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Letter From The President

Happy Holiday Season to all of you!

I urge you, our valued members, to take some time during the holidays to reflect on the achievements we have made and the roads yet to be traveled, both personally and professionally. This has been a very good year for USLCA. The success of this organization is directly related to our members who are passionate about ensuring that quality lactation care is available. We are gaining momentum and the movement that has begun shall not be stopped.

I want to leave with you with one last thought for this year. No one is going to hand us success. We must go out and get it! That's why we are here. We must remain focused on our objective and never lose sight of the prize. We have fought and endured but we are still standing! We are strong and united with a just cause that saves the lives of mothers and babies.

This time of year many parents tell their children to "believe", my sisters and brothers in arms, I ask you to "believe". Our mission and vision are achievable if we believe.

The Board of Directors will take some time away to rest and enjoy our families. We will be out of the office from December 20th thru January 2, 2014.

We look forward to a Happy and healthy New Year filled with blessings and rich rewards.

Until next month,
Alisa Sanders RN, IBCLC, RLC



Focus On Marketing

[Debi Ferrarello](#), MSN, MS, IBCLC, RLC

The holiday season is upon us and provides the IBCLC with wonderful opportunities to thank referral sources, clients, colleagues at the hospital, and hiring administrators. **Remember to keep your messages focused on the recipient and convey gratitude and appreciation.**

Here are some sample messages:

“As we reflect on the year that is drawing to a close, we are filled with gratitude for the opportunities we had to serve your patients by providing listening ears, expert guidance, and evidence-based options...”

“During this season of both celebration and reflection, we think of the profound gift you offered in letting us share some of the struggles and joys of early parenthood as you welcomed your new baby...”

“In the midst of the hustle and bustle of hospital life, we want to say “thank you” for the opportunity to provide the best in lactation care for Hospital Memorial patients and staff education to encourage best practices every hour of every day...”

How to share these messages? With holiday cards, on your Facebook page for lay people, with cookies or a more nutritious treat. Some have included “breast cookies” whereas for others, that does not suit their brand or image. What matters is that your messaging is full of love and thanksgiving and represents your professional self well.

Now let me take this opportunity to thank YOU, our members, for your commitment to our profession.

Together and separately we “empower women and save babies”. Who has a better job than that?!

Happy Holidays!



The IBCLC: Helping to Ensure Evidence-Based Care for *All* Mothers

Veronica Hendrix, LVN, IBCLC, RLC

The IBCLC is the recognized health care professional and resource for breastfeeding mothers both in the hospital and the community. Our job is to promote, protect and support breastfeeding and to help mothers overcome the many barriers that threaten their breastfeeding success. One way we do this is by fully supporting implementation of the Ten Steps to Successful Breastfeeding in the birth facility.

While the IBCLC is often called upon when breastfeeding issues arise, our practice does not limit us to working with breastfeeding mothers. Mothers who have made a fully informed decision to formula-feed their infants need and deserve evidence-based care and support, as well.

Breastfed infants benefit not only from mother's milk, but also from the *way* in which they are fed and cared for. Many of the "Ten Steps", specifically steps 4 (skin to skin care after birth), 7 (rooming-in) and 8 (cue-based feeding) are often reserved for breastfed infants. The IBCLC must advocate for these mothers to ensure that *they* experience these "best practices" as well.

These three steps have known benefits and impact the success of all infant feeding for *all* infants. Step 4, uninterrupted and continuous skin to skin care (SSC), should be experienced by healthy infants and mothers for the first hour after birth if formula-feeding, or until the completion of the first breastfeeding. Many health care providers recognize the benefits of SSC for breastfeeding mothers, but might not think to offer SSC to those who don't breastfeed. As infant care advocates, we must remind them that this close contact allows infants to be colonized with healthy maternal flora and provides warmth, comfort, safety and protection, nourishment, physiologic homeostasis and immunity (DSHS, 2011). In fact, one study found that mothers enjoying SSC after birth behaved differently with their children one year later than did those who were separated for even two hours soon after birth (Bystrova, et al., 2009). Step 7, rooming-in, ensures that mothers and infants stay close together, giving parents the opportunity gain confidence as they actively participate in their infant's care. Step 8 is cue-based feeding. Formula-feeding mothers need to learn how to tell when their baby is hungry and when they are satisfied to help reduce the risk of over-feeding. The lower rates of obesity in children who were breastfed may be related to the ability to self-regulate food intake (DSHS, 2011). Additionally, teaching mothers about newborn stomach capacity, how to pace bottle feedings and how to safely prepare formula are essential areas of education. While not the typical education that the IBCLC provides, we can play an important role in educating hospital staff, as well as patients.

Are mothers who choose formula feeding experiencing these best practices in your facility? Do staff members understand the importance of and educate *all* mothers regarding steps 4, 7, and 8? Our training, experience, counseling skills and professional guidance prepare us to be the infant feeding experts -for ALL mothers!

Department of State Health Services (DSHS). Texas Ten Step Star Achiever Training Toolkit. Austin (TX): DSHS. 2011. Available [online](#)

Bystrova, K., Ivanova, V., Edhborg, M., Matthiesen, A.S.; Ransjo-Arvidson, A.B., Mukhamedrakhimov, R., Uvnas-Moberg, K., & Widstrom, A.M. (2009) Early contact versus separation: effects on mother-infant interaction one year later. *Birth*. 36(2):97-109. doi: 10.1111/j.1523-536X.2009.00307.x.

Call For Papers

Clinical Lactation is a peer-reviewed journal summarizing recent advances in clinical care in the field of human lactation, and is the official journal of the United States Lactation Consultant Association. The aim of the journal is to advance clinical practice for lactation specialists who work in a variety of settings: hospital, private practice, WIC, and mother-to-mother-support organizations. The articles being solicited for *Clinical Lactation* are concise, readable reports that summarize issues related to clinical care, treatment innovations and applications. All articles should contain specific implications and suggestions for clinical practice. Suitable topics for submission include, but are not restricted to:

- Treatment innovation
- Treatment dilemmas
- Case presentations
- Implementation of specific programs
- Outcomes of policies or programs

Papers should be consistent with the current evidence base (if applicable), and should constitute a substantive contribution to the professional literature on clinical lactation. All articles can be hyperlinked to videos, websites, PowerPoint slides, or other ancillary sources of information.

To submit your manuscript or for more information please visit www.clinicallactation.org or [contact our Editor](#) Dr. Kathleen Kendall-Tackett.

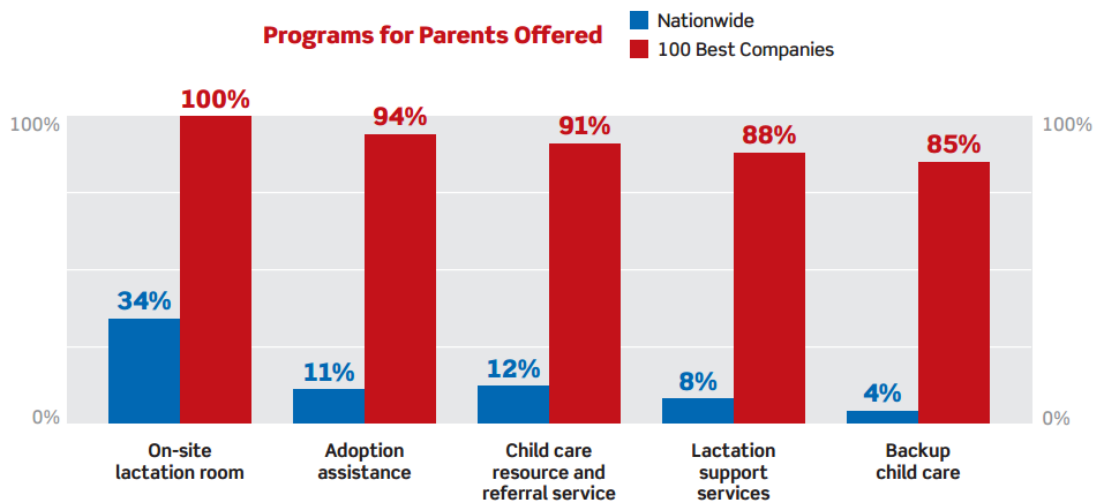
Working Mother Magazine Rates 100 Best Companies

What 2 things do the 100 best companies to work for have in common? They provide paid family leave and support their breastfeeding employees. While only 8% of companies nationwide support breastfeeding in their workplace, 88% of the Best Companies offer lactation support services and 100% provide an on-site lactation room. The Executive summary can be accessed [here](#). Information on the report can be found [here](#). For a list of the 100 top companies click [here](#).

Be sure to check out the Best. Vs. Rest diagram on the next page.

Best vs. Rest: Programs for Parents

Few companies nationwide offer employees child care resource and referral services (12%), adoption assistance (11%), lactation support services (8%) or backup child care (4%). However, a majority of the Best Companies support these programs for their employee parents.



Source: 2013 Working Mother 100 Best Companies; Nationwide data based on 2013 Society for Human Resource Management Benefits Survey Report

workingmother.com/wmri · 11

IBFAN Releases New Report on Investing in Optimal Breastfeeding

A new report by the International Baby Food Action Network (IBFAN) recommends a global annual investment of \$17.5 billion in interventions to universalize optimal breastfeeding in order to prevent millions of babies from deaths due to diarrhea and pneumonia, impaired development, as well as reduce the risk for diabetes, hypertension, cancer, and cardiac diseases in adult life. The report is entitled “The Need to Invest in Babies – A Global Drive for Financial Investment in Children’s Health and Development through Universalizing Interventions for Optimal Breastfeeding.” The report notes that of the 135 million babies born every year, 83 million babies and their mothers are not enabled to optimally breastfeed as recommended by the World Health Organization. The report looks at why such an investment is imperative as well as how much to invest, where to invest, and a strategy for investing in programs and interventions to assure optimal breastfeeding outcomes.

See the full report, the executive summary, and information on the report for the media [here](#).



**Check out our
new Facebook
Page,
Breastfeeding
Talk With USLCA!**



Scheduled Webinars

Supporting Families in Milksharing as an IBCLC

with Amber McCann, IBCLC, RLC

January 22, 2013

More information on this webinar can be found [here](#). [Register today!](#)



[Learn More!](#)

USLCA is looking for speakers to donate their expertise and time. Submit your topics today by [email](#).

USLCA recorded webinars are available for [purchase](#).

Accreditation: All continuing education credit is based on a 60-minute hour. As of May 1, 2012, USLCA Webinars are approved by the USLCA as an approved provider of Continuing Education Recognition Points (CERPs) with the International Board of Lactation Consultant Examiners. Approval Number CLT112-01.

Have Questions? Check out the [Webinar FAQ](#) page for answers to your questions. If you have other questions, please email info@uslca.org or call the USLCA office at 919-861-4543.

Connect with us!

Click the Facebook and Twitter boxes below to join the conversation and stay up-to-date on the latest information.



2501 Aerial Center Parkway, Suite 103 Morrisville, NC 27560
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Wishing you
and your
families all the
best for 2014!

Attention Chapters!

Having a Conference? Let us help you spread the word! Send your conference information to USLCA and we will post it on our website. There is no charge for this chapter benefit. Send your information to marketing@uslca.org and we will take it from there.

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