



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

November 2010

Coming Soon to
a Mailbox Near
You:

Clinical Lactation Volume 1, Issue 1!

*For a preview of
this wonderful new
USLCA Member
Benefit, See p. 3*

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

Congratulations to all who have passed their IBLCE exam! The USLCA Board of Directors just returned from Houston, Texas, after a very productive meeting. The focus of the meeting was planning the budget for 2011. Of course, we have lots of ideas and projects on the horizon and money is the basis of success and that depends on members. Now is the time to renew your membership to continue the benefits you receive from ILCA and USLCA. We also need you to help recruit new members. Talk to colleagues and those that you mentor, and share your eNews with nonmembers. The new *Clinical Lactation* is being launched this month and we are sure it will be very popular. Liaison activity will continue stronger than ever in 2011. Cost affordable Webinars help to keep us informed and up to date as the field of lactation evolves. The Licensure and Reimbursement Committee is looking to hire a lobbyist to help move forward licensure for IBCLCs in the United States.



Why Join USLCA? Look What You'd Be Missing!

- *Clinical Lactation* and *JHL*. Now members get 2 journals as member benefits.
- Cost affordable **Professional Liability Insurance**. I would not practice as an IBCLC without my professional liability insurance.
- New – **Student and Retired Memberships!** Are you a student and just entering the IBCLC profession? We welcome you and look forward to meeting our new colleagues. Our profession is only 25 years old but continues to grow and strengthen each year. It can only do that by having new IBCLCs join us! We need the experienced retired IBCLC to continue to help mentor our new IBCLC students.
- **Webinars** continue to meet the needs of our members. See page 6-7 for printable flyers to share about upcoming webinars.
- **eNews** helps keep our profession up to date and share our stories.

We want to hear from our members. Tell us about projects you are working on or programs you are developing. We all learn from each other. Submit your thoughts and comments to eNewsEditor@uslcaonline.org or contact our office.

Enjoy your eNews!

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

NEWS FROM THE USLCA BOARD OF DIRECTORS

USLCA Board Meeting Minutes

November 5-7, 2010, Harris County Texas WIC Offices, Houston, Texas

Attending:

USLCA President [Laurie Beck](#), RN, MSN, IBCLC, RLC, Texas

USLCA Secretary, Treasurer, Newsletter [Karen Querna](#), RN, BSN, IBCLC, RLC, Washington

Director of External Affairs, Hospital Position Statement, [Alisa Sanders](#), RN, IBCLC, RLC, CCE, Texas

Director Of Marketing [Regina Camillieri](#), IBCLC, RLC, New York

Director of Members Services - Chapters, Membership [Debbie Costello](#), RN, IBCLC, RLC, South Carolina

Director of Professional Development [Barbara Robertson](#), BA, MA, IBCLC, RLC, Michigan

Director of Public Policy -Licensure and Reimbursement [Marsha Walker](#), RN, IBCLC, RLC, Massachusetts

Executive Director [Scott Sherwood](#), North Carolina

The USLCA Board of Directors (BOD) meeting was held at the Harris County WIC offices provided by Alisa Sanders.

The focus of this meeting was the 2011 budget. It was finalized and approved by the BOD.

Other announcements that summarized 2010:

- A [taxonomy Code](#) will be available for non-RN Lactation Consultants. The new Non-RN lactation consultant code will be a Level II code under Individuals or Groups and then under Other Service Providers. The code will be included in the January 1, 2011, release of changes to the code set and will be effective April 1, 2011. Look for an article about these codes in the January eNews.
- The launching of *Clinical Lactation*, the official journal of USLCA, in November.
- [16 webinars](#) offering affordable flexible education.
- [USLCA liaisons](#) attended national organization and federal governmental agency meetings.
- Publishing of 3 IBCLC promotional documents:
 - [Containing Health Care Costs: Help in Plain Sight](#)
 - [International Board Certified Lactation Consultant Staffing Recommendations for the Inpatient Setting](#)
 - [Five Steps to Improving Job Security for the Hospital-based IBCLC](#)

All this and more was done with the \$45 USLCA receives from the combined ILCA/USLCA member fees!

An ambitious plan is in place for 2011 in order to fulfill our obligation of member support and promotion.

Plans include consistent representation at the following, but current dues cannot support all of these:

- US Department of Agriculture's Breastfeeding Promotion Consortium
- National WIC Association
- US Breastfeeding Committee
- National Conference of State Legislatures
- American Dietetic Association
- American Health Insurance Plans
- American Public Health Association
- **Association of Women's Health, Obstetric, and Neonatal Nurses**
- National Association of Pediatric Nurse Practitioners
- National Business Group on Health
- Joint Commission

[continued on page 3]

USLCA will continue providing low cost educational opportunities. Site selection for the 2013 conference will happen in November of 2010.

The most exciting action planned for 2011 is to engage a lobbyist to secure licensure and reimbursement for the IBCLC. All of this requires funding and more financial support from members. USLCA BOD will ask members to please consider a donation to USLCA to help insure that these goals are met. Increased support will allow USLCA to insure that the IBCLC remains a part of the Health Care Team.

The Spring 2011 BOD meeting is TBA. It will be held using Webinar/Video Conferencing technologies to save expenses.

Sincerely,

Karen Querna, RN, BSN, IBCLC, RLC—USLCA Secretary

CALL FOR CANDIDATES: USLCA BOARD OF DIRECTORS (USLCA BOD)

One directorship is up for renewal or vote commencing February 2011, and the election process begins with this call for candidates to submit applications to the USLCA Nominations Committee, chaired by immediate past President Glenda Dickerson.

Director of Membership and Chapters Debbie Costello completes one term in July 2011. This position is up for election in February 2011, and the Nominations Committee is actively seeking qualified candidates to run. This post concentrates on the development of chapters and membership.

The Nominations Committee will accept applications for the post up for election from November 1-January 15, 2011. After the Nominations Committee has done its job of reviewing applications to verify that candidates fulfill the requirements for Board leadership, they will present their slate of candidates to the full USLCA BOD for approval. The voting period runs March-May 2011, although voting takes place primarily by electronic ballot, through the Internet. Voting rights are conferred on USLCA members who are also IBCLCs. The newly-elected Director will be sworn in and commence the three-year term at the Annual General Meeting conducted in July 2011, at the annual conference to be held in San Diego, California.

Please click [here](#) to print the 2011 Nominations Application and fax to Scott Sherwood at: 919-459-2075. Should you have any additional questions, please do not hesitate to contact the USLCA Office at 2501 Aerial Center Parkway, Ste. 103 Morrisville, NC 27560
Info@uslcaonline.org
919-861-4543

Deadline for submitting applications: January 15, 2011.

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



DRUM ROLL, PLEASE... INAUGURAL ISSUE OF *CLINICAL LACTATION* ARRIVING IN YOUR MAILBOX!

Within the next few weeks, USLCA members will find the newest member benefit in their mailboxes. As promised in [July's eNews](#), the inaugural issue of *Clinical Lactation* is about to make its official debut. *Clinical Lactation* makes a great companion to the *Journal of Human Lactation*, and as USLCA/ILCA members, you'll receive both! As a teaser, take a look at the Table of Contents for this issue:

- Shift Happens: How Scientific Paradigms Change and Why These Shifts Should Matter to Lactation Consultants (Editorial)—Kathleen Kendall-Tackett, Ph.D., IBCLC
- What Happens to Breastfeeding When Mothers Lie Back? Clinical Applications of Biological Nurturing—Suzanne Colson, RGN, RM, Ph.D.
- Facilitating Autonomous Infant Hand Use During Breastfeeding—Catherine Watson Genna, BS, IBCLC, RLC and Diklah Barak, BOT
- **Breastfeeding Management for the Late Preterm Infant: Practical Interventions for “Little Imposters”**—Marsha Walker, RN, IBCLC, RLC
- Mother–Infant Sleep Locations and Nighttime Feeding Behavior: U.S. Data from the Survey of **Mothers' Sleep and Fatigue**—Kathleen Kendall-Tackett, Ph.D., IBCLC, RLC, Zhen Cong, Ph.D., and Thomas W. Hale, Ph.D.

An exciting feature of *Clinical Lactation* is that it will also be available online, and you'll be able to access the links to videos and other media content referred to in the articles.

Please encourage the medical libraries you frequent to subscribe to the journal. Not only will you be helping to support USLCA, you'll also be providing a way to help educate your co-workers and other staff in practical ways to help mothers breastfeed their babies. And while you are at it, encourage your co-workers to become USLCA members to get the journal as a free member benefit. Non-members can subscribe to the journal as well (see below).

Congratulations to Kathleen and the rest of the editorial staff for a job well done!

Subscription Information

Clinical Lactation is a FREE member benefit of USLCA.

Not a member? Join today! www.USLCA.org

**Not a member yet? Affordable subscriptions are available!*

Individual Subscription

Print and Online* 100.00

Print Only 80.00

Online Only* 60.00

Institutional Subscription

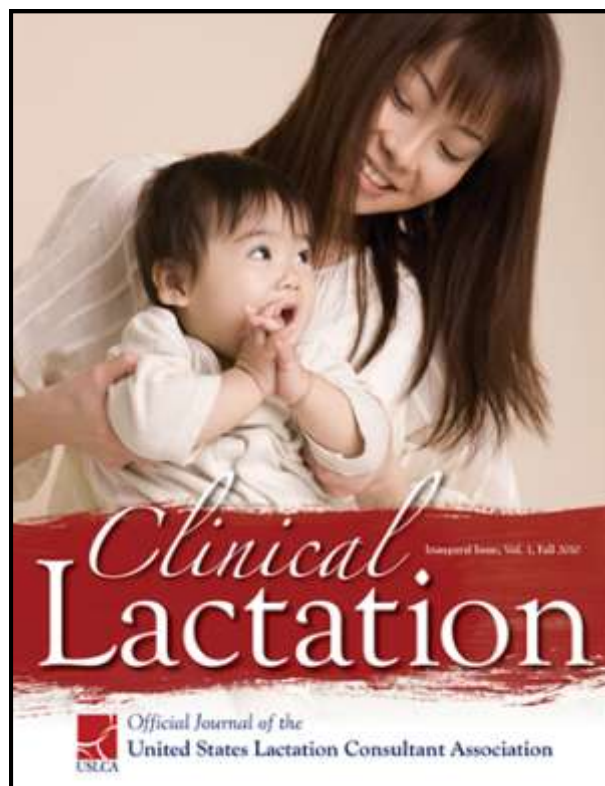
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Print Only 325.00

Online Only* 250.00

*Email required for online subscription.

Clinical Lactation—Just one more way USLCA is
working for YOU!



NEWS FROM IBLCE

- **MILCC Congratulates New IBCLCs—Anne Andrianos, MILCC Director**

Monetary Investment for Lactation Consultant Certification (MILCC) congratulates all the new IBCLCs around the world. Thanks are also in order to those who assisted candidates preparing for the exam!

MILCC takes pride in the achievement of many new IBCLCs as it is through MILCC scholarships (financial aid) that many qualified candidates are able to take the certifying exam. MILCC is already looking forward to the next round of scholarship awards and want all to know more scholarships than ever will be available in 2011. The increased number of scholarships is due to a generous contribution made by the Hazelbaker Foundation. And you can help, too.

During November, every donation for an IBCLC logo pin, service bar, and or 25th Anniversary necklace will be matched!(\$5,000 maximum)! A \$50.00 necklace donation becomes a \$100.00 gift! A \$12.00 for a logo pin becomes \$24.00. With your help, approximately 30 more scholarships will be available when this campaign successfully concludes! This is an opportunity to make you donation go even further!

Check out the new [MILCC website](#) for more details and an easy on-line way to make your contribution. Thank you in advance for supporting the IBCLC profession worldwide through MILCC scholarships.

- **Clarification on CERPs and Pump Company Educational Offerings—From the [IBLCE website](#):**

CERPs will not be awarded to programs organized by individuals or companies that manufacture, market or distribute products that are in any way related to breastfeeding and/or infant and young child feeding, nutrition and care, including products within the scope of the WHO International Code of Marketing of Breast-milk Substitutes (e.g. infant formula, bottles or teats) or programs where these company or company personnel had input into the choice of speakers or the content of the presentations.

*Please Note: As of December 31, 2009, continuing education offered by breast pump companies is not eligible for CERPs.

- **Check out the new IBCLC Promotional Video on the [IBLCE in the Americas website](#)!**

ADVOCACY NEWS: BREAST PUMPS AND THE IRS—Marsha Walker, RN, IBCLC

The IRS, as many know, has denied mothers the use of their flexible spending account (FSA) for breast pumps. While \$800 glasses frames, denture adhesives, and acne creams were deemed as offering health benefits, breastfeeding was not. This denial was prompted by a [letter to the IRS](#) from the American Academy of Pediatrics requesting the use of a mother's FSA for breast pump purchase or rental. The IRS considers breast milk a food that promotes good health, much like eating citrus fruit prevents scurvy. As devices of basic nutrition, breast pumps were deemed unworthy of flex-account spending, the same as orange juicers. This is a classic example of one Federal agency not speaking with another, as breast pumps are regulated by the Food and Drug Administration as Class II medical devices not kitchen appliances. The shortsighted [ruling by the IRS](#) is going to be a difficult one to reverse. Once such a ruling has been made it is unlikely to be changed unless Congress mandates it. Therefore, if members of USLCA would like to see a change, letters should be written to federal senators and representatives asking that both breast pumps as well as the services of an IBCLC be a permitted expenditure within the mother's FSA. Please take the time to write to your legislators asking that they insert language into appropriate legislation that expressly permits the use of FSAs for both breast pumps and the services of IBCLCs. Employed mothers face many barriers to continued breastfeeding and the use of breast pumps and the services of IBCLCs should not be denied to them due to agency ignorance.



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

"Choosing and Using Breastfeeding Tools"

Cathy Watson Genna, BS, IBCLC, RLC

Tuesday, November 30, 2010

1pm Eastern, 12pm Central, 11am Mountain, 10am Pacific

2 Hour program,
2 L CERPs
Certificates are
emailed to
attendees

Prices:

USLCA Members

\$25

Non-members \$40,

Groups 2-10 \$55,

10 or more \$75

Objectives

1. Detail cogent clinical factors in the choice of breastfeeding tools.
2. Describe advantages/disadvantage of 3 tools for supplementing at breast
3. List 2 factors to consider in properly fitting a nipple shield
4. Describe the steps of paced bottle feeding with cueing to protect breast-feeding skills
5. Identify situations in which fingerfeeding using an active flow device may be chosen.
6. Discuss device choices and methods of use for dyads with two of the following feeding issues: hypotonic infant, large maternal nipples, macroglossia, Down syndrome, BFAR, preterm infant habituated to bottles, infant with dysphagia, submucous cleft, infant with tracheomalacia or laryngomalacia, failure to thrive infant, tongue retraction, macrostomia.

United States
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Consultant
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2501 Aerial Center
Parkway
Suite 103
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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 AshleyD@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.



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Lunch and Learn Webinars -Earn IBLCE CERPs

"Eliminating Breastfeeding Disparities for African American Families"

Kadada Green

Tuesday December 14, 2010

1pm Eastern, 12pm Central, 11am Mountain, 10am Pacific

1 Hour program,

1 L CERP

Certificates are
emailed to
attendees

Prices:

USLCA Members

\$20

Non-members \$30,

Groups 2-10 \$45,

10 or more \$65

Objectives

1. Describe how historical events have influenced breastfeeding outcomes in African-American communities.
2. List barriers that hinder breastfeeding success for African-Americans.
3. Identify strategies to eliminate disparities in breastfeeding rates for African-American families.

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TIPS: TECHNOLOGY IN PRACTICE

- The 2012 Project: Attracting More Women to Politics**

Regardless of whether you vote “blue” or “red” or some other color, here’s an interesting project designed to get more women into politics. According to the [2012 Project website](#), only 24% of state legislators and 17% of US Congress are women—and that puts us between 61st and 73rd ranking internationally. The mission for the project states:

The 2012 Project is a national, non-partisan campaign to increase the number of women in legislative office by identifying and engaging accomplished women 45 and older from under-represented fields and industries. These include finance, science, technology, energy, health, environment, small business, and international affairs.

Imagine what we could do if IBCLCs were elected to office!



- FDA Pediatric Advisory Committee Meeting to Discuss Donor and Banked Human Milk December 6, 2010, Bethesda, Maryland**

Here’s an opportunity for important input from USLCA members. This FDA PAC meeting will be looking at “current practices and potential benefits and risks associated with the donation and banking of human milk” as they relate to preterm and term infants. Written comments can be made up until November 29 in order to be shared with committee members before the meeting. This is a public meeting, and public oral comments are welcome. For more information on this important meeting, [click here](#). If you are available to attend the meeting, be sure and let [Marsha Walker](#) know.

- Call for Abstracts: Women’s Health Congress 2011**



This conference, sponsored by the *Journal of Women’s Health* and VCU’s Institute for Women’s Health, is seeking poster session abstracts on women’s health and sex differences research reporting on “the results of original research and must contain data (either quantitative or qualitative) and research results. Submissions should fall into the following categories: Basic Science, Clinical & Translational, Community & Public Health, and Innovations in Medical Education and Career Development.” The conference will be held April 1-3, 2011, near Washington, DC. **Deadline for submission of abstracts: December 1, 2010.** For more information, [click here](#).

- Health Communicator’s Social Media Toolkit**

This free, downloadable [toolkit](#) from the CDC is “a guide to using social media [blogs, Facebook, podcasts, etc.] to improve reach of health messages, increase access to your content, further participation with audiences, and advance transparency to improve health communication efforts.” It’s a comprehensive guide to making social media work for you.

- Two New Resources from HRSA: Women’s Health USA 2010 and Child Health USA 2010 Data Books**

Here are two new booklets from the US Department of Health and Human Resources/Health Resources and Services Administration (HRSA), complete with “current and historical data on some of the most pressing health challenges facing women, their families and their communities, and ... on the health status and service needs of America’s children.” Both booklets have a section devoted to breastfeeding. To download or order copies of these booklets, [click here](#).

TIPS, CONTINUED

• US Breastfeeding Committee (USBC) Bi-Monthly Teleconference Calls

The [USBC Teleconference calls](#) are now being archived as free webinars. You can download slides and the audio recording for each of the following

- *Reasonable Breaks for Nursing Mothers and Reasonable Steps for Breastfeeding Advocates: Insights into Section 4207 of Federal Wage and Hour Law* (October 12, 2010)
- *Breastfeeding Stories from the Field: State Program Highlights* (August 10, 2010)
- *Text4baby: Using Mobile Technology to Promote Maternal and Child Health* (June 8, 2010)
- *The WHO/UNICEF Baby Friendly® Hospital Initiative in the United States* (April 13, 2010)
- *NIH Funding Process and Research on Breastfeeding* (February 9, 2010)

TIS THE SEASON FOR THANKSGIVING!

Here's a big THANK YOU for all YOU do! USLCA members accomplish wonderful things in the name of breastfeeding and the lactation consultant profession. No matter whether you are a private practice IBCLC, a hospital-based IBCLC, or a volunteer breastfeeding counselor, YOU MAKE A DIFFERENCE! And what you do in your corner of the world has a ripple effect on the rest of the world. How many of us are IBCLCs because someone took the time and cared enough to help us breastfeed our own children?

A lot of the strength of our profession—and this organization in particular—is the willingness to share with others what we know, what we do, and even what we struggle to do. USLCA is a vehicle for that kind of sharing—here in the eNews, and now in the new *Clinical Lactation* journal. What an exciting time to be an IBCLC!

Some of you are mentoring the next generation of IBCLCs. Tell us your stories! Tell us what works—and **what doesn't**. Share the pitfalls and hopefully the solutions so more of us can become involved in this method of sharing what we know with those eager to learn.

And while you are at it, tell us what you like—and **don't like**—about the eNews. This is YOUR newsletter! I'd like to share an email I received recently from a USLCA member:

Dear Melissa,

I have had the August USLCA e-News sitting on my computer desktop all this time and finally read it this morning. I am writing to congratulate you. It is EXCELLENT!

Thank you. Now I can catch up with the more recent ones. I really like the listing of conferences, the reports of the board correspondence and Marsha Walker's contribution (as always). I will share with my moms the Fact Sheet on the new employee nursing breaks requirements of the new federal law.

Again, thank you! Keep up the good work!

Best,

Margot Mann

Help me make the eNews what you need it to be!

Melissa Vickers, MEd, IBCLC, RLC

eNews Editor

Not what we give,
But what we share,
For the gift without the giver
Is bare.

~ James Russell Lowell



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USLCA.

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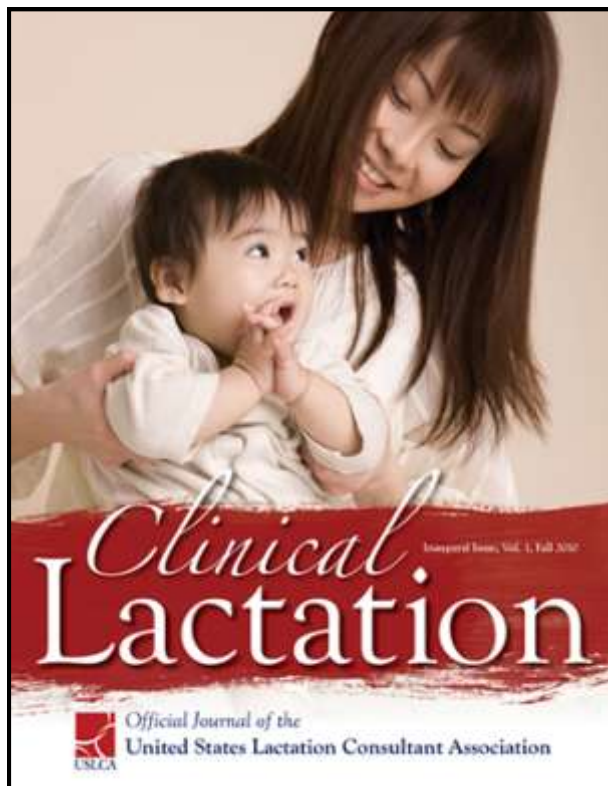


**Members: \$22 for one 2 for
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Non-members 25.00 +SH

**Contact Scott Sherwood at
ExecutiveDirector@uslcaonline.org**

**Great gift idea!
Available in the [ILCA bookstore](#)**



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