

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
May 2008/ Issue 9

From the President: Good News and More Work to Be Done

President's Address

There is good news and not so good news. What do you want to hear first?

Let's go to the good news!

As many of you know, the CDC released their most current national breastfeeding statistics. Those figures revealed that as a nation we met and surpassed our Healthy People 2010 goal of 75% of our moms initiating breastfeeding by 2 percentage points! That's right—77% of U.S. moms are choosing to breastfeed! This means that we achieved the 2010 goal two years early! I think it is appropriate that this news has come during the time that the HP 2020 goals are being set. I hope this encourages those responsible for the these goals to be optimistic and even bold in their recommendations concerning not only percentages for initiation and duration of breastfeeding, but also in recommending the type of lactation care that should be available to women and their infants in whatever setting they receive health care.

And that brings us to the not so good news. Moms initiate breastfeeding at a higher rate than ever before, but they do not continue to breastfeed any longer



Glenda Dickerson, RN, MS, IBCLC
USLCA BOD President

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than mothers have in past years. The duration rates remained flat. I believe this is because women are not given total lactation care—the type of care that not only encourages them to breastfeed, but also provides the protection and support that will enable them to continue breastfeeding for, as the AAP recommends, at least a year and as long thereafter as is mutually desired by the mother and the infant.

And that is where we come in. Every mother in every state, in every facility in which she receives care should have access to the care of an IBCLC. This IBCLC should be empowered to assist in the design of or participate in the direct provision of care that the evidence shows will extend the duration of breastfeeding. We have the skills and the knowledge. Join me as we continue to make strides in letting our voice be heard.

One Voice!

Glenda Dickerson RN, MS, IBCLC
USLCA Board President

NEWS TO USE :

- [*The Business Case for Breastfeeding Released*](#)
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AN EVIDENCE-BASED PROFESSION:

- [*IBCLCs in the U.S.A.*](#)

IBCLCs in the NEWS!:

- [*"The Breast Whisperer"*](#)
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- [*MCH Leadership Skills Development Series*](#)
- [*Ask Me 3*](#)
- [*Seven Challenges Workbook*](#)

USLCA eNEWS SURVEY:

- [*Give us Your Feedback*](#)

Board of Directors News

Election Update

Have you voted yet for the open USLCA Board position? May 26th is the last day to vote. You should have received an email with your special login and ID for the voting last month. Take a few minutes and register your voice!

Coming Soon! The ICD-10 Procedure Coding System

Carol Chamblin, RN, APN, IBCLC

CONFERENCE/EVENT UPDATES

ILCA/USLCA Conference 2008

[Greetings from Las Vegas!](#) Don't miss this exciting opportunity to attend the first ILCA/USLCA co-sponsored conference. Even if you have just missed the Early Bird registration (May 15th was the deadline), there is still plenty of time to register for this exciting event. If you have attended ILCA conferences in the past, you are in for a treat. If you have never attended an ILCA conference, you are in for an experience of a lifetime! ILCA conferences are always exciting and this one will

Coming up in the next couple of years is the updated version of the ICD coding for inpatient settings. It is already implemented in other parts of the world, but the US has to implement it so that we improve our returns on investment for payers and for data collection. By now you may be asking yourself "what does this have to do with my role as an IBCLC? We have bundled charges!" It has everything to do with your role when your manager asks you for your timeline of activities for the month's patient care. Or, when you wonder how many latching difficulties you've dealt with over the past month, but you have no system in place within your institution for tracking this data. [read more.](#)

News to Use

The Business Case for Breastfeeding Released

Cathy Carothers, BLA, IBCLC

The U.S. Department of Health and Human Services, Health Resources and Services Administration's Maternal and Child Health Bureau, has released its comprehensive resource kit designed to improve lactation support in the workplace. The Business Case for Breastfeeding targets multiple audience groups, including employers, human resource managers, employees, lactation consultants, and others involved in outreach with local businesses. The kit includes 5 major components, including: (1) The Business Case for Breastfeeding booklet; (2) Easy Steps to Supporting Breastfeeding Employees; (3) Tool Kit (including a CD-ROM with reproducible program implementation and promotion components); (4) Employees' Guide to Breastfeeding and Working; and (5) Outreach Marketing Guide (including a CD-ROM with reproducible materials that can be used in supporting working mothers and conducting outreach with businesses). [read more.](#)

HHS ANNOUNCES WEBCAST FOR THE *BUSINESS CASE FOR BREASTFEEDING*

The U.S. Department of Health and Human Services (HHS) Health Resources and Services Administration's Maternal and Child Health Bureau announces a WEBCAST to share information about the brand new comprehensive resource kit, *The Business Case for Breastfeeding*.

When: Tuesday, May 27 from 1:00-2:30 EST

Title: "The Business Case for Breastfeeding"

be one of the best. There are more speakers and sessions than ever before! [read more.](#)

" Providing Lactation Care – Seeking Quality, Efficiency, Reimbursement" Workshop Update!

As noted in the April eNews, as part of USLCA's dedication to help the lactation consultant profession to move forward and gain acceptance and appreciation, a special workshop, led by BOD member Maureen Dann, RN, PNP, IBCLC, has been scheduled for Wednesday, July 23rd, from 8:00pm to midnight. USLCA President, Glenda Dickerson, MS, RN, IBCLC, will present opening remarks and be followed by an exciting lineup of speakers: [read more.](#)

IBCLCs in the News!

Perhaps you have seen the following news items that feature three ILCA/USLCA members in their work as IBCLCs. Positive press about what we do helps us move in the direction of USLCA's vision: *IBCLCs are valued recognized members of the health care team.*

Pat Shelly, RN, MA, IBCLC: The ["Breast Whisperer"](#) in the Washington Post

Check out this story of Pat at work—how she takes mothers where they are and provides help and support for where they wish to go with breastfeeding.

Liz Flight, RN, IBCLC, and Robyn Roche-Paul, IBCLC: ["Group Promotes the Benefits of Breastfeeding"](#) on the HamptonRoads.com website

This article about former USLCA Board Member Liz Flight and her co-worker Robyn Roche-Paul mentions their affiliation with ILCA and credits Liz as a "founding member" of USLCA.

Way to go, ladies!

Speaker: Cathy Carothers, BLA, IBCLC, RLC Co-Director, Every Mother, Inc. [read more.](#)

An Evidence-Based Profession: IBCLCs in the U.S.A.

Carol Chamblin, RN, APN, IBCLC



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The profession of International Board Certified Lactation Consultants (IBCLCs) began in 1985 with two events. Our founders developed a certifying exam through the International Board of Lactation Consultant Examiners (IBLCE) and our professional association, the International Lactation Consultant Association (ILCA). This marked the birth of our profession and, as we often refer to our growth, we have matured through our adolescence over the past two decades. Now entering our young adult years, IBCLCs in the U.S. are experiencing a rebirth in the United States Lactation Consultant Affiliate (USLCA) of ILCA. [read more.](#)

If you see articles that feature USLCA members, please send them to eNewsEditor@uslcaonline.org.

TIPS: TECHNOLOGY IN PRACTICE: Focus on Leadership

Editor's Note: This issue's TIPS come from a quarterly newsletter for another organization I have worked with over the years, [Family Voices](#). Family Voices is a "national grassroots network of families and friends speaking on behalf of children with special health needs. Our children are also part of the wider world of children. With an Improving Understanding of MCH grant, Family Voices works to encourage partnerships between families and professionals for children's good health." While much of what this organization is about is not directly related to the lactation consultant and the focus of USLCA, the Spring issue of their newsletter, [Bright Futures: Family Matters](#) is devoted to leadership, and three of the links are relevant to our work as LCs:

MCH Leadership Skills Development Series

The Johns Hopkins Bloomberg School of Public Health has created a [Maternal and Child Health Leadership Skills Development Series](#). This series was designed to support Maternal and Child Health practitioners, but the modules are appropriate for a broader audience.

Ask Me 3

[Ask Me 3](#), a website devoted to improving health literacy, has 3 good questions for patients to ask their doctors, pharmacists and other health providers—including lactation consultants, as well as tips for improving patient/provider communication. The three questions are:

- What is my main problem?
- What do I need to do?
- Why is it important for me to do this?

CHAPTER NEWS

The "Perks" of Being a USLCA Chapter

USLCA is committed to developing a national organization with a strong chapter structure. This is necessary so that USLCA and its chapters will be successful dealing with national and state issues that impact the IBCLC. There are currently 29 chapters in the US and more than 3,350 individual members.

Currently USLCA hosts monthly conference calls with chapter representatives to explore issues and strengthen our relationships. Has your chapter's voice been heard? There will be a USLCA Chapter meeting on Wednesday July 23 from 8 to 9 p.m., after Glenda Dickerson's opening address "One Voice Uniting the Profession". Each chapter receives one \$50 discount for one registrant to serve as your chapter's representative at the joint ILCA/USLCA meeting. [read more.](#)

Meet Lactation Consultants of Metro St. Louis (LCMSL)

Debbie Heffern, RD, LD, IBCLC

Lactation Consultants of Metro St. Louis began in 1986 when four La Leche League Leaders passed the IBCLC exam. They realized right away that the work they hoped to do as IBCLCs would be different from their work as LLL Leaders, and they wanted to find a way to strengthen the support network for this brand new profession. Two of these women were RNs working in mother/baby, one was a Social Worker, and the other was a Speech and Language Therapist. They invited me to join them for that first meeting. I'm a Registered Dietitian and LLL Leader. Much of the early discussion was about how to get the new credential recognized among the health care professions—especially for those who were not RNs. [read more.](#)

USLCA eNEWS Survey

Give Us Your Feedback!

This month we have a *short* survey to find out what you think of the *USLCA eNews*. Please take 5 minutes and give us your opinions and ideas. The *eNews* needs to address *your* needs as a lactation consultant. Click here to go to the survey—and thanks for your feedback!

http://www.surveymonkey.com/s.aspx?sm=xLRmjTyY2DXHP7Gu_2b6rkA_3d_3d

Lactation consultants would do well to keep these three questions in mind as we work with mothers and their babies. Identifying the main problem or concern that brings a mother to our care is obvious. Not only is it important for us to help her come up with a plan to improve the situation, it is also critical that she understand *why* we have made the suggestions. This empowers her to make choices when we are not there with her.

Seven Challenges Workbook

Good leaders—including IBCLCs—are good communicators. The Seven Challenges Workbook provides a basic course in the art of communication that begins with good listening. The [Seven Challenges Workbook](#) is available for free in three languages (English, Spanish & Portuguese).

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