



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

May 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

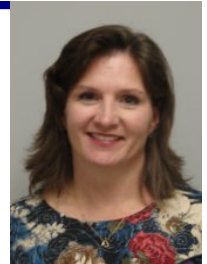
Have you ever seen:

- A brass breastpump from the 1800's?
- A hand-blown glass breastpump that works by using oral suction?
- Breastpumps manufactured around the 1920's?
- Textbooks and infant care pamphlets from the 1900-1950's to see what the recommendations for infant feeding were?
- Do you know how much a breastpump cost in the early 1900's?
- Early infant feeding cups or glass nipple shields that are too small for today's women?
- An article from 1950 discussing the new concept of "rooming in"?
- A breastpump with suction that reaches a maximum of 559 mm Hg?

USLCA is pleased to announce that one of our own special members is sharing her unique breastfeeding collection with us at the upcoming ILCA Conference in July. You won't want to miss this amazing display. Just reading the marketing tactics are entertaining and the fact that we are still today discussing "rooming in" is a little frustrating. I do believe we are making progress with our technology and towards a more positive breastfeeding culture within society thanks to all the wonderful IBCLCs that exist in the United States.

Pass this eNews onto your colleagues and remember that you do not have to be an IBCLC to be a member of this great organization!!

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



### Have You Voted Yet? Check Your Email!

The USLCA Board of Directors are pleased to present the 2010 USLCA ballot for the election of two BOD positions:

**Director of External Affairs** Candidate: **Alisa Sanders, RN, IBCLC, RLC, CCE**

**Director of Public Policy** Candidate: **Marsha Walker, RN, IBCLC, RLC**, was appointed by the Board to this vacated position and must now run in an open election for this office.

To read their personal statements and to vote, [click here](#).

The on-line voting process is quick and easy, and your vote is anonymous and secure. We encourage each USLCA voting member to participate in this important election. Look for an email sent on May 18th your unique id and password (for this vote only). Voting is anonymous. **Deadline for voting: June 18th, 2010.**

## BOD NEWS

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.

The decision to file for 501 (c)3 tax exemption requires changes to be made to our Bylaws and Articles of Incorporation. These changes are now posted on the USLCA website. Click here to read the [Bylaws](#), and the [Articles of Incorporation](#). These documents are also on the US member's only section of the ILCA discussion board. [Click here](#) to go to the Discussion Board, using your ILCA ID and password.

**Questions?** 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, and 11am Pacific during our meeting of the members via 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 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 Board of Directors

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

## USLCA CHAPTERS: A SUCCESS STORY!

USLCA now has over 30 active chapters in the United States. This is the highest number of active chapters in our history! One of the great benefits to being a USLCA chapter is that your active chapter can receive free continuing education credits (CERPS) from USLCA through ILCA. Eleven chapters have taken advantage of the free service already this year and several have used the free CERPs for many programs since it was offered in 2009.

What do you need to do to take advantage of this? First of all, make sure your chapter is an active chapter with USLCA, check and see (<http://www.uslcaonline.org/chapters.html>). The next step is to download the electronic application. All CERPs must be applied for through electronic means rather than snail mail. The process is fairly straight forward and Barbara Robertson, your USLCA Professional Development Director, will walk you through the process if you need help. You must contact Barbara ([BarbaraRobertson@uslcaonline.org](mailto:BarbaraRobertson@uslcaonline.org)) at least 60 days before the program to let her know your date and plans. Your application must be emailed to Barbara at least 30 days before the program. Good luck and enjoy!

### 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:

##### 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

## Lunch and Learn Webinars -Earn IBLCE CERPs

### "The Golden Rule: Ethics for IBCLCs"

Diane Wiessinger, MS, IBCLC

Wednesday, June 9, 2010

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

#### 1 Hour program,

1 E CERP

Certificates are  
emailed to  
attendees

#### Prices:

USLCA Members

\$20

Non-members \$20,

Groups 2-10 \$45,

10 or more \$65

### Objectives

1. List two tenets from existing ethical guidelines – traditional, cultural, or professional – and describe their pertinence to your personal work setting.
2. Describe one way in which marketing ethics affect your workplace, your interactions with companies, or your efforts to expand or reduce the role of the IBCLC.

#### United States Lactation Consultant Association

2501 Aerial Center  
Parkway  
Suite 103  
Morrisville,  
North Carolina 27560

#### Sign up now for a USLCA Webinar!

1. Download the sign up sheet for the appropriate webinar. [Click here](#) for list of scheduled webinars.
2. Submit your sign up sheet and payment information to our headquarters using these options:  
Attention: USLCA Webinar  
email [ScottSherwood@uslcaonline.org](mailto:ScottSherwood@uslcaonline.org)  
or fax 919-459-2075
3. You will then receive an email invitation to register for the webinar. Please complete this as soon as possible. You will not be able to sign on to the webinar until this registration is submitted and approved.

## RECRUITING CHAPTER BOARD MEMBERS: TRUE STORIES!

Debbie Costello, USLCA Chapter Services Director

The past 2 years I have been on the monthly Chapter calls and one topic comes up almost every month: “recruiting new board members of Chapters.” After April’s call I thought it would be good to share my story and that of some other members of my Chapter committee.

I passed my IBCLC boards in 1994 in Florida, and began attending **FLCA (Florida Lactation Consultant Association)** quarterly meetings and yearly conferences. These get-togethers were great way to meet new friends, share work challenges, and learn something. After 10 years of these quarterly meetings and great conferences I was asked by the nominating committee if I would consider being a board member, President Elect. Me! No way, not another job in my life! I drove home alone that day and listened to Steven Covey’s *7 Habits of Highly Effective People* and.....thought more about the board position and said OK! Well that was a leap of faith for me!

Our board was a great group of IBCLCs and we worked well together. I did go to a leadership class at my community college to give me some tools to use in the new “job.” After 2 years as President Elect, I moved into the President position, and continued to have a GREAT working board. We supported each other with FLCA decisions and became great friends. After a year as Past President I moved to upstate South Carolina, and continued to be an active member on the board through emails and phone calls the next year.

Two years ago I received a phone call from Amy Spangler and Becky Manuel about a USLCA Board position. After much thought, I decided to take another leap and here I am as a USLCA Board member. Again, it’s a great working board and we’re forming friendships with women from all over the US.

Some of the **Southeastern Lactation Consultant Association (SELCA)** members add their stories:

**Theresa Brown, RNC, IBCLC, RLC:** While it may seem that tangible rewards from serving on a Board of Directors are hard to find, there are genuine benefits to be had. Serving on the board allows you to expand your personal and professional network with colleagues in your field. You have the opportunity to influence policy and advocate change that will be beneficial to your profession and to the clients you assist. Serving on the board helps you stay current in your field while also providing you with the opportunity to hone your skills in leadership, teamwork and management; this in turn will enhance your professional talents as well as your resume. Lastly, but possibly most importantly, you serve to give back, contribute to the common good, and make a difference in the world!

**Maeve Howett, PhD, APRN, CNP-Ped, IBCLC:** I’d second that and add that as a board member you get to direct the activity and education to things you want to learn about etc. This year I get my conference fee paid to ILCA as well! Lots of great perks and tons of fun too.

**Diane Frederick, RN, IBCLC:** I have served on the SELCA Executive Board for several years. The most important thing I have gained is relationships with colleagues all over Georgia. The opportunity for connecting with others sharing common goals has been invaluable to me professionally and personally.

**Kathleen S. Chiu, IBCLC, RLC, SELCA Outreach Coordinator:** One of the most important benefits of being on a Board of Directors, or being a chapter officer, is learning new skills from very talented individuals. Impressed by those who run your chapter or professional organization? Ask them to show how they do what they do! Most are happy to mentor those who are willing to help them forward the activities of their group. Ask if they will train you in the year prior to taking over a position, or stick around and help you in your first year on the job. You’d be amazed at the organizational and planning skills, as well as other skills like public speaking and meeting planning you can learn from a year or two on a board or as a chapter officer. These are skills which will follow you as you progress in your career and in your community. Remember to offer to teach others your chapter/board skills as you become proficient. Continue to help your organization by planning ahead to replace yourself, as time goes on.

This brings me to the second reason contributing to your chapter is important. It’s so much easier when there are others supporting you. The more people you have interested in keeping your group alive and active, the easier it is



for each individual. What seems impossible for one is often easily accomplished by 5 or 6. We are proud of our organizations and love it when others want to join in and share the load. Be aware that you are a team. Share the load and be willing to both help and mentor, as the situation changes. A chapter or organization is a dynamic entity, constantly changing and growing. New members must be nurtured and made to feel a part of the group. Asking them to help by being on a committee or serving as an officer and reassuring them that they will be helped in their job is the quickest way to "grow" your list of candidates and committee members.

And from **Donna Kimick, IBCLC, RLC, President of the Long Island Lactation Consultant Association (LILCA)**: This is the first year of my second 2 year term. Three years ago I developed our new website. We didn't have one before and this made my name known, and I was elected. I love being on the board and working on many issues. This year (2009 - 2010) we received a grant from the New York Statewide Breastfeeding Coalition to help set up a lactation room at our county's Dept of Health under the *Business Case for Breastfeeding*, and we would love to be able to do more. We also have sponsored a Nigerian doctor to join ILCA and have communications with him as well.

We have quarterly member meetings and board meetings. Most of our meetings have an education component and we offer CERPs. We have close to 60 current members. Some are IBCLC's in the hospital setting and some are in private practice. A few are even MD/IBCLCs as well.

**Catherine Watson Genna, IBCLC, RLC, adds:** I became a board member of the New York Lactation Consultant Association (NYLCA) for two reasons: to give something back to the profession that gives me such fulfillment and to hang out with my awesome colleagues. It's a great source of friendship and camaraderie to be on this board.

#### **Some other ideas from Chapters:**

- **Make it personal.** Don't wait for a potential candidate to come to you—go to them. Talk with her one-on-one and let her know what an asset she could be. Address any concerns about the position.
- **Provide Board "perks."** Many chapters offer to pay for the ILCA conference for at least the President. Some offer a significant portion of the cost, and some offer it to all officers.
- **Mentor the newbies.** It helps to have an experienced officer guide the new officer and help her learn the job. Some Chapters have open Board meetings and encourage prospective candidates to observe.
- **Write up job descriptions.** It helps if a prospective candidate knows what she's getting into!
- **Make the jobs doable.** Find creative ways to divide up the tasks so no one officer is burdened.
- **Make it fun.** Have a slumber party! Go out to eat together! Hard work isn't so hard when it is among friends!

*USLCA is working for you.... the IBCLC. The state Chapters are the backbone of the organization. Please think about being an active member of your State Chapter and when someone asks you about being on the board think about it and take a leap like I did! You can do it with the support of other IBCLCs and grow both as a lactation consultant and leader in your professional organization.*

**What have you got to give YOUR Chapter? What can you gain from them! Go for it!**

### **WEBINARS!**

As noted on page 2, on June 22nd you are invited to attend a **special members-only webinar** to discuss the changes in the Bylaws and Articles of Incorporation. The call will begin at 2pm ET (1pm CT, 12pm MT, 11am PT), and BOD members will be on hand to answer your questions. To register online for the June 22 meeting, [click here](#).

Keep checking the "Education Resources" page on our USLCA website for upcoming CERP-approved webinars, and to purchase the archived webinars as well. Including the most recent webinar offered on May 19, you could earn 14 CERPs (10 L CERPs, 3 E CERPs, and 1 R CERP) this way!

If you have ideas for future webinars, or perhaps you'd like to volunteer to share your knowledge by presenting one, please contact Barbara Robertson, MA, IBCLC, RLC, at [barbararobertson@uslcaonline.org](mailto:barbararobertson@uslcaonline.org)

## **WHITEHOUSE TASKFORCE ON CHILDHOOD OBESITY RELEASES ITS REPORT, SOLVING THE PROBLEM OF CHILDHOOD OBESITY WITHIN A GENERATION. BREASTFEEDING IS A PROMINENT PART OF THE STRATEGY!**

Marsha Walker, RN, IBCLC

In February 2010, the Let's Move! Campaign was launched by First Lady Michelle Obama with the goal of solving the childhood obesity epidemic within a generation. As part of this effort, President Barack Obama established the Task Force on Childhood Obesity to develop and implement an interagency plan that details a coordinated strategy, identifies key benchmarks, and outlines an action plan to end the problem of childhood obesity within a generation. The action plan defines the goal of ending childhood obesity in a generation as returning to a childhood obesity rate of just 5 percent by 2030, which was the rate before childhood obesity first began to rise in the late 1970s. In total, the report presents a series of 70 specific recommendations, 4 of which involve breastfeeding as an obesity preventive measure.

- Recommendation 1.3: Hospitals and health care providers should use maternity care practices that empower new mothers to breastfeed, such as the Baby-Friendly hospital standards.
- Recommendation 1.4: Health care providers and insurance companies should provide information to pregnant women and new mothers on breastfeeding, including the availability of educational classes, and connect pregnant women and new mothers to breastfeeding support programs to help them make an informed infant feeding decision.
- Recommendation 1.5: Local health departments and community-based organizations, working with health care providers, insurance companies, and others should develop peer support programs that empower pregnant women and mothers to get the help and support they need from other mothers who have breastfed.
- Recommendation 1.6: Early childhood settings should support breastfeeding.

The website for the Let's Move campaign contains the downloadable report to the president from the Whitehouse Task Force on Childhood Obesity, [Solving the Problem of Childhood Obesity within a Generation](#) as well as recommendations for families to reduce childhood obesity by providing information on simple ways to make healthy choices for the family. Breastfeeding plays a prominent part in the healthy start section on feeding infants. An 8 page document entitled [Does Breastfeeding Reduce the Risk of Pediatric Overweight?](#) provides a compelling case for breastfeeding as one of the first interventions in reducing obesity in children. It includes recommendations from the CDC's [Guide to Breastfeeding Interventions](#). IBCLCs are specifically mentioned as health care providers needed for the professional support of breastfeeding families.

USLCA members may wish to obtain both documents for use in validating the importance of the IBCLC in the national campaign to reduce childhood obesity.

[http://www.letsmove.gov/taskforce\\_childhoodobesityrpt.html](http://www.letsmove.gov/taskforce_childhoodobesityrpt.html)

### **NEWS YOU CAN USE FROM THE AAP**

- How would YOU spend \$13 billion dollars? According to a recent article in *Pediatrics*, this is the amount of money that could be saved *annually* in the US if 90% of all babies were exclusively breastfed for 6 months. [Click here](#) to read the abstract.  
Bartick M, Reinhold A. **The burden of suboptimal breastfeeding in the United States: a pediatric cost analysis.** *Pediatrics*. 2010 May;125(5):e1048-56. Epub 2010 Apr 5.
- **AAP Sample Hospital Breastfeeding Policy for Newborns.** [Click here](#) to download this new policy from the AAP's Section on Breastfeeding. Note that the responsibility for supervising ongoing breastfeeding education for all "providers for the mother-baby dyad" falls on "the professional staff of the hospital (such as physicians, nurses, and **licensed certified lactation consultants**)."

## ADVOCACY OPPORTUNITY

Marsha Walker, RN, IBCLC

Many of you are familiar with the CDC's National Survey of Maternity Practices in Infant Nutrition and Care (mPINC) survey. The mPINC surveys were done during 2007 and 2009 with many hospitals now working on methods to improve low scoring areas. The mPINC survey has proven to be a catalyst to many hospitals for providing evidence-based lactation care and services. The CDC wishes to administer this survey again in 2011 and must provide validation to the Office of Management and Budget (OMB) that the survey is an effective instrument in changing hospital practices. OMB evaluates the effectiveness of federal agency programs, policies, and procedures, assesses competing funding demands among agencies, and sets funding priorities. As breastfeeding advocates, we have the opportunity to provide public comments on the importance of this survey for hospital breastfeeding improvement.

On Monday, May 10, 2010, the 60-day Federal Register Notice (FRN) was posted about [CDC's proposed data collection for the 2011 mPINC survey](#). The 60-day FRN is a requirement of all proposed data collection projects, and provides an opportunity for public comments, which may be submitted by individuals, groups, and organizations. To request more information on the proposed project, call (404) 639-5960 or email [omb@cdc.gov](mailto:omb@cdc.gov).

Submitting your comments and experiences with the mPINC survey is important in order to receive a favorable decision from OMB regarding administering the survey a third time. Please direct your comments to [omb@cdc.gov](mailto:omb@cdc.gov) within the 60 day comment period.

## TIPS: TECHNOLOGY IN PRACTICE

- **Facts for Life, 4th Edition:** First published in 1989, this booklet contains a wealth of health messages to save children's lives. It fully supports breastfeeding as an integral part of a child's health and well-being. Produced jointly by UNICEF, WHO, UNESCO, UNFPA, UNDP, UNAIDS, WFP and the World Bank, you can download pdf and Word versions of this important document in English, French, and Spanish.
- **Health On the Net Foundation's HON Code of Conduct:** How can you tell if a medical or health information site is providing sound information, backed by evidence (and not by suspicious funding sources)? The HON Code of Conduct certification is one way. Websites can be certified, based on their adherence to the 8 principles for quality and trustworthy information—many of which ring true for identifying good breastfeeding Internet resources:
  - **Authoritative** (indicates author qualifications)
  - **Complementarity** (supports rather than replaces doctor/patient relationship)
  - **Privacy** (respects confidentiality of visitor's personal information)
  - **Attribution** (sources are properly cited)
  - **Justifiability** (claims are backed up)
  - **Transparency** (accessible presentation, email contact)
  - **Financial disclosure** (funding sources identified)
  - **Advertising policy** (advertising clearly separate from editorial content)

*Please note that your website should be certified by the HONcode before stating that it abides/follows the HONcode principles.*





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### USLCA Board Of Directors

- President: [Laurie Beck](#), RN, MSN, IBCLC, RLC—Texas
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- Director of Public Policy -Licensure and Reimbursement: [Marsha Walker](#), RN, IBCLC, RLC—Massachusetts
- Director of Professional Development: [Barbara Robertson](#), BA, MA, IBCLC, RLC— Michigan
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KEEP UP WITH USLCA NEWS THROUGH TWITTER! <http://twitter.com/USLCA>  
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](mailto: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](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