

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 E-news
October 2008/ Issue 14

From the President: Glenda Dickerson, RN, MS, IBCLC

From the President:

Fall is definitely in the air. Football, raking leaves, chili suppers, pumpkins, cooler weather-that's what fall means to me. For the last two years fall has also meant travelling to Raleigh, NC, for the USLCA November board meeting. This year's fall board meeting will be the first of several "lasts" for me. It will be my last fall board meeting, because I will be leaving USLCA's board in July. Judy Harris, Director of Marketing, will also be stepping down from her position. A current board member will be elected from within the board to fill the role of board president. I know this person will bring energy and enthusiasm to that position. Because of these two

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vacancies, there will be two board positions up for election this spring. Our nominations committee is getting ready to shift into high gear in their search for just the right people to serve on our board. You could be one of those talented people! Take it from me-it is an experience of a lifetime!

Karen Querna, USLCA Secretary, and Laurie Beck, Director of Professional Development, will be on the ballot for election to their current positions. They are original members of the board and have graciously agreed to remain on the board and assist with the transition of new members for an additional term. Having them on the ballot will allow our membership to give them a vote of confidence. Crystal Sterns, Director of Public Policy, will also be on the ballot. This will allow the members to vote her onto the board since she was appointed after the nominations committee was unable to find a candidate for election to that position last spring.

Join me in looking to the future with anticipation! I know that many wonderful things are in store for our organization and our profession as we grow and work together.

USLCA is ILCA in the US
Glenda Dickerson RN, MS, IBCLC



Glenda Dickerson, RN, MS, IBCLC
USLCA BOD President

November 20th, 2008!

- **Apply Online for Liability Insurance**
- **JHL online Free all Month**

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- **Associated Press Article About Seeking Breastfeeding Help**
- **Hometown Newspaper Honor a FILCA: Mary Kay Smith**

"HIGH STAKES CREDENTIAL"

- **The Debate Continue-What Do You Think?**

TIPS:

- **Guidelines.Gov**
- **Breastfeeding-in an Engineering Journal?"**

If you or someone you know would like to be considered for nomination to any of the positions on the Board, please contact the USLCA Nominations Committee Chair, Becky Mannel, at Rebecca-Mannel@ouhsc.edu

- [Breastfeeding Resource for Physicians](#)
- [October 2008 Pediatrics Supplement is All About Breastfeeding](#)

BOARD NEWS

USLCA STRATEGIC PLAN

Having a destination in mind and specific steps to take to get there is a good way of making sure that you arrive where you planned-and that you know that you have arrived when you get there. This is the purpose of an organization's strategic plan. USLCA has a strategic plan available for members to read and think about. It lists the goals of the organization, starting with an overarching goal for the next five years: "From 2008 to 2013 USLCA will establish its position as THE Association for all professionals interested in lactation and breastfeeding support in the United States of America." It lists other goals, accompanying specific objectives, and then the outcomes expected from the achievement of these goals and objectives.

USLCA members will find this plan useful in at least two ways:

- The Strategic Plan lays out what the organization deems important to do for its members.
- The Strategic Plan provides "food for thought" for members to think about ways to help work with the

IBCLCs IN THE NEWS!

ASSOCIATED PRESS ARTICLE ABOUT SEEKING BREASTFEEDING HELP

A September 29th Associated Press article discusses the issue of breastfeeding women who need help with milk supply or other problems. Citing a study in *Breastfeeding Medicine* that stated good advice on breastfeeding techniques was more important to building and maintaining a good supply than drugs or herbs typically used to enhance milk production. The article goes on to recommend the IBCLC as the preferred source of information, and includes helpful descriptions about this credential:

Many mothers turn to lactation consultants, who may or may not be certified. No state licenses consultants and there are no standardized training programs. Experts recommend that mothers check credentials and ask about experience and training.

An international board conducts a certification exam for candidates who

organization to achieve its goals.

As part of the nominations process, candidates for the BOD will be asked to select one of the goals and describe how they would work towards achieving this goal if elected.

Click [here](#) to read the Strategic Plan.

FALL BOD MEETING COMING UP OCTOBER 31-NOVEMBER 2

As announced in the September eNews, the next USLCA BOD meeting will be Oct. 31- Nov. 2, 2008, in Raleigh-Durham, NC, at First Point Management headquarters. If you have anything that you would like for the BOD to consider at this time, please contact either USLCA Secretary Karen Querna at KarenQuerna@uslcaonline.org or USLCA Executive Director Scott Sherwood, at ExecutiveDirector@uslcaonline.org.

MEMBER NEWS

ANNOUNCING! USLCA'S FIRST WEBINAR: November 20th, 2008!

In its continuing effort to bring its members information and support for the IBCLC, USLCA will be presenting the first webinar, an hour-long Lunch and Learn opportunity:

"Making the Breastfeeding Decision: How to Not Make It a Guilt Trip," presented by USLCA President Glenda Dickerson,

document at least 1,000 hours of experience. Those who pass, as 95 percent do, become International Board Certified Lactation Consultants.

More than 80 percent of those who take the exam are registered nurses and 2 percent are doctors. But they also can be dietitians, midwives or childbirth educators, and those with even less health care experience.

There are more than 9,000 certified lactation consultants in the United States, an 18 percent increase since 2003, according to the international examiners board.

To read the full article as it appeared in the Corpus Christi Caller Times, click [here](#).

HOMETOWN NEWSPAPER HONORS A FILCA: MARY KAY SMITH

Mary K Smith, RN, IBCLC, was recently featured in her local newspaper for having been named a Fellow of the International Lactation Consultant Association. Mary Kay was one of 16 inaugural Fellows to be named at this summer's ILCA/USLCA conference in Las Vegas. In order to qualify for such an honor, applicants must meet the following criteria:

1. Continuous financial membership in ILCA for

on November 20, 2008, from 11am to noon EST.

Cost to USLCA Members is \$20, but the webinar will be FREE to the *first 25 members to register!* The nonmember price is \$30. 1.0 CERP will be available. Members are already signing up!

Deadline to Register: November 13th, 2008

Instructions for Participants:

1) Call or email Scott Sherwood, Executive Director for USLCA to register for Webinar. (ExecutiveDirector@uslcaonline.org or phone 919-861-4543)

2) Participants will pay up front and then receive instructions and log-in information by email. Please join us!

USLCA Education Committee Chairs: Crystal Stearns (crystalstearns@uslcaonline.org) and Laurie Beck (lauriebeck@uslcaonline.org)

APPLY ONLINE FOR LIABILITY INSURANCE

USLCA has made it even easier for you to save money on professional liability insurance. You can now apply online by clicking on our [home page](#) and following the links.

JHL ONLINE FREE ALL MONTH

Here's a way to encourage your co-workers and others who work with breastfeeding mothers and babies to join ILCA/USLCA. Sage publishing company has provided free online

at least 5 years.

2. Volunteer commitment to ILCA or an ILCA affiliate/chapter, super-affiliate.
3. Recertification as IBCLC by IBLCE examination at ten or more years.
4. Development of self and others
5. Significant contribution to the field of lactation consulting

Fellows also are asked to submit a biography to be published in the ILCA eGlobe as well as part of the historical record of FILCA inductees.

Thirteen of the 16 FILCA inductees for 2008 are USLCA members:

- Amy Spangler- Atlanta, Georgia, USA
- Angela Jacobi- Skokie, Illinois, USA
- Barbara Wilson-Clay- Manchaca, Texas, USA
- Carol Ryan- Fairfax, Virginia, USA
- Elizabeth Brooks- Wyndmoor, Pennsylvania, USA
- Jan Barger- Wheaton, Illinois, USA
- Janice M. Riordan- Wichita, Kansas, USA
- Jeanne L. Rago- Morristown, New Jersey, USA
- Karen Gromada- Cincinnati, Ohio, USA
- Kay Hoover- Morton, Pennsylvania, USA
- Mary Kay Smith- Canton, Michigan, USA
- Nancy Mohrbacher- Arlington Heights, Illinois, USA
- Virginia "Ginger" H. Carney- Memphis, Tennessee, USA

access to the *Journal of Human Lactation* and its other professional publications for the month of October. Click [here](#) for more information.

ILCA/USLCA members ALWAYS have access to JHL online through the ILCA website.

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CHAPTER NEWS

REMINDER: MARSHA WALKER, GUEST AT NEXT CHAPTER CONFERENCE CALL!

If your chapter does not already have a representative attending the Chapter conference calls, November 2nd would be great time to start. Marsha Walker, RN, IBCLC, will participate as our guest. She will discuss the importance of locating and reviewing state perinatal regulations and the potential to include the role of the IBCLC and breastfeeding in these documents.

For more information, please contact USLCA Board of Director for Member Services, Debbie Costello, at debbiecostello@uslcaonline.org. Conference calls are held on the first Sunday of the month at 4:00pm EST. Join us and learn what other chapters are doing and share news about your chapter.

If your chapter has not been able to be represented, contact your chapter president and volunteer!

PRO-LC WORLD BREASTFEEDING WEEK

Congratulations to these 13, plus the three Australian inductees, Angela Smith, Suzanne Cox, and Virginia Thorley!

To read the article about Mary Kay, click [here](#). To read more about the FILCA program and to apply to join this esteemed group, click [here](#).

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TIPS: TECHNOLOGY IN PRACTICE

GUIDELINES.GOV

The National Guideline Clearinghouse (NGC) is an online database that links users to evidence-based clinical practice guidelines from major medical associations. Guidelines from organizations including the American Academy of Family Physicians, American Academy of Pediatrics, American College of Obstetricians and Gynecologists and many others are available for use by the public. NGC is an initiative of the Agency for Healthcare Research and Quality at the US Department of Health and Human Services.

A search for "breastfeeding" netted 140 hits, including ILCA's Clinical Guidelines for the Establishment of Exclusive Breastfeeding, and the AAP Breastfeeding Policy Statement.

An interesting feature of this website is that you can compare guidelines side-by-side for such

HOSPITAL POSTER DISPLAY CONTEST

Kay Hoover, Vice President, Professional Resource Organization for Lactation Consultants (PRO-LC) in Southeastern Pennsylvania



The idea for this activity came from LaCTo, the USLCA chapter across the river from us in New Jersey.

We saw the poster contest as a way to

- Involve hospital staff in WBW, not just the hospital lactation consultants.
- Give hospitals recognition for doing something positive about breastfeeding.
- Provide a visual that would educate people as they enter the hospital.
- Provide positive and accurate information to the

parameters as how the guidelines were generated, major recommendations, etc.

Click [here](#) to check out the NGC collection.

BREASTFEEDING IN AN ENGINEERING JOURNAL?

Okay, so what are your favorite sources of current breastfeeding information? *JHL*? *BF Medicine*? *Chemical and Engineering News*? Say what? Yes, the cover story in this month's *C&E News* is about *breastfeeding*! Check out "Unraveling Breast Milk" in the September 29, 2008 edition. Click [here](#) to read the article.

BREASTFEEDING COALITION OF WASHINGTON STATE RELEASES NEW RESOURCE FOR PHYSICIANS

What happens when a group of dedicated individuals sees a need in their communities and decides to combine energies and efforts to address that need? In the case of the Breastfeeding Coalition of Washington State (BCW), the result is a new breastfeeding resource created with the physician in mind. Recognizing both the low breastfeeding initiation and duration rates around the country, and the research that demonstrates the impact that physicians have on these rates, the group created a series of 10 evidence-based lactation presentations to educate physicians and their staff.

community

- Spend our money to put good information into the hands of health care providers at the hospitals. [read more.](#)

NEWS FROM MIDSOUTH LACTATION CONSULTANT ASSOCIATION (WWW.MIDSOUTHLCA.ORG): MICROGRANTS

Midsouth Lactation Consultant Association (MSLCA) has begun offering microgrants to its members to help further the cause of the lactation consultant profession.

Purpose of MSLCA: Support, networking, education of persons whose job includes providing lactation care.

Purpose of the project: Enhance member benefits to encourage ongoing and new members to continue membership and active participation in the organization.

Beginning with a decision made April 2008, the chapter offers RFP (request for proposals) for chapter members to request consideration for a \$50-\$100 microgrant from MSLCA for any endeavor related to lactation (including support of lactation consultant preparation/recertification, education, research). A one-page proposal may be submitted by any MSLCA member directly to President Phyllis Kombol, at pkombol@ctc.net, and will be considered at the next meeting (blinded), with decision to be made by the members present. There is potential of one grant being given at each of the 4 meetings per year, to total no more than \$300 for each year. The first will be considered this fall.

The hour-long presentations include PowerPoint slides with presenter notes, learning objectives, discussion questions, handouts, pre- and posttests, evaluations, and bibliographies. From the BCW website:

The Public Health-Seattle & King County WIC Program, WithinReach (formerly Healthy Mothers, Healthy Babies) and the Breastfeeding Coalition of Washington convened a meeting in the fall of 2003 to address the need for improved lactation training for physicians. Key community stakeholders were invited to become involved, and the Physician Lactation Education Collaborative of Washington ("the Collaborative") was established.

The mission of the Collaborative is to *increase the incidence, exclusivity, and duration of breastfeeding by providing support and evidence-based education to physicians in hospitals, clinics and other community health settings.* Specifically, the Collaborative aims to:

- promote optimal infant health particularly among families who have greater health disparities and lower rates of breastfeeding
- increase the number of

Respectfully submitted, Phyllis Kombol, RNC, MSN, IBCLC, Chapter President, with assistance from Betsy Bryant, RNC, BSN, IBCLC, Recording Secretary

THIS SPOT COULD BE FOR NEWS FROM YOUR CHAPTER!

What is your Chapter doing for or with its members? Tell us about your meetings, projects, ways you spend any money the chapter generates, etc. Send your stories to Melissa Vickers, at eNewsEditor@uslcaonline.org

"HIGH STAKES CREDENTIAL" DEBATE CONTINUES-WHAT DO YOU THINK? (Continued!)

This month we have another response on the topic of the ILCA/USLCA conference forum: "Should IBCLC be a High Stakes Credential?" from Debbie Page, RN, IBCLC, RLC, in Massachusetts:

Forum Response

I am an RN as well as an IBCLC. I have lived in my current state of Massachusetts for 9 years. During this time only one IBCLC position in the local hospitals has been made available. There are hundreds of IBCLC's in our state that are not working as IBCLCs. There are no jobs. I have a private practice and struggle with the whole issue of insurance reimbursement. People, including the doctors, don't

exclusively breastfed infants by providing support and evidence-based education to physicians in order to prevent acute and chronic illness

Topics addressed on this two CD set include: breast pain; insufficient weight gain; feeding the near-term infant; medications and breastfeeding; controversies in parenting advice; multicultural aspects of breastfeeding; latch; blood glucose in the breastfed infant; immunology; and lactation policy development.

Copies of the CD are available free to all Washington State residents, and for a nominal cost to others. Click [here](#) for more information about this wonderful project.

OCTOBER 2008 PEDIATRICS SUPPLEMENT IS ALL ABOUT BREASTFEEDING

Check out the October supplement to the AAP's *Pediatrics*. The entire issue is devoted to breastfeeding articles. There are articles concerning the Infant Feeding Practices Study II, co-sleeping, obesity, Pediatric Intensive Care Unit practices, etc.

Click [here](#) to see the Table of Contents.

understand why I do fee-for-service. I tried for a full year to submit insurance claims for all of my clients only to end up losing thousands of dollars. It is a huge problem.

Currently, I am mentoring two lovely women who are not RN's. There will be no jobs available to them because our hospitals only hire RN/IBCLCs. This is such a huge problem.

[read more.](#)

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