

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 Issue 19

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

President's Address



Glenda Dickerson, RN, MS,
IBCLC
USLCA BOD President

In recent weeks we have become aware that ILCA has instituted a new procedure for evaluation of Code-compliance of potential advertisers, to remove the conflict-of-interest in making that determination. ILCA committed to abide by the evaluation made by an independent, outside expert on the Code: the National Alliance for Breastfeeding Advocacy (NABA), the USA-based arm of the International Baby Food Action Work (IBFAN). As a result, ILCA drafted an Exhibit Hall Policy and has released this policy to its members.

The Board of Directors of USLCA has reviewed the Exhibit Hall Policy. We will limit our comments to the effect of this policy on USLCA and her state Chapters. The individual IBCLC should refer to the IBCLC's professional Code of Ethics for direction in reference to the *Code*. These directives can be found at www.iblce.org. We will attempt to answer any questions that are sent to us individually concerning the IBCLCs responsibility in reference to the

Who Code.

As a national affiliate of ILCA, and by our own By-laws, USLCA, as well as our state Chapters, are obligated to "Support the world-wide implementation of the *International Code of Marketing of Breast-milk Substitutes and other subsequent WHA resolutions*

In this issue:

FROM THE PRESIDENT: GLENDA DICKERSON, RN, MS, IBCLC, RLC

- [President's Address](#)

NEWS FROM THE BOARD OF DIRECTORS:

- [March Board Meeting Coming Up](#)
- [Elections and Bylaws—Have You Voted Yet?](#)

CHAPTER NEWS:

- [It's That Time of Year Again!](#)

LIAISON REPORT:

- [APHA Award Call for Nominations](#)
- [Healthy People 2020 Update—Need Public Comments](#)
- [A Call to Action for Breastfeeding Expert Panel Meeting—USLCA Will Be There!](#)

which are consistent with the goals and objectives of the Association." As a result, USLCA will support the exhibit hall policy as outlined by ILCA in their recent newsletter. We do recommend that our Chapters honor any contracts that have already been agreed upon with conference exhibitors. Future negotiations with potential vendors should take place in accordance with the determination of Who Code compliance as outlined in the ILCA Exhibit Hall Policy.

One Voice,
Glenda Dickerson, RN, MS, IBCLC, RLC
USLCA President

A Reminder: USLCA has moved!

In a Nutshell—As of February 16, 2009:

Same Website: <http://www.uslcaonline.org>

Phone numbers:

- **Same Direct Line:** 919-861-4543
- **New Toll-free Number:** 1-800-729-2776
- **IMI switchboard:** 919-459-2070
- **New Fax:** 919-459-2075, attn: USLCA

New Address: USLCA
2501 Aerial Center Parkway, Suite 103
Morrisville, NC 27560

All BOD and staff emails will remain the same (xxx@uslcaonline.com)

CONFERENCE LISTINGS:

- [Pennsylvania Resource Organization for Lactation Consultants: A Day with Catherine Watson Genna](#)

LEGISLATIVE NEWS:

- [Stimulus Health Care Funding—How Might it Impact LCs?](#)
- [California Bill to Require Insurance Coverage for Lactation Consultants and Breastpumps](#)

IBCLCS IN THE NEWS:

- [Gina Gerboth, IBCLC: "Her Services Can be Described in a Word: Support"](#)
- [Chris Mulford, BSN, IBCLC—"This I Believe" on National Public Radio](#)
- [Celebrating IBCLC Day, March 4, 2009—IBCLCs: Protecting, Promoting, Supporting Breastfeeding Beyond Borders](#)

TIPS:

- [Participants Sought for Environmental Health Study](#)
- [Massachusetts Breastfeeding Coalition Handouts and Clinician Tools](#)
- [Milk Bank Featured in O Magazine](#)
- [Nutritional Support of the Very Low Birth Weight Infant Revised Toolkit](#)
- [Abbott Workplace Toolkit](#)
- [An Opportunity for IBCLC Input: BFHI Survey for Master's Thesis](#)

NEWS FROM THE BOARD OF DIRECTORS

MARCH BOARD MEETING COMING UP

As noted in last month's eNews, our USLCA BOD will be meeting March 26th to 29th in Raleigh, NC. In addition to discussing this past year's accomplishments, they'll be planning for the future. They'll also have the opportunity to tour the new management home for USLCA, IMI Associate Executives.

If you have ideas, suggestions, concerns, etc. that you'd like the BOD to address, please contact any of the BOD members or Scott Sherwood, Executive Director.

Look for a report of the meeting in a future eNews issue.

ELECTIONS AND BYLAWS—HAVE YOU VOTED YET?

All USLCA members should have received an email with information on voting for Board of Directors nominations and our proposed bylaws. The email includes instructions, as well as an ID and password to allow access to the voting process. Please note that your ILCA login will NOT work for this voting process. The deadline for voting is April 8. For additional information, see: <http://uslcaonline.org/2009Nomination.html>

If you are a member of USLCA and did not receive this email, please contact Scott Sherwood at ExecutiveDirector@uslcaonline.org.

CHAPTER NEWS

IT'S THAT TIME OF YEAR AGAIN!

USLCA Chapter representatives should have received both an email and a postal mail reminder that it is time to renew chapter dues. USLCA Chapters provide local support for the members in your area and are looking for

LIAISON NEWS:

APHA AWARD CALL FOR NOMINATIONS

The American Public Health Association (APHA) is seeking nominations for its 2009 awards, including the APHA Award for Excellence, honoring "creative work of particular effectiveness in applying scientific knowledge or innovative organizational work to the betterment of community health." Wouldn't it be great—and entirely appropriate—for this award to go to an IBCLC working in public health? Check out the nomination information [here](#). The awards will be presented at the APHA Annual Meeting and Expo in Philadelphia, November 7-11, 2009. *Nominations are due by April 17.*

HEALTHY PEOPLE 2020 UPDATE—NEED PUBLIC COMMENTS

The work to create the set of national health objectives for the next decade continues. Building on the public meetings last year, this year the process moves forward to begin looking at the specific objectives, using the 2010 objectives as a starting place. We need to continue to ensure that breastfeeding and the role of the IBCLC is strongly and appropriately represented in these objectives—and that's where you come in. Please take the time to look over the 2010 objectives, and submit public comment by April 24.

There are also additional public meetings to be announced this year, and having a USCLA presence at each is an important way to provide additional input. For more information and for links to the objective sets, click here see the latest email from the Healthy People listserv. (Note: Anyone can subscribe to this listserv for updates by clicking [here](#).) [[read more](#)]

A CALL TO ACTION FOR BREASTFEEDING EXPERT PANEL MEETING—USLCA WILL BE THERE!

USLCA will have a voice at "A Call to Action for Breastfeeding Expert Panel Meeting" in Washington, DC! USLCA member, Becky Mannel, was invited to attend this important meeting to represent the issue of "access to lactation care and support". This meeting is being sponsored by the following federal agencies:

- Office on Women's Health, Department of Health and Human Services (DHHS)
- Center's for Disease Control and Prevention
- Food and Drug Administration

ways to help support the work of your Chapter. Here are some of the benefits of becoming a USLCA Chapter:

- An annual list of USLCA members in the geographic region of the chapter
- Bulk supplies of USLCA membership flyers, sent to chapters upon request.
- An USLCA Display Kit
- Web site hosting for Chapter Web Sites
- Video Conferencing for chapter development.
- *USLCA eNews* for your chapter
- Formatting and emailing of chapter newsletters.
- Discounted Liability Insurance for USLCA members
- Licensure and Legislative Tool Kit at a discounted price for your chapter.
- PDF's of USLCA informational materials for your newsletters
- A yearly \$50 dollar discount on a ILCA or USLCA Conference registration for one designated member of your Chapter
- Free, enhanced listings on the online Worldwide Education Calendar
- Access to mailing labels, brochures, flyers, etc. for Chapter sponsored conferences
- Meeting time at the USLCA Annual Conference with USLCA Board Members
- Online Discussion Board to network and discuss Chapter issues
- Listing in the Chapter section of the website, including contact information, news/ event listings, and link to your website
- Regular communication from the Director of Chapter & Membership Service, including conference calls, eNews, and Board of Directors meeting highlights

For information on the benefits of becoming a USCLA Chapter or help in starting one, [click here](#).

- Indian Health Service
- Maternal and Child Health Bureau, HRSA
- National Institute of Child Health and Development

The meeting objectives are:

1. To provide DHHS with expert advice on initiatives and actions that are needed over the next decade to promote and support breastfeeding in health systems, public institutions, and worksites.
2. To identify issues that the nation needs to address in policy and actions to eliminate disparities in breastfeeding by race and socio-economic status.

USLCA is pleased to participate in a national dialogue on breastfeeding and access to lactation care and support. We know Becky will do a great job in representing the lactation consultant profession and she asks for any guidance or suggestions to be sent to Scott Sherwood at ExecutiveDirector@uslcaonline.org by April 22. (Meeting dates are April 28 and 29).

LEGISLATIVE NEWS

STIMULUS HEALTH CARE FUNDING—HOW MIGHT IT IMPACT LCS?

Have you thought about how President Obama's stimulus package might impact the work we do as lactation consultants? According to a recent [press release](#) by the American Public Health Association, the legislation includes funding for the following health-related issues:

- *Prevention and Wellness Fund*—Here's a no-brainer! Breastfeeding is the original "prevention and wellness fund"! How might we ensure that those in charge of distributing the funds include breastfeeding and the IBCLC in their thinking?
- *Safety Net Programs*—These are programs designed to ensure access to health services in difficult times. This year's WABA World Breastfeeding Week theme, "Breastfeeding: A Vital Emergency Response—Are You Ready?" dovetails nicely with this category.
- *Public Health Work Force*—This funding is intended to help train and educate public health professionals—why not train them in breastfeeding management?
- *Health Information Technology*—These funds are directed at providing health services more efficiently and accurately. While what the IBCLC does is not necessarily so much about technology, it certainly could improve overall efficiency of health care!

IBCLCS IN THE NEWS:

GINA GERBOTH, IBCLC: "HER SERVICES CAN BE DESCRIBED IN A WORD: SUPPORT"

Southern Colorado's *Pueblo Chieftan* newspaper recently ran a feature article about USCLA member Gina Gerboth, IBCLC—childbirth educator, doula assistant, intern midwife *and* IBCLC. The article describes her efforts to support the new mother from pregnancy through labor and delivery, and topping it all off with lactation support. Read the article [here](#).

CHRIS MULFORD, BSN, IBCLC—"THIS I BELIEVE" ON NATIONAL PUBLIC RADIO

Chris Mulford submitted an essay to the National Public Radio project called "This I Believe." Her essay was selected for posting on the website (but not chosen for broadcast). To read her essay on why it's great to be a mammal, click [here](#)

Congratulations to both USLCA members!

CELEBRATING IBCLC DAY, MARCH 4, 2009—IBCLCS: PROTECTING, PROMOTING, SUPPORTING BREASTFEEDING BEYOND BORDERS

Did you take time on March 4 to pat yourself on the back for a job well done? IBCLC is *our* day—the professional equivalent of Mother's Day! How many mothers and babies have you touched in some way because of the work you do as an IBCLC? Even if you have exact numbers of how many mother/baby dyads you've worked with directly, that number won't begin to be an accurate accounting of how many were actually impacted by the work you do. Your work with one mother may have created in her the ability to mentor and encourage another. Babies are healthier because of what you do!

IBCLCs across the country celebrated in various ways, and were honored for their efforts. USLCA BOD member Faith Ploude sent the following picture from IBCLC Day. Her hospital (Mercy Hospital in Miami, FL)

Obviously, just because we can see how the services that IBCLCs provide contribute to the overall health of the nation, this doesn't mean that the legislators will see this. Take the opportunity to contact your state officials and ensure that breastfeeding is given appropriate attention. What have we got to lose?

CALIFORNIA BILL TO REQUIRE INSURANCE COVERAGE FOR LACTATION CONSULTANTS AND BREASTPUMPS

Building on previous legislation requiring unpaid break time and a sanitary location for pumping, two new bills, Assembly Bills 513 and 514, require HMOs and other insurers to provide coverage for services by an IBCLC—specifically identifying this as the standard—and breastpumps, in addition to requiring one paid break every 4 hours for milk expression.

To read more about this bill, check out this [statement from the California Democratic Caucus](#). The full text of AB 513 can be found [here](#).

TIPS: TECHNOLOGY IN PRACTICE

PARTICIPANTS SOUGHT FOR ENVIRONMENTAL HEALTH STUDY

Are human milk cells different in milk from women experiencing breast problems? Dr. Kathleen Arcaro, a University of Massachusetts researcher, is seeking the answer to that question. She is looking for breastfeeding women who have had a breast biopsy in the last 12 months or are expecting to have one soon to investigate a lump or other unusual finding. If you know of women who might qualify for this study, they can read more about it at [Babygooroo.com](#), Amy Spangler's breastfeeding blog.

MASSACHUSETTS BREASTFEEDING COALITION HANDOUTS AND CLINICIAN TOOLS

The Massachusetts Breastfeeding Coalition's website has a number of useful tools and handouts for the IBCLC. In addition to a series of [patient handouts](#), including "Making Milk is Easy," "Breasts Don't Come with Instructions!" "Discharge Instructions," and "Breastfeeding Checklist," the site also has free [breastfeeding management applications](#) for clinicians suitable for Palm PDAs, iPhones, and iPods. Check them out!

Editor's note: Does your Chapter or coalition have useful handouts and tools you'd like to see listed in the *USLCA eNews*? If so, send information

held a luncheon for Lactation Services, and gave the IBCLCs certificates of appreciation. Congratulations!



Mercy Hospital Lactation Services staff: Jeanne Rochfort, Patti Hoffman, Faith Ploude, Anita Jiha, and Angela Clark

CONFERENCE LISTINGS:

PENNSYLVANIA RESOURCE ORGANIZATION FOR LACTATION CONSULTANTS: A DAY WITH CATHERINE WATSON GENNA

Unlocking the Secret of Infant Suck: A Day with Catherine Watson Genna

The author of *Supporting Sucking Skills in Breastfeeding Infants* will discuss the non-latching infant, infants' anatomy as it relates to sucking skills, sensory integration, choosing and using breastfeeding tools and more. Join us in Philadelphia, Pennsylvania, on April 24, 2009. Go to www.pro-lc.org (conference information) to see the brochure.

and links to eNewsEditor@uslcaonline.org.

MILK BANK FEATURED IN O MAGAZINE

If you haven't already checked out the article in *O Magazine* (Oprah Winfrey's magazine) about the mother who pumped more than 56 gallons of milk for her very early preterm infant daughter, you've missed a moving story worthy of the Oprah genre. As well as being an emotional, well-told story, it is a wonderful plug for human milk banks and the Human Milk Banking Association of North America. Read the article [here](#).

NUTRITIONAL SUPPORT OF THE VERY LOW BIRTH WEIGHT INFANT REVISED TOOLKIT

The California Perinatal Quality Care Collaborative has recently revised its *Nutritional Support of the VLBW Infant Toolkit*. This toolkit describes the critical role of both human milk and the International Board Certified Lactation Consultant in providing quality care for these tiny babies. To download a PDF version of the kit, [click here](#).

ABBOTT WORKPLACE TOOLKIT

Speaking of toolkits... Corporate Voices for Working Families has unveiled a "new" program, "Worksite Lactation Programs: Good for Working Families. Good for Business™"—essentially a revival of kit developed by Ross/Abbot Labs in 2004. Check it out by clicking [here](#). To read more about why IBCLCs should be concerned about this new tool, check out the article on the Massachusetts Breastfeeding Coalition website by clicking [here](#). Fortunately, there are better toolkits and information available, not the least of which is the new HRSA *Business Case for Breastfeeding*. The complete kit (and three of the individual components) are available free of charge through the HRSA Information Center at 1-888-ASK-HRSA or www.ask.hrsa.gov.

AN OPPORTUNITY FOR IBCLC INPUT: BFHI SURVEY FOR MASTER'S THESIS

Sandy Levering, a Master's candidate in Clinical Nutrition at New York University, is seeking input for a survey concerning the Baby Friendly Hospital Initiative. To read more about and participate in the survey, click [here](#)



Copyright © United States Lactation Consultant Association

If you wish to cancel your subscription to this newsletter [click here](#)

Email Marketing by

