



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

June 2010

**Got your IBCLC  
Patch Yet?**

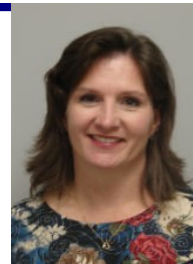


You can order one from the ILCA bookstore. Tell the world you are an **International Board Certified Lactation Consultant!**

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



June is here and summer is on the way. The USLCA Board of Directors is looking forward to the upcoming ILCA Conference in San Antonio, Texas. The conference days are packed full with great speakers and time to network with IBCLCs. Make plans to visit the USLCA booth. The USLCA Board of Directors wants to hear from our members. This is your organization! Thursday evening on July 22nd from 6-8pm there will be three USLCA meetings: Licensure & Reimbursement Committee, Professional Development Committee, and Chapters. You can sit in on the committee and Chapter meetings to see what activities are taking place and being planned. It is a great time to meet the wonderful IBCLCs that are involved in USLCA. It takes all of us working together to make a difference. Don't worry if you are not attending the conference as we will be sharing information on the conference and meetings in follow-up eNews issues.

Share this eNews with your colleagues! Thank you for taking the time to be involved in your professional organization.

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

### Election Results are in—Congratulations Alisa and Marsha!

The votes are in—Congratulations to newly elected USLCA Board members **Alisa Sanders, RN, IBCLC, RLC, CCE**, and **Marsha Walker, RN, IBCLC, RLC**!

Alisa will be taking over the Director of External Affairs position from Audrey Oyama, RN, MSN, IBCLC, RLC. Audrey has helped move our External Affairs committee forward, and we look forward to the work Alisa will do to strengthen and build relationships with other professional associations.

Marsha, originally appointed to the Board, has now been duly elected to this position. She has been working hard with the Reimbursement and Licensure committee, and has kept us up to date with advocacy issues. We're excited about the work her committee has done and their plans for the future.

We want to thank all of the members who voted and to those who submitted nominations. We also encourage members to get involved by joining committees and to consider running for future Board positions. Contact our Nominations Committee at [Nomination@uslcaonline.org](mailto:Nomination@uslcaonline.org) if you are interested. Look for information about Board seats that will open up next year in future eNews issues.

## BOD NEWS

### Calling for Committee Members!

The [Professional Development Committee](#) (formally known as the Education Committee) is looking for additional members and a committee chair. We have recently reformed our committee and are looking for a new committed group of IBCLCs who are interested in helping our profession grow. We are very happy to have former committee members rejoin as well!

This committee is responsible for all of USLCA's continuing education for our members. We have many exciting projects in the works! We need members to help with webinars, chapter CERPs, and developing educational programs for our members.

Don't forget about our 2013 conference! It's time to get serious about that project. In addition, we have a few surprises up our sleeves! We will have a committee meeting at the ILCA conference for those who can attend—it should be fun. You can also visit our USLCA booth at the conference and sign up for the committee at that time.

If you are interested contact Barbara Robertson, Director of Professional Development, [BarbaraRobertson@uslcaonline.org](mailto:BarbaraRobertson@uslcaonline.org), to see if you would be a good fit or get a copy of our application and disclosure statement. Hope to hear from you soon!

**NEXT BOARD OF DIRECTORS MEETING: JULY 18-20, AT THE JW MARRIOTT IN SAN ANTONIO, TX.  
MEMBERS WELCOME TO ATTEND!**

### Join the Board for a Webinar Discussion of Bylaws!

In recent months the USLCA Board of Directors was advised by legal counsel that having a federal tax status of 501 (c) (3) would best serve our organization and its members. This decision to file for 501 (c) (3) requires changes to be made to our Bylaws and Articles of Incorporation. These changes are now posted on the US member's only section of the [ILCA discussion board](#).

If you have any questions please submit them in the "reply to the topic section" on the discussion board. Questions will be answered on June 22, 2010 at, 2pm Eastern, 1pm Central, 12pm Mountain, 11am Pacific, during our webinar conference call open to all voting members of the USLCA. Voting members of USLCA are individuals who have paid their membership dues and are International Board Certified Lactation Consultants. To register online for the June 22, 2010 meeting [click here](#).

The USLCA board will be available during this meeting of the members to discuss the changes to the Bylaws and the Articles of Incorporation.

We appreciate your support of USLCA and its mission to build and sustain a national association that advocates for lactation professionals.

### *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. Visit our website at [www.uslca.org](http://www.uslca.org).

#### For questions, contact:

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## RECRUITING CHAPTER BOARD MEMBERS: TRUE STORIES! (PART II)

Last month's eNews had wonderful stories of how some chapters have recruited officers and chapter board members. Here's a couple more from the Western Pennsylvania Lactation Consultant Association (WPLCA):

### Edi Davidson:

I have been involved with WPLCA for many years and initially got involved by volunteering to be the librarian. I volunteered for this job because I like books, I buy books all the time for myself, and because it seemed like the right size job for me.

Then I gradually took on the job of communication by email. I was convinced that we could get a good response from most of our membership by emailing them and this did prove to be the case. I am responsible for setting up distribution lists and doing email communications for several other organizations I am involved in and since I like to see communications done well, I took this job on. And then when the leaders who had been involved for many years were looking for more help, I volunteered to be the treasurer. I felt that if I did all these things, they certainly couldn't ask me to be the president—which I definitely did not want the responsibility for. In all these years, I think I have only missed one meeting, when I managed to get the date wrong. And being at all the meetings was a real strong point. I was able to do this because I work part time and was able to set my own schedule to some extent. Most of our executive committee members work full time and are not so flexible about their schedules.

Well since I was doing the communicating, I also ended up with meeting registration, and at this point I realized that this was too many jobs concentrated in one place. If I could not attend for any reason, it would have been a real problem since I was handling so many jobs. And there were some meetings where I was doing registration, and the library, and the other people who regularly made announcements and led the meeting were not there. I made it clear that I definitely cannot do it all!

So we have been in the process of splitting up the jobs again. For a long time, we have been meeting through conference calls. But the last two meetings have been face-to-face and we are planning to try it this way for a while. It's always been a challenge to find a place to meet that is relatively convenient for all of us, but the executive committee members are a little more centrally located now—except for me—and we can meet in Pittsburgh in the evening on a weekday. Now we have a person doing registration, a webmaster, a person responsible for CERPS and CEUs, a new librarian, a secretary, and I am just responsible for the finances and communications.

The executive committee idea works well for us. No one wanted to take the responsibility of being president—but being a committee member is not so overwhelming.

WPLCA leadership has evolved over time and actually become stronger. We have been offering free conferences for those on the committee, and that does seem to help. When you do a lot of work to prepare for a meeting that others just show up for, getting it for free seems reasonable, and we can afford it.

### Diane Bear:

I was a member of WPLCA for about 13 years before making a commitment to be more involved and become a member of our executive board. Those were years of raising children, working, being involved with religious commitments, being a wife, and not wanting to take on more. Multiple things have changed in my life and the time was right to contribute more. PLUS, Edi and Martha sent out a rather desperate plea saying they were going to have to dissolve the group if they did not have more help! That pushed me over the edge. I must say that I had felt guilty for a number of years about not doing more. It was always obvious to anyone paying any attention that there were a few DOERS and a lot of us who were TAKERS, receiving the benefits of their doing! We were being given CERPs for a minimal cost for showing up at meetings where we were fed and served and educated and it was rather like having a Mommy to hand-coddle us along. I was never made to feel that I COULDN'T be part of the leadership group. It was more just busyness and a bit of laziness. But all of us can do more and it was time for me.

**MAYBE IT IS TIME FOR YOU TO DO MORE FOR YOUR CHAPTER!**

## WABA-NA THIRD ANNUAL MEETING HELD IN WASHINGTON, DC

By Melissa Clark Vickers, MEd, IBCLC, RLC

What's a WABA-NA, you might ask? This is the official name for the North American region of the World Alliance for Breastfeeding Action. The first meeting of WABA-NA was held three years ago, and the most recent just this month in Washington, DC, following the "Women Deliver" conference.

Much as ILCA is divided into affiliates, WABA has 9 regions. The WABA-NA region encompasses the US, Canada, and Mexico, and representatives from breastfeeding support organizations from all three countries were invited to attend. Groups represented at this third meeting included USLCA, LLLI, the United States Breastfeeding Committee, the Carolina Global Breastfeeding Institute, doulas, physicians, and other health care professionals.

WABA assigns a Regional Focus Point (RFP) for each of the regions, and these RFPs report on the activities going on in their respective regions. The RFP for WABA-NA is La Leche League International, and the WABA-NA meetings have been coordinated by Rebecca Magalhaes, Co-coordinator of WABA's Mother Support Task Force and former LLLI Director of External Affairs. The North American Region is different from all the other regions in that our RFP is not an International Baby Food Action Network (IBFAN) group. Rebecca noted that in previous WABA meetings she has attended that when it was time for the RFPs to report on their regions, the other representatives only reported on the IBFAN work done in that region. Rebecca felt it was important that these reports include information from ALL the many groups working to protect, promote, and support breastfeeding and so organized these regional meetings.

An on-going theme in all three meetings has been to get to know the people and the organizations we represent better, in an effort to find ways to collaborate on shared goals that are important in this region. At last year's meeting in North Carolina, we divided into four or five working groups and each group came up with a set of pretty ambitious plans, most of which have not yet happened. This year we decided it made more sense to focus in on one regional activity that all members could participate in.

Following the example at the "Women Deliver" conference of postcard-sized messages stressing the rights of the mother during delivery, one activity we are pursuing is to create similar message cards with breastfeeding statements or phrases. One theme might be the importance of keeping mother and baby together after birth. The cards could be mailed or simply handed out to health care professionals, and would contain a link to WABA-NA web pages (in development). The hope is to have these ready to go in time for World Breastfeeding Week in August, and to serve as an easy way to bring awareness of WABA-NA to health professionals.

WABA had provided a fun message-carrying freebie at the conference—bright orange pencils that proclaimed, "After Women Deliver... They Breastfeed!" By the end of that conference, many professionals from around the world were seen sporting an orange pencil in their pockets! Simple, cheap, and effective!

At the end of our meeting, we called upon Chris Mulford (USLCA member and Co-Coordinator of the WABA Women and Work Task Force) to perform the breastfeeding action song she's written—and performed on the "soap box" at the conference. The rest of us provided the doo-wapping rhythm behind her. Perhaps she could repeat this performance in San Antonio this summer!

There is a lot of potential for some exciting collaborations in the WABA-NA arena. All of the groups have something to contribute and strengthen the overall mission:

*The World Alliance for Breastfeeding Action—North America (WABA-NA) is an alliance of individuals and organizations in Canada, Mexico, and the United States, working together to support the WABA vision and mission across the region and globally.*

### 2010 WORLD BREASTFEEDING WEEK ACTION FOLDER NOW AVAILABLE!

**"Breastfeeding: Just 10 Steps—The Baby Friendly Way":** The action folder and poster are now available for download on the WBW website: [www.worldbreastfeedingweek.org](http://www.worldbreastfeedingweek.org)



### TIPS: TECHNOLOGY IN PRACTICE

- **“Talking about Breastfeeding: Why the Health Argument Isn’t Enough”**—Check out this Issue Brief put out by the Berkeley Media Studies Group. Download the brief at <http://bmsg.org/pub-issues.php>. How should this information affect how we present breastfeeding to women and society in general?
- **Health Literacy Universal Precautions Toolkit**—Here’s an interesting toolkit, though not on the subject of “universal precautions” as we typically think of. This toolkit includes ideas for improving the way we deliver health care messages to the clients—in our case, mothers—we work with. There are assessment tools to gauge how well you are already doing, and specific tools to help teach skills such as “Tips for Communicating Clearly” and “The Teach Back Method,” to make sure the message you thought you delivered was the one that the mother really understood. From the website ([www.nchealthliteracy.org/toolkit/](http://www.nchealthliteracy.org/toolkit/)):

Medical care is complicated and many people struggle with understanding their medication, instructions, and follow-up plans. This [6 minute video](#) shows just how little, patients can understand. The way you organize your practice and communicate with patients can help to minimize confusion and lead to better health outcomes. This toolkit can help you assess your practice, raise awareness and work on specific areas to ensure that your patients can succeed in the health care environment.

- **“Settling the Cosleeping Controversy”**—Platypus Media is sponsoring a webinar with Dr. James McKenna and hosts Lu Hanessian and Lysa Parker of Attachment Parenting International, on Monday, June 28, 9pm EST. This webinar is targeted to parents, but might be of interest to IBCLCs as well. For more information and to register, go to: [https://org2.democracynaction.org/o/5590/p/salsa/event/common/public/?event\\_KEY=227441](https://org2.democracynaction.org/o/5590/p/salsa/event/common/public/?event_KEY=227441)



## HAPPY BIRTHDAY TO NOAH SHERWOOD!

USLCA Executive Director Scott Sherwood shares this photo of his son wearing much of his first birthday cake!

Says Noah,

**“I Be a Certified  
Lactation Cutie!”**



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For more information contact Scott Sherwood at

[ExecutiveDirector@uslcaonline.org](mailto:ExecutiveDirector@uslcaonline.org)

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### 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](mailto: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