

# UNITED STATES LACTATION CONSULTANT ASSOCIATION

*Advancing the lactation profession for the health of families everywhere.*

## 2020 Annual Report



Left to right: **Cheryl Rothwell**, Membership Coordinator & Office Manager; **Danielle Harmon**, MPH, Executive Director; **Lisa Brock**, RN, BSN, IBCLC, RLC, Board Member; **Christine Staricka**, BS, IBCLC, RLC, CCE, Board President; **Jackee Haak**, RN BS, IBCLC, RLC, Board Member; **Dominique Gallo**, BS, IBCLC, RLC, Secretary/Board Member; **Michelle Stulberger**, MHA, IBCLC, RLC, incoming President, Treasurer/Board Member; **Molly Peterson**, BS, IBCLC, RLC, Professional Development Coordinator

### Our Mission

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

### Our Vision

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

### Our Values

USLCA is a:

- Leader in advancing the community of lactation care providers through professional development, mentoring and advocacy.
- Welcoming, inclusive, member-driven association providing opportunities for professional development and advancement of all lactation care providers.
- Trusted source of relevant information.
- Advocate for lactation care providers and the important role they have on the healthcare team and the communities in which they practice.
- Connector to and convener of other organizations and individuals which seek to improve the health and well-being of families everywhere.



June 11, 2020

Dear USLCA Membership,

It is my great honor to be able to write you this letter as I take on my new role of USLCA Board President. My previous 3 years on this board have been a tremendous learning experience and I am thrilled to continue the journey this way.

As a member of this board, I witnessed the great teamwork of my colleagues, passion of the profession, and opportunity for our future. I am grateful for that time, which allowed me the chance to better understand the current state of our organization and the profession as a whole. But: it must be acknowledged that the tremendous amount of opportunity I have is because of the disparities that currently exist. This **MUST** be recognized for us to begin making any change for our future.

Over the next 3 years, I am committed to listening, learning, and expanding our organization for the betterment of the profession and the marginalized communities that are currently underrepresented among us. We have a lot of work to do but step-by-step, inch-by-inch, we are working towards building a stronger organization that can and will serve as a safe place and a trusted resource for the entire lactation community.

As outlined in our current strategic plan, we have identified a number of strategies to help guide the work of this organization. But we can't do it alone! In order to expand the diversity within the lactation community, we must involve a diverse group of people, learning from them and incorporating the variety of needs, ideas, and perspectives into each project we take on. Building a bigger tent takes time and dedication to develop the relationships and foster the change that will result in progress. We are listing and invite you to find a way to make your voice heard. Whether it's through an email or phone call, sharing an idea on a social media post, or jumping in and volunteering for a committee, each role is valued.

I never imagined that my path as a non-RN, IBCLC would lead me here, but I am grateful that it has. Because, if even the smallest amount of progress can be made during my time as President, I will feel like I made a difference. As a leader, I feel it is crucial to bring everyone along side-by-side and I pledge to continually find new ways to involve the entire community of lactation care providers. I have so much to learn and look forward to the opportunity to learn from each of you.

I am committed to transparency and a two-way conversation. Please take any opportunity reach out and I look forward to working for you and with you.

Sincerely,

A handwritten signature in black ink that reads "Michelle Stulberger".

Michelle Stulberger, MHA, IBCLC

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# Purpose

It has been more than a year since we last convened at our 2019 national conference in Scottsdale, Arizona, and as the USLCA board addresses its membership this year our daily “normal” has been halted by the public health crisis brought on by COVID-19 and the great and urgent need for racial justice within our nation. These circumstances have caused each of us to reflect, pivot, and move forward with strategies and updated goals of how to elevate the lactation profession as a whole while continuing the work of increased equity and inclusion in our field. USLCA is committed to learning, listening, and evolving as necessary to meet the current and future needs of the profession.

Over the past year, we have developed a number of new programs, advocated for the profession, and made structural changes in an effort to better meet the needs of our current and prospective members. A look back on the past year helps us see how far we have come and gives us energy to move forward. But the work does not stop there. The future of USLCA is full of opportunity but we rely on each of your contributions to help shape that future. We hope that as we continue to build and develop our programming and benefits, you will find that there is a place for YOU! Still not seeing what’s important to you? We encourage you to take the time to connect with our board and staff to ensure your needs are met.

- IBCLC Hub Launched with new resources added regularly
- Issued 21 Membership Grants
- Teleconsults added as a practice setting in the Find an IBCLC Directory
- Updated membership benefit structure
- Revised membership pricing and payment options

monthly payment option to each level for flexible payment options.

With our doors wide open to all lactation care providers, we determined it critical that we make changes to our membership structure to build a framework that allowed a place for everyone, regardless of credential, tenure, or position. We realized that offering our lowest rates to our newest (students) and oldest (retirees) members, didn’t account for those in the middle of their career that may be struggling to make ends meet. We learned that some years you may need CERPs and other years, you just want to stay connected. We learned that those outside the lactation profession may still want a way to connect with those working in the field. And we learned that financial sustainability is by no means connected to the letters behind your name. So, with that, we revamped our entire membership structure, allowing anyone to join at any level, based solely on the benefits they currently need, and we added a

# Membership

# Programs

As USLCA works to advance the lactation profession within the United States, we continually have to evaluate the needs of those working in the profession, the families that you work with, the employers you work for, the insurers that help cover the cost of your services, and the public officials who write laws that impact your work. Each of these areas is so uniquely important in its own way and we work hard to serve as a resource in navigating these many complex facets.

We work hard to provide relevant professional learning opportunities through webinars, workshops, and conferences. Learning topics are a reflection of the ongoing feedback we receive. Last year, we were excited to begin offering an honorarium for every presentation. We continue to identify new ways to recruit speakers, offer new topics, and meet the needs of the lactation profession. One thing we continue to hear is the need for local, affordable clinical education. After a successful 3-year run of our first regional workshop series, we were excited to launch a new series with different

speakers in new cities. After receiving nearly 100 requests for our newest workshop, Breastfeeding Today: An Inclusive and Modern Approach to Clinical Lactation Care, we confirmed 11 locations for the 2020 series. Unfortunately, due to COVID-19, we have chosen to postpone the series for the remainder of the year, but hope to relaunch it in 2021!

We continually evaluate the need for new resources in the field to help you do your job. Last year, we compiled a list of resources in the new IBCLC Hub. This list of resources highlighted a variety of gaps in what was available and we set off developing and compiling information to fill those gaps and better meet the needs of IBCLCs. We launched a section of our website specific to resources for those in Private Practice, another for those aspiring to join the lactation profession, and yet another for those specifically working to become an IBCLC.

Opportunities to advocate for lactation care providers and the families you serve continue to grow every day. Over the past year, we issued a number of position statements and calls to action and launched

a revised advocacy committee framework

to reignite the energy behind identifying

needs for advocacy and ways to take action at the state and national level.

When the COVID-19 pandemic emerged, a resource hub was developed along with some unique documents from USLCA geared specifically for lactation care providers in the United States, and we highlighted the great teamwork of the entire profession by publishing an open letter of gratitude and recognition.

Opening our doors has meant a shift in how we think about a lot of things, but most importantly how marginalized communities are represented within the profession. With inclusivity as a primary focus of USLCA, we convened an Advisory Board to ensure we were hearing from a wide variety of lactation care providers. We developed a scholarship and grant page on our website to serve as a resource for those looking for financial assistance. We partnered with Candid Conversations

Matter and Dr. Adrienne Coleman to help us identify weak points, provide guidance to conference presenters on their presentations, and serve as a physically

available resource for our time together in Scottsdale. We also launched a demographics survey to gather data from lactation care providers across the country to begin pulling together meaningful data that can represent the glaring gaps in our field. We recognize that the work has only just begun but with our eyes wide open, we look toward the future to continue finding new opportunities.

-14 Live webinars

-1 workshop in Washington, D.C.

-Compensation for webinar speakers

-Private Practice resource web page

-Entering the lactation profession web page

-Becoming an IBCLC web page

-New Advocacy Committee framework

-Position Statements

-Demographics Survey

-Launch Advisory Board

-Joint statement with ILCA

supporting WHO

-COVID-19 Resources

-Urge to AAP to end Nestle partnership

-Revamping of our annual awards

-Scholarship & Grant web page

-Partnership with Candid

Conversations Matter

As we look forward the remainder of 2020 and into 2021, we continue to look for opportunities to be a resource to the lactation community. With the energy of an additional Board member, the new Advisory Board, a transition in the role of Editor-in-Chief of Clinical Lactation, and our eyes set on convening in Norfolk, Virginia in 2021, we hope to put the next foot forward in this journey to be more inclusive, relevant, and financially sustainable. We are working hard to build and maintain a place that all lactation care providers can call home, that meets them where they are while helping them get to where they want to be. This organization runs on the passion and expertise of our volunteers and we invite anyone that feels compelled to find a place to get involved.

**Future**