



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 eNEWS

United States Lactation Consultant Association

August 2010

**Celebrate
World Breast-
feeding Week
with a FREE
Webinar from
USLCA! See
page 7 for
details!
Tell your
friends and
Co-workers!
Free CERP!**

Inside this issue:

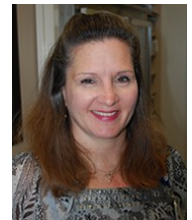
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From the President Laurie Beck, RN, MSN, IBCLC, RLC

World Breastfeeding Week is being celebrated around the world focusing on improving and maintaining hospital practices to promote, protect, and support breastfeeding. IBCLCs have the skills, knowledge, and expertise to ensure that hospitals reach Baby Friendly status. There are over 22,000 Baby Friendly Hospitals throughout the world, with 96 Baby Friendly Hospitals and Birth Centers in the US. USLCA has just launched the following documents for our members. Our goal is to get these documents distributed to hospital administrators and insurance companies throughout the United States. Documents are available on the website and can be ordered by contacting Scott Sherwood, USLCA Executive Director:

- "IBCLC Staffing Recommendations For The Inpatient Setting"
 - "Five Steps to Improving Job Security for the Hospital-Based IBCLC" by Shannon F. Clegg, RN, MBA, IBCLC, Deanne T. Francis, RN, IBCLC, and Marsha Walker, RN, IBCLC
 - "Containing Health Care Costs Help in Plain Sight: IBCLCs Allied Health Care Providers Contribute to the Solution"—a white paper by Judith Gutowski, BA, IBCLC, RLC, Marsha Walker, RN, IBCLC, RLC and Ellen Chetwynd, RN, BNS, IBCLC, RLC
- IBCLCs working together throughout the United States can and will make an impact in breastfeeding initiation and duration rates for the United States. Our work is challenging, but very rewarding!

Laurie Beck, RN, MSN, IBCLC, RLC



Celebrating World Breastfeeding Week All Month Long!

- Surgeon General, Dr. Regina M. Benjamin, released a [statement](#) regarding World Breastfeeding Week (Aug. 1-7, 2010) that began:
World Breastfeeding Week provides an opportunity to highlight the benefits of breastfeeding and to make people aware of how we can lend support to mothers who want to breastfeed.
I am committed to promoting and supporting optimal breastfeeding practices with the ultimate goal of improving the public's health.
- [Open Access](#) during the month of August to *Breastfeeding Medicine*, the journal of the Academy of Breastfeeding Medicine, published by Mary Ann Liebert, Inc.
- Open Access to various Elsevier journals and publications, including a special issue of the *Journal of Midwifery and Women's Health* titled, "Promoting and Supporting Breastfeeding: A Guide for Clinical Practice." To see a list of other free Elsevier articles, [click here](#).

USLCA BOARD OF DIRECTORS MEETING SUMMARY JULY 2010

1) International Board Certified Lactation Consultant Staffing Recommendations For The Inpatient Setting

USLCA recommends that a tertiary care facility require 1.9 FTEs per 1000 deliveries per year for the inpatient setting. "Adequate Staffing can have a positive impact on breastfeeding promotion and support, leading to improved health for mothers and children. Seventy-one percent of lactation care and services cannot be deferred to nursing or non-clinical staff." Justification for the Lactation Consultant Role by Shannon Clegg, International Lactation Consultant Association (ILCA) 2008 conference. This document has other references listed and the recommended IBCLC staffing for the various hospital levels of care.

2) "Five Steps to Improving Job Security for the Hospital-Based IBCLC" by Shannon F. Clegg, RN, MBA, IBCLC, Deanne T. Francis, RN, IBCLC, Marsha Walker, RN, IBCLC. Many IBCLCs have found themselves in the unfortunate position of experiencing a reduction in their hours, or under the threat of job elimination, due to hospital budget constraints. This is a distressing situation that may have a significant impact and unintended consequences to couples cared for in such institutions. This paper is designed to suggest potential strategies and practical steps for the IBCLC to utilize when their lactation consultant position or program is in jeopardy.

3) "Containing Health Care Costs Help in Plain Sight: International Board Certified Lactation Consultants Allied Health Care Providers Contribute to the Solution" —a white paper by Judith Gutowski, BA, IBCLC, RLC, Marsha Walker, RN, IBCLC, RLC and Ellen Chetwynd, RN, BNS, IBCLC, RLC. All health care professionals need breastfeeding medicine incorporated into their training programs. Breastfeeding support needs to be covered by insurance. Formula advertising needs to be taken out of the healthcare system. IBCLCs need to be recognized as health care professionals and fully incorporated into the medical system.

4) Clinical Lactation, USLCA's Official Journal. *Clinical Lactation* is a new peer-reviewed journal that features practical techniques and the latest in evidence-based care for all professionals who work with breastfeeding mothers and babies. First issue to be November 2010. Kathleen Kendall-Tackett Ph.D., IBCLC is editor in Chief

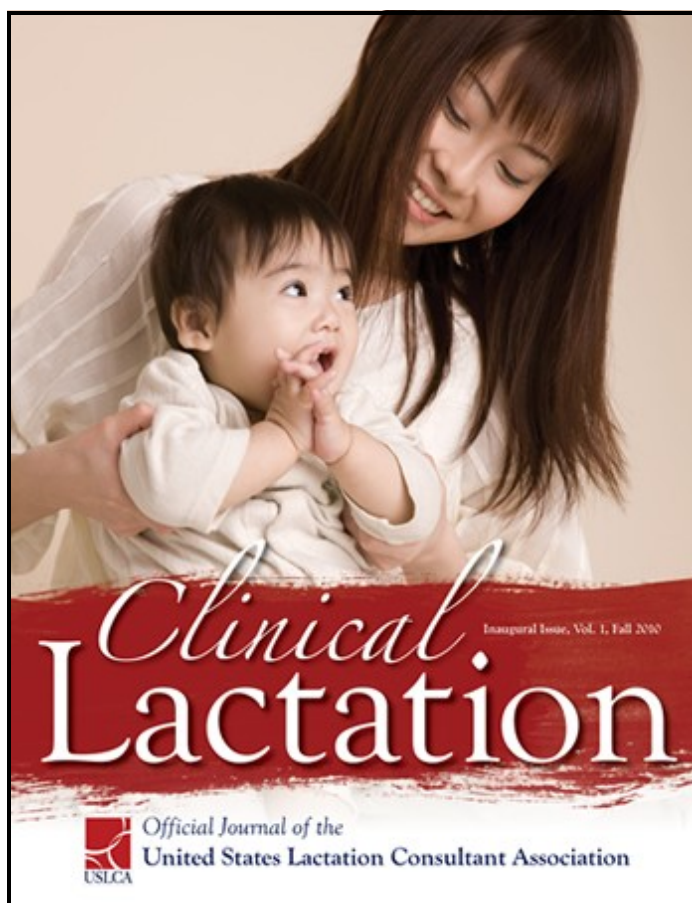
5) Low cost monthly online webinars on various clinically relevant topics USLCA Members \$20, Non-members \$30, Groups 2-10 \$45, 10 or more \$65.

6) USLCA has 35 Chapters with the newest one being MILCA, the Military Lactation Consultants Association. Free CERP's for Chapter educational programs. Two free membership meetings a year using USLCA Webinar support.

7) Domperidone project and survey: Collecting side effect information on mothers that have used metoclopramide and/or domperidone to increase breastmilk volume and to stimulate milk production. For more information about the study, contact Dr. Kendall-Tackett at: kkendallt@aol.com

8) Health Care Provider Taxonomy Code request/appeal submitted in June 15, 2010 to the National Uniform Claim Commission and was acknowledged. USLCA should receive a response in July or August. The application proposed removing "Lactation Consultant" from a registered nurse specialty and adding a Level II Other Health Care Provider as "International Board Certified Lactation Consultant."

[continued next page]



9) **USLCA Liaisons 2010-2011**

Christine Curto, BSN, MS, RN, IBCLC, RLC - Joint Commission

Ginger Carney, RD, LDN, IBCLC, RLC - American Dietetic Association

Carol Ryan, MSN, RN, IBCLC, RLC – United States Breastfeeding Committee

Leslie Bramson, RN, PhD, IBCLC, RLC – American Public Health Association

Marsha Walker, RN, IBCLC, RLC – Breastfeeding Promotion Consortium

10) **USLCA Social Media:** www.uslca.org

<http://twitter.com/USLCA>

<http://www.facebook.com/pages/United-States-Lactation-Consultant-Association/301446675423?ref=ts>

11) **Recent USLCA Correspondences**

July 1, 2010 letter to the Hon. Blanche Lincoln, Chair of Agriculture, Nutrition, and Forestry Committee in regards to Child Nutrition Reauthorization legislation and formula additives

July 14, 2010 letter to Chairman Miller in strong support of the Chairman's Amendment to HR 5504

12) **Liability Insurance:** Now available for for Students studying to become an IBCLC that are members of USLCA.

13) **USLCA Strategic Plan reviewed and updated** (available on website Sept. 2010)

14) **USLCA Annual General Meeting July 23, 2010**

15) **Next USLCA BOD Meeting:** Tentatively set for Nov 4-7 in Texas. Look for updates in the eNews!

16) **July 2010 USLCA Board Meeting:** July 18-20, 2010, at JW Marriot in San Antonio, Texas. Attending:

Laurie Beck, RN, MSN, IBCLC, RLC-President

Marsha Walker, RN, IBCLC, RLC

Karen Querna, RN, BSN, IBCLC RLC-Secretary

Audrey Oyama, RN, MSN, IBCLC, RLC

Debbie Costello, RN, IBCLC, RLC

Regina Camillieri, IBCLC, RLC

Alisa Sanders, RN, IBCLC, RLC, CCE –incoming

Barbara Robertson, MA, IBCLC, RLC

Director of External Affairs

Scott Sherwood- Executive Director

ADVOCACY NEWS—Marsha Walker, RN, IBCLC, RLC

Department of Labor Releases First Set of Guidelines for New Law on Worksite Protection of Breastfeeding

U.S. Department of Labor has released its first Fact Sheet explaining the March 2010 amendment to the Fair Labor Standards Act contained in the new healthcare reform law that requires employers to provide breaks for nursing mothers. The law requires employers to provide "reasonable break time for an employee to express breast milk for her nursing child for 1 year after the child's birth each time such employee has need to express the milk." Employers must provide the breaks "as frequently as needed," and must give the employee a private place, other than a bathroom, to take the breaks. The breaks need to be of "reasonable" length. The employer does not have to pay the employee for the break time, unless the employer already provides compensated breaks, and the employee uses one of those breaks to express breast milk. The law applies only to non-exempt employees, and not to exempt employees. Employers with under 50 employees are not subject to the law "if compliance with the provision would impose an undue hardship."

The [Fact Sheet](#) reviews general requirements of the law, time and location of breaks, coverage and compensation, and where to obtain additional information. Advocates may wish to provide copies of this Fact Sheet to employers and mothers to help assure that all are informed of how best to implement this new law.

ANNOUNCING THE OPENING OF THE [INFANT RISK CENTER AT TEXAS TECH UNIVERSITY!](#)

As noted in the August 2010 [Medications and More](#) newsletter, Dr. Thomas Hale's Infant Risk Center opened on July 15th. The Center is an affiliate of the Laura W. Bush Institute for Women's Health, located at the TTU Health Sciences Center Women's Health Research Institute. This Center is dedicated to "providing up-to-date, evidence-based information on the use of medications during pregnancy and breastfeeding." Mothers and others can call with medication questions and speak with doctors, nurses, and pharmacists. Check out the website as an added resource on medication and pregnancy, breastfeeding, depression, alcohol, nausea, and other hot topics. The hot-line number is **1-806-352-2519**. Please share this information with the pregnant and breastfeeding women you work with and other healthcare providers.

CHAPTER CONFERENCE PAGE

Are you looking for a conference to attend in your area? Or maybe you need a few CERPs? Or perhaps you are planning a trip across the country and would like to make part of it tax deductible? Check out these conferences USLCA chapters are sponsoring in the weeks ahead. Your chapter can advertise here for free as well—send the information about the event, including a contact person or website, to DebbieCostello@uslcaonline.org.

KENTUCKIANA LACTATION IMPROVEMENT COALITION (KLIC)

Breastfeeding with Generations X, Y, & Z!

Featuring Diane Powers, BA, IBCLC, RLC, and Kendall Cox, BA, IBCLC, RLC

September 11, 2010, Louisville, KY

6 CERPs, 7.2 CEUs for nurses

For more information: Barbara Ruedel, RD, IBCLC, barbara.ruedel@louisvilleky.gov; 502-574-5279

Ask Barbara about the [Breastfeeding: Reaching African American-American Families](#) seminar the day before sponsored by KLIC and the Louisville Metro Department of Health and Wellness, or visit the website:

www.louisvilleky.gov/health.

MID-SOUTH LACTATION CONSULTANT ASSOCIATION (MSLCA)

20th Annual Art of Breastfeeding Conference: “Celebrating the Past, Present and Future of Breastfeeding”

Featuring Chris Mulford, BSN, IBCLC, RLC, Lisa Marasco, MA, IBCLC, RLC, and Miriam Labbok, MD, MPH, FACPM, FABM, IBCLC.

October 4-6, 2010, Chapel Hill, NC

12.25 CERPs

For more information: please call Wake AHEC at (919) 350-8547 or (866) 341-1814

Panning for Liquid Gold! Strategies to Support Human Milk Production—The 5th Annual Tri-County Breastfeeding Coalition Seminar

Featuring Diana West, IBCLC, RLC

September 18, 2010, Wilmington, NC

5.25 CERPs, CEUs for nurses

For more information, call 910-793-4110 or 910-201-4624

Note: MSLCA President Phyllis Kombol, RNC, MSN, IBCLC, RLC will be speaking on “[Breastfeeding: What Would Patient Satisfaction Look Like from the Baby’s Perspective?](#)” at the 17th annual NC/SC Perinatal Partnership Conference, September 26-28, 2010, Myrtle Beach, SC. For conference information call: Martha Schaub-Bordeaux at (919) 681-6029 or Judy Burgis at (803) 779-4928 ext. 208.

SOUTHEASTERN LACTATION CONSULTANT ASSOCIATION (SELCA)

Next Meeting: August 21, 2010: USLCA/ILCA Annual Conference Highlights

Northside Hospital, Atlanta, GA

Remember...you can attend your first meeting for free!

Sign up to join SELCA at your first meeting and you can start earning CERP's that day!

Contact: Kat Chiu, SELCA Outreach Coordinator, at amcbe@comcast.net or 404-538-4498.

WEST PENNSYLVANIA LACTATION CONSULTANT ASSOCIATION (WPLCA)

Join WPLCA at their next conference!

Featured speaker: Diana West, IBCLC, RLC

September 10, 2010, Pittsburgh, PA

6 CERPs, CEUs for nurses

For more information, contact Diana Jordan

Western PA Lactation Consultant Association

wplca1@gmail.com

412-317-6141

MORE CHAPTER NEWS

Putting Chapter Money to Good Use: LILCA Sponsors Nigerian Doctor's ILCA Membership

The Long Island Lactation Consultant Association (LILCA) decided to sponsor Olugbenga Ifeju Omajuwa, a Nigerian doctor, to become a member of ILCA. Dr. Ifeju came to the ILCA meeting, and sent LILCA this letter of thanks. LILCA has pledged to continue to support Dr. Ifeju's membership as long as he is in need and hopes to help with other issues in his area as well.

It was a great pleasure reading your mail and I thank you and members of LILCA for sponsoring my membership of ILCA.

I am a practicing obstetrician/gynecologist in Nigeria and for long I have recognised the need for professionals dedicated to the promotion of breastfeeding and providing support for lactating mothers physically and psychologically. I got to know about ILCA from a colleague who is a nurse and had just returned to Nigeria from an exchange program to Rwanda and I was immediately interested in it.

Our situation is the more glaring when you realise that we found out that she was probably just one of three possible members of ILCA in the whole country.

Our primary interest therefore is in promoting interest in other colleagues becoming trained lactation counselors in order to make appreciable impact in our country. Related to this also is the fact that I hope to commence shortly my preparatory modules towards writing the exams to qualify as an IBCLC.

Thanks for your support again and great to hear from you.

I will update you on our activities here in Nigeria as we go along.

I must indicate however that here we are starting out from a modest position where little is being done in the area of advocacy for breastfeeding.

This is the more reason however that I think ILCA needs to make its presence felt here so like I indicated in my last mail my first interests will be in increasing capacity and recruiting support because the message of breastfeeding is very weak here as the few professionals on ground are swamped with heavy burden of disease that they do not have time for breastfeeding advocacy. While middle level and lower level health workers are not trained in the area, the lactating mother who has breastfeeding problems is thus attended to perfunctorily as the doctor/health worker is also not educated enough about breastfeeding to really be of help. The mother is given some general advice and dismissed without follow up or further visits. This is the result of the poor skills, poor knowledge and poor training of health workers on how to support lactating mothers.

Olugbenga Ifeju Omajuwa

If your chapter has sponsored someone, send your story to eNewsEditor@uslcaonline.org.

An Added Bonus of Belonging to a USLCA Chapter—"Attending" the ILCA Conference After the Fact

From Metro St. Louis Lactation Consultant Association member Debbi Heffern, who was unable to attend the ILCA conference: "Each year the ILCA attendees from our Chapter are charged with purchasing recordings of the best sessions. That's one of the greatest benefits of Chapter membership. We all learn so much from the recordings when we can't actually attend in person! And I love it when they bring home the entire conference!"

Memphis Area Lactation Consultant Association (MALCA) Celebrates World Breastfeeding Week!

The Shelby County Breastfeeding Coalition (SCBC), MALCA, and Le Bonheur Children's Hospital celebrated World Breastfeeding Week, welcoming visiting guest speaker, Dr. Miriam Labbok, Professor and Director of the Carolina Global Breastfeeding Institute, Gillings School of Global Public Health, from the University of North Carolina in Chapel Hill. Dr. Labbok presented our "Breastfeeding Update 2010: Prevention at Its Finest" on August 4, 2010, at Le Bonheur Children's Hospital. Mayor A.C. Wharton proclaimed August 1-7, 2010 as World Breastfeeding Week for the City of Memphis, and his proclamation was announced at the Breastfeeding Update.

The Womanly Art of Breastfeeding, 8th Edition: A Fresh New Voice

—A Review by **Debbi Heffern, RD, LD, IBCLC**

La Leche League's new edition of *The Womanly Art of Breastfeeding* is amazing! It has all the evidence-based information you've come to expect from LLL, but this edition's authors, Diane Wiessinger, Teresa Pittman, and Diana West, bring a fresh new voice for the mothers of the 21st century.

The book covers all aspects of breastfeeding from pre-natal preparation to weaning, including building a breastfeeding support team, minimizing birth interventions, latching and attaching, establishing a milk supply, the early days at home, and breastfeeding ages and stages.

Potential difficulties a mother may face are addressed affirmingly in the "Tech Support" chapter. The "back story," or science behind each problem, is presented in such easy language that IBCLCs may find they begin incorporating the same wording when working with moms. The science is then followed by suggestions for resolving the problem with the relevant, *reliable* websites that address that concern listed right in the accompanying text.

Mothers' stories are sprinkled throughout the text illustrating the many different ways mothers make breastfeeding work in their lives today. These stories and tips from moms can provide important perspective for an IBCLC who hasn't encountered a given situation herself.

The last section of the book, a "Tear Sheet Tool Kit" are quick and easy reference pages covering topics moms frequently encounter—or questions LCs are frequently asked! These are the pages you'll tab for quick reference when phone counseling. Topics include: Feeding cues; waking a sleepy baby and calming a fussy baby; laid-back breastfeeding; tips for partners, grandparents, and daycare providers; a diaper log; oversupply; supplementing if needed; bottle-feeding a breastfed baby; pumping; milk storage; medications; plugs, mastitis and blebs; and a listing of helpful websites.

Is this an important reference book? Absolutely!—for both the science and the wisdom of mothers around the world. But honestly, I found the story it tells so uplifting as it confirms that yes, breastfeeding *does* fit into today's fast-paced world, that the mystery book I'd started just sat on my table and waited until I'd finished reading the 2010 edition of *The Womanly Art of Breastfeeding*.

IBCLC LACTATION CARE AWARD PROGRAM

ILCA and IBLCE have created a new recognition program called the *IBCLC Lactation Care Award* for hospitals, birthing facilities, and other birthing services worldwide that hire IBCLCs.

Recognition will Include:

- Listing in a directory of facilities hiring IBCLCs, available January 1, 2011, at www.IBCLCcare.org to be promoted to new mothers and the general public with links to both ILCA and IBLCE websites.
 - Letter and certificate suitable for framing from ILCA/IBLCE
 - Press release to the local media
 - Language that can be used in the facility's newsletter
 - One free enhanced "ILCA Career Mart" listing on the ILCA website for recruiting additional IBCLC positions
- Visit www.IBCLCcare.org to learn more and apply today!

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





USLCA's Mission:

To build and sustain a national association that advocates for
lactation professionals

USLCA's Vision:

IBCLCs are valued recognized members of the health care team

Celebrate World Breastfeeding Month with USLCA! FREE Lunch and Learn Webinar -Earn IBLCE CERP

"Becoming Baby Friendly"

Anne Merewood, MA, MPH, IBCLC, RLC and Ginna Wall, RN, MN, IBCLC, RLC
Wednesday, August 25, 2010

2pm Eastern, 1pm Central, 12pm Mountain, 11am Pacific

1 Hour program,

1 E CERP

Certificates are
emailed to
attendees

This is a FREE
webinar for
both members
and non-
members!

Objectives

1. Be able to identify 4 steps of the "Ten Steps of Becoming Baby Friendly" that are common areas of difficulty
2. Be able to list 3 possible internal obstacles to becoming a Baby Friendly Hospital
3. List 3 ways to facilitate your hospital becoming baby friendly

**United States
Lactation
Consultant
Association**

2501 Aerial Center
Parkway
Suite 103
Morrisville,
North Carolina 27560

Reserve your Webinar seat now by clicking the following link:

<https://www2.gotomeeting.com/register/816805131>

To attend you must register by clicking the above link.

This webinar is free to all who would like to attend. Please forward this email to friends and co-workers.

Registration Deadline is August 24th by 12:00pm Eastern Standard Time. This webinar will be good for 1 L CERP. CERP Certificates will be emailed to attendees within 2 weeks.



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And look for USLCA on [Facebook](#), too!

USLCA CLIPBOARD—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

For more information contact Scott Sherwood at
ExecutiveDirector@uslcaonline.org

Great gift idea for other Lactation Consultants—Available in the
[ILCA bookstore](#)



WHAT'S ON YOUR MIND?

The USLCA eNews is YOUR newsletter. If you have comments, ideas for articles, links to helpful resources, or maybe you'd like to write an article about the work you do, contact me at EnewsEditor@uslcaonline.org. Please keep in mind that the focus of our organization—and therefore the eNews—is promoting the IBCLC, as opposed to promoting breastfeeding per se. Let me hear from you!

Melissa Clark Vickers, MEd, IBCLC, RLC—eNews Editor