



2020 USLCA Strategic Goals

Mission:

USLCA exists to support the advancement of the lactation profession and lactation care providers for the health of families across the country.

Vision:

Families in every community will have access to professional lactation care to form a foundation for a lifetime of optimal health and wellness.

Values:

Advance the community of lactation care providers through professional development, mentoring and advocacy

Grow our membership among IBCLCs and expand the membership base to attract lactation care providers at all levels

Proactively advocate for lactation care providers and their important role on the healthcare team and in community health settings

Develop and expand meaningful relationships that can advance the goals of USLCA and its members

Serve as a trusted resource

Strategies:

Provide quality education opportunities for lactation care providers across the profession

Implement a national membership growth initiative that reaches lactation care providers across the country including those in underrepresented communities

Establish an advocacy task group that addresses policy initiatives at the state and federal levels

Expand the network of USLCA Chapters at both local and regional levels

Advocate for the highest quality patient care available

Continually develop programs that support the depth of clinical experience and expertise of IBCLCs

Identify new ways to meet the needs of lactation care providers

Create awareness of and greater clarity about the lactation care profession and the qualifications, training and expertise among the varied lactation care credentials

Engage with others professionals working in and alongside the lactation field to develop more effective integration of lactation services on the healthcare team

Continue providing ongoing education and training to lactation care providers and maintaining an up-to-date reference library of professional and clinical resources

Support professional pathways for aspiring IBCLCs through education and enhanced mentorship opportunities

Build networking opportunities to enhance collaboration within the profession

Enhance the visibility of lactation care providers through a heightened web, social media, and stronger, more effective presence at select professional gatherings

Develop an effective professional network of allied health organizations to generate new ideas and create greater professional awareness and support

Optimize patient care and patient outcomes through greater understanding of lactation care providers and the differing roles of each