are asking for the USLCA Chapters to assist us in communicating what is happening legislatively in each state. Click [here](#) to read the Licensure Committee Goals for 2008-2009.

USLCA Education Committee Update July 2008

Laurie Beck, RN, MSN, IBCLC (laurie.beck@dchstx.org)

Maureen Dann, CPNP, IBCLC (mhdann@aol.com)

The USLCA Education Committee is working to find innovative ways to provide members with useful educational opportunities. To that end, the committee:

- Reported on their activities at the Board of Directors meeting in March 2008
- In April 2008 committee chairs sent out an email to the Education Committee asking for volunteers to help with the ILCA/USLCA Conference in Las Vegas and for topics for upcoming webinars.
- CERPS online and Webinars are still pending. Scott Sherwood, USLCA Executive Director, continues to work with First Point Resources and will let us know when these activities can be launched. Speakers and topics suggested for webinars are Glenda Dickerson on communication, Liz Brooks on ethics, and Marsha Walker on perinatal regulations and the influence of the IBCLC.
- The committee still needs committee volunteers to put together a one page resource that has the different lactation titles, education requirements, and credentials

and concerns as well.

USLCA Licensure/Legislative Committee Meeting, Thursday, 8:30-9:30PM:

Led by USLCA Board Member Laurie Beck, this meeting will discuss strategies to make IBCLC the agreed upon "standard" for delivering professional lactation consultant services to mothers and infants in the hospital setting. In addition, Marsha Walker, RN, IBCLC, will present her experience and provide a handout/guide giving direction on approaching State Public Health Departments to include the IBCLC in perinatal regulations during a box lunch session on Friday, July 25th, from 12:30-1:30PM.

Hospital IBCLCs SIG Meeting, Thursday, 8:00-9:30PM:

From USLCA Secretary Karen Querna:

Last year at ILCA I believed that USLCA could have a staffing position statement ready for 2008. In recent months USLCA became aware of research on this subject being completed by Deanne Francis, RN, IBCLC, and her daughter Shannon Clegg, BSN, MBA, IBCLC, in Salt Lake City, Utah. We felt it advisable to wait for the completion of their work, which will be presented at the ILCA/USLCA Conference in Las Vegas Thursday, July 24, at 10:30 am. The title of the presentation is: *Standardization of Lactation Staffing in an Integrated Hospital System*.

Shannon and Deanne have also graciously agreed to facilitate the Hospital SIG meeting that evening at 8:30-9:30 pm. This year CERPs can be earned at SIG Meetings.

The objectives for this SIG meeting are as follows. The participants will:

- *Interact and share ideas on how to determine staffing levels for hospital-based lactation programs.*
- *Interact and share ideas on how to quantify the efficacy of their hospital-based lactation program.*
- *Explore options and ideas for optimizing reimbursement for lactation services offered in the hospital setting.*

This new information, coupled with the staffing model by Becky Mannel, IBCLC, published in JHL 2006, should help to facilitate the creation of a Staffing Position Statement. If you are a Hospital based IBCLC and would be interested in participating with a dynamic team of other IBCLCs that will make a difference by taking the data, complete more research if necessary, and produce a position statement within the next 12 months, please email me at: Secretary@uslcaonline.org.

Best Regards,
Karen Querna, RN, BSN, IBCLC
USLCA Secretary

AND A COUPLE OF OTHER CONFERENCE TIDBITS...

First, A Weather Report

If you've been paying attention to national weather maps lately, you'll know that it is definitely summertime-especially in Las Vegas, where the daily temperature has been well over the 100 mark for days. That's HOT. Fortunately, unlike the San Diego resort location, it is not necessary to go outside to get from the hotel rooms to the conference area (or the casinos, for that matter, although it is possible to avoid this area all together if you prefer). Plan on air-conditioned comfort inside (a light wrap might be advisable in case the

that exist in the United States. What makes the IBCLC special? Why should the public and health care professionals utilize an IBCLC?

- Committee chairs plan to recruit new active committee members at the ILCA/USLCA Conference

Liaison/Advocacy Committee Update July 2008

Faith B. Ploude, BA, IBCLC, RLC

The USLCA is asking its members to help with the 2008 Liaison/Advocacy Committee. USLCA gives you an opportunity to be involved in your professional association. We need liaisons for various United States professional committees, including those listed [here](#). Some of the liaisons require availability for travel, while others take time to participate in conference calls or forums via their computers. If you are interested in having a say in our future, please email us at info@uslcaonline.org, or contact one of our board members at the USLCA conference booth regarding how you can be effective in promoting IBCLCs.

USLCA Marketing Committee Update July 2008

Judy Harris, MPH, RD, IBCLC

The Marketing Committee has been working to get the word out about USLCA both to potential members, and also to organizations with shared and overlapping purposes. The committee sent out information to various listservs, and has been working with Board Members to come up with promotional ideas, flyers, and ads. In addition, a confidentiality agreement was reached with IBLCE for a custom mailing to target first time IBCLCs, USLCA members, and non-members.

USLCA Chapter News Update July 2008

There are now 34 USLCA Chapters. As a benefit of being a chapter there is a \$50 discount for a member of your chapter to represent your chapter at the annual meeting.

This year the chapters that took this opportunity were:

- Lactation Consultants Together/LC Association of So. NJ (LACTO) *Connie Gleckler*
- Long Island Lactation Consultant Association (LILCA) *Dawn Frank*
- Lactation Consultants of Metro St. Louis (LCMSL) *Deanna Kassing*
- Alabama Lactation Consultant Association (ALCA) *Miriam Kuntz*

The USLCA Chapter meeting will be on Wednesday evening July 23, from 8:00-9:00 pm. If you have a member that can represent your chapter to attend the USLCA Chapter meeting please contact Scott Sherwood at:

ssherwood@firstpointresources.com

It would be awesome to see chapter representatives from all 34 chapters at that meeting.

USLCA has arranged to have state and region tables set up for networking during lunch on Friday July 25 from 12:30-1:30. Come by and have lunch with familiar and new faces. If your state does not have a chapter this is a great time to see how a chapter can be developed. If you are from an active chapter, bring information to share.

AC is a bit TOO cool), and excessive heat outside.

Second, Some Pre-Conference Trivia

Try your hand at some geographic conference trivia, based on registration information through July 3rd:

1. So far, there are people attending the conference from all but 2 states. Which ones are missing (and it's not too late to change this!): _____ and _____
2. One state is home to the largest number of attendees by far-180 and counting. Which state would that be? _____
3. Four states have only one representative (so far). Guess which 4! _____, _____, _____ and _____
4. It's not too surprising that states that are sending the most attendees are in the west. One east coast state made the top four-which one? _____

[\[click here for answers\]](#)

TIPS: TECHNOLOGY IN PRACTICE: Focus on Leadership

Need a Job? Try SimplyHired.com

It's a sign of the times-online job searching! And as an indication that the lactation consultant is gaining ground in credibility, it is now possible to find not just a few LC openings, but many. One such job search website is www.simplyhired.com that currently has more than 60 job openings for [lactation consultants](#) listed. A few years ago, that number would have been just a handful. So, update your resume, brush up on your interview skills, and impress upon a potential employer the need to hire lactation consultants who have earned the "gold standard" of accreditation, IBCLC.

New Online Education Program "Health Literacy" Training Available

What's your Health Literacy score? Is your practice "culturally competent"? Can you communicate well with mothers for whom English is not their native tongue?

The National Committee for Quality Assurance (NCQA) has announced a new online course in Health Literacy. This 5 hour course, "Unified Health Communication 101: Addressing Health Literacy, Cultural Competency, and Limited English Proficiency," is free, and can be taken for credit (CEU/CE, CHES, CME, CNE) or not for credit. According to the NCQA website, the training will help:

- Improve patient communication skills
- Increase awareness and knowledge of the three main factors that affect communication with patients: health literacy, cultural competency, and low English proficiency
- Implement patient-centered communication practices

The conference is packed with opportunities to network. The USLCA looks forward to seeing you:

Wednesday, July 23

8:00-9:00 pm

USLCA Chapter Meeting

Thursday, July 24

5:30-6:30 pm

USLCA General Meeting

Friday, July 25

12:30-1:30 pm

USLCA State/Chapter Roundtables

Topics:

- What do you need to start a Chapter and keep it active?
- Legislative Representatives are needed from each state to pursue licensure and follow legislative activity
- Reimbursement-Chapter contacts needed.
- Communication with your members, what do you use? Newsletter, Website, Chatroom/blog

The next chapter phone call will be on Sunday August 3rd. Each chapter contact receives the minutes and conference information. Contact them if you are able to represent your chapter.

We want to hear your voice.

Best Regards,

Karen Querna, RN, BSN, IBCLC

USLCA Secretary

secretary@uslcaonline.org

Click [here](#) to see a complete listing of USLCA Chapters

Liaison Report

HEALTHY PEOPLE 2020 MEETING, MAY 28, 2008, BETHESDA, MD

Faith B. Ploude, BS, IBCLC, LLL Leader, attended the final Healthy People 2020 public input meeting as the USLCA representative. The 3 minutes public comments from the audience were completed in two sessions of 1 hour each. There were 414 registered participants. Approximately 50 individuals spoke at the Bethesda meeting on topics that ranged from infancy to the aged; many aspects of men's and women's issues; alternate life style issues; educational institutions, non profits groups, private industry and government policy issues.

Three of us spoke concerning breastfeeding. [read more.](#)

that demonstrate cultural competency and appropriately address patients with limited health literacy and low English proficiency.

The course was designed and developed by the Health Resources and Services Administration (HRSA), and is jointly sponsored by NCQA.

For more information: <http://www.hrsa.gov/healthliteracy/training.htm>

Joint Commission Alert: Stop Bad Behavior Among Health Care Professionals

In a press release issued July 9, 2008, the Joint Commission has stated for health care professionals what our mothers have taught us all along Be nice! From the press release:

"Health care is a high-stakes, pressure-packed environment that can test the limits of civility in the workplace. [A new alert](#) issued today by The Joint Commission warns that rude language and hostile behavior among health care professionals goes beyond being unpleasant and poses a serious threat to patient safety and the overall quality of care."

The Commission has issued new standards that address appropriate professional conduct that are as appropriate for lactation consultants as they are for doctors, nurses, and other health care professionals. These standards give "meat" to what ought to be obvious that common courtesy builds positive professional interactions, and rudeness interferes—and endangers patient safety.

To read the full press release, [click here](#). To read the Sentinel Event Alert, [click here](#).

Mother's Survey of Sleep and Fatigue

Kathy Kendall-Tackett, PhD, IBCLC, and Thomas Hale, PhD, are co-investigators for a survey that they hope to "be among the first to document where and how much babies sleep, whether mothers tell others (including their health care providers) about where their baby sleeps, and whether breastfeeding mothers report more or less fatigue."

You can help by disseminating information about the survey to the mothers you work with. From the flyer about the survey:

"We are pleased to announce our new online survey of mothers' sleep and fatigue. Please tell mothers you work with about our study. The more mothers we can get to participate, the more valid our findings. This study is open to all mothers with babies 0-12 months old. We would like to include breastfeeding and non-breastfeeding women, and women of all ethnicities and income levels.

"We hope to document:

- Where and how much do babies sleep?
- Are mothers who breastfeed and co-sleep more or less tired than mothers who don't?
- Are mothers telling their friends, relatives and health

LEGISLATIVE CORNER:

MALONEY BILL UPDATE

The USBC has produced a fact sheet with information about the Maloney Bill The Breastfeeding Promotion Act of 2007. We need to keep up the pressure to ensure that this bill passes both the House and the Senate, and becomes the law of the land, protecting breastfeeding mothers in the workplace. To see the fact sheet, click [here](#). To see a list of sponsors of the bill, click [here](#).

- care providers where their babies sleep?
- Are there ethnic group differences in where babies sleep?
- What is the role of depression, psychological trauma and difficult birth in mothers' ongoing daytime fatigue?

"The questionnaire takes 20 to 30 minutes to complete and is confidential. It has been approved by the Institutional Review Board at Texas Tech University Health Sciences Center, Amarillo, Texas. The link for the survey is: <http://neonatal.ttuhscl.edu/lact>."

For more information about the study, contact Kathy Kendall-Tackett, kkendallt@aol.com.

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