



A Special Message to Our Members

We are excited to announce the new brand messages we recently developed. As you may have heard during our annual meeting, we believe we've crafted the perfect representation for our organization, an organization driven by the excellence of our members and the power of our professional focus. The purpose of these new marketing messages is for members and the public alike to know where we stand, and, more importantly, where we are headed as one, united USLCA because together, we are ***the national standard for professional lactation care***. Please join us in extending these messages to your friends and family, your coworkers and other professionals.

First and foremost, we are ***experts in our field***. In the busy, dynamic world of lactation care, we wear our expertise like a badge of honor. More than anyone else in the lactation field, we understand and advocate for coordinated clinical care of the mother, the new child and their breastfeeding relationship to ensure they can meet their own breastfeeding goals. One mother who sought lactation care from a member IBCLC described her breastfeeding experience as having been possible and ultimately enjoyable only through working with the IBCLC. She sought consultation early because her baby would not latch. The IBCLC carefully assessed mother and baby as she observed a feeding, developed a plan of care, and coordinated care with other health care professionals. After ten weeks, during which the IBCLC provided gentle guidance and emotional support, the mother was brought to tears when she was able to finally latch and nurse her son. "Through all the difficulty, I managed to achieve my goal of giving my son breastmilk only."

This story brings up another point we often hear – we are ***caring health professionals***. With comprehensive experience and technical knowledge, we focus on the best plan of care for each patient with an unwavering dedication to the health of the breastfeeding dyad. We have the honor of living out our profession to help and encourage others.

With clear intention focused on the health of both mother and child, we are ***strong partners***. We understand that partnerships play a critical role in our profession. Not only are we an invaluable source of support to mothers looking to achieve successful breastfeeding, we join other healthcare professionals to strengthen the culture of health in our nation. We provide education on clinical lactation matters to other healthcare providers. Beyond our health centers, hospitals, and in clients' homes, we also work with insurance providers, fellow birth and breastfeeding organizations, and government agencies to further our mission and advance the IBCLC profession.

We believe we've earned the right to call ourselves an ***exceptional standard***. Understanding and respecting where each one of us began and the obstacles and challenges that each of us have faced to

reach our goal of earning and maintaining the IBCLC credential is honorable. We proudly serve our nation's families every day. As our professional area of focus is continuously threatened by changing institutional standards and healthcare's bottom-line focus, we know each of us has the ability to provide an exceptional standard of clinical lactation care to the families we serve – and it is an exceptional standard that all families deserve. For that, we thank you.

We encourage you to take these messages out into your own lactation world and use them as you see fit. We envision that they will be useful to attract potential clients, to reach future/aspiring IBCLCs, to inform insurance providers, to educate other healthcare professionals about our role in promoting optimal health and wellness, and more – that's where your creativity and resourcefulness come in! Incorporate them into your email signatures, websites, brochures, and personal branding. Please let us know how you are using these messages and where they fit in your work. We are eagerly anticipating your feedback and welcome your comments and suggestions. Thank you for your dedication and professionalism and for representing the IBCLC, the national standard in professional lactation care.

IBCLC,[®] an exceptional level of lactation care

With the education, clinical experience, and professional expertise to help families meet their breastfeeding goals, the IBCLC is an integral part of the healthcare system.

Choose an IBCLC[®] for your practice:
www.uslca.org/resources/find-an-ibclc



National standard in professional lactation care