



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
April 2009/ Issue 20

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

Lesson Learned



Glenda Dickerson, RN, MS,
IBCLC
USLCA BOD President

The recent dialog on the WHO Code has caused us all to think about how the Code affects us personally. I recently had an experience that I would like to share with you so that you are aware of the potential to be surprised by the Code! I recently spoke at a conference for participants from a variety of disciplines-nursing, dietician, lactation consultants, and physicians. During the welcoming remarks, Thank You's were made for those involved in planning the conference and also the vendors that had sponsored speaker fees -the sponsors announced included a company that manufactures and markets breastmilk substitutes, everything from bottles to nipples to formula. I was dumbfounded. Here I was, an IBCLC and President of the USLCA Board of Directors, and it was just announced that a formula company was one of the sponsors of speaker fees! How did I find myself in this situation?

To be frank, it was a little bit of naiveté and a lot of assuming. I had signed a standard speaker's contract with the professional organization in charge of the conference and there was no mention of sponsorship. I was sent a brochure for the conference and there was no mention of vendors on the flyer. Because

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of these documents, I assumed my fee would be paid from attendee registration income. Lesson learned? Never assume. This was not the fault of anyone but me. I should have done my "due diligence" and communicated specifications related to vendors in a contract of my own design.

When I returned home, I quickly e-mailed Liz Brooks, JD, IBCLC, ILCA Board member, USLCA member, and friend. She generously sent me the verbiage she uses in her speaking contract to "spell out" her expectations concerning the Code. She addresses the issue as follows:

Conference Sponsorship: Host will provide to Presenter, by (date) a list of all sponsors paying for the conference. This includes sponsors who contribute in kind (i.e. refreshments, printing of a flyer, or having an ad in the conference materials, even if they don't sponsor the conference as a whole). *If Presenter determines, in her sole discretion, that there are sponsors who use practices that are in conflict with the International Code of Marketing of Breast-milk Substitutes (the "WHO Code"), Presenter may withdraw from this Speakers Agreement without penalty, and with reimbursement for expenses incurred to date.*

At the end of the contract her expectations are repeated:

It is understood that the Presenter: (1) neither solicits or accepts funding or reimbursement from manufacturers of infant formula or other products that are within the scope of the *International Code of Marketing of Breast-milk Substitutes*; (2) endorses the Innocenti Declaration and therefore expects quiet, fully breastfed babies "in arms" to be allowed to remain with their mothers in the meeting rooms; (3) reserves the right to photograph, audiotape, or videotape her presentation for her use, (4) retains exclusive copyright of her presentations and all materials, handouts, etc. associated with her presentations.

This wording obviously gives the speaker the right to withdraw from the commitment to speak at any time if funding is accepted by a non-Code compliant company. If the speaker does wish to accept the engagement even though a non-Code compliant company is exhibiting the option is available. The speaker should confirm that the sponsorship in question does not directly pay his/her fees and the sponsors have not been directly involved in planning the conference topics, content, or speakers before making this decision. Sometime having a respectful dialog concerning Code issue provides education and encouragement to other organizations and professionals involved in conference planning.

Looking back and moving on: I should have confirmed the issues concerning sponsorship before entering into the agreement. Having my own contract ready is the right thing to do. What did I do that day? I spoke at the conference and took the responsibility for what had occurred. It was not the fault of the conference planners. They had acted in good faith. I had a wonderful day and enjoyed my time with the planners and attendees. I left with new friends, and I hope with opportunities to educate them in the future

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concerning the Code and its implications for those of us that care for mothers and infants. I hope you will learn from my experience. I certainly did.

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

RESEARCH YOU CAN USE:

- [Hospital Practices and Women's Likelihood of Fulfilling Their Intention to Exclusively Breastfeed](#)

NEWS FROM THE BOARD OF DIRECTORS

USLCA Board Meeting, March 27-29, 2009

Our USLCA BOD has been busy (as usual!) and recently met in North Carolina for their Spring BOD meeting. BOD Secretary Karen Querna filed the following report:

IMI Association Executives
2501 Aerial Center Pkwy Suite 103
Morrisville, NC 27560
Attending:

- Glenda Dickerson, President
- Karen Querna, Secretary, Newsletter
- Faith Ploude, Treasurer, Liaisons, Advocacy
- Laurie Beck, President Elect, Professional Development
- Debbie Costello -Members Services, Membership and Chapters
- Scott Sherwood, Executive Director
- Judy Harris, Marketing (via Teleconferencing)

The Spring 2009 USLCA BOD meeting was held at the new Association Management Offices in Morrisville, NC. This helped to save expenses as the meeting rooms were free, and the accommodations affordable. [[read more](#)]

USLCA WEBINARS-WE LISTENED TO YOU!

USLCA has listened to its members and are providing cost affordable education in the form of Webinars--a great way to

LIAISON REPORT:

WHAT'S GOING ON IN THE WORLD OF THE IBCLC?

The IBCLC is a unique professional—most of us come to this certification through other professions or organizations first, from dentists to doulas, and many continue those associations. Because we know how important breastfeeding is for *lifelong* health and well-being, then we also realize the potential we as professionals have for impacting discussions and decisions made by other professional organizations. Similarly, it is important to know what these other organizations are doing that might impact *our* work as well. This is where the role of the USLCA Liaison comes in—and *you* might be a key link. [[read more](#)]

USLCA SIGNS USBC RESPONSE TO ATLANTIC ARTICLE

You probably have already read the *Atlantic Monthly* article this month entitled, "[The Case Against Breastfeeding](#)." And regardless of your specific reaction to the article in whole or parts, you no doubt recognized a need for a strong response from the lactation support community. The United States Breastfeeding Committee drafted such a response and gathered 32 organizational signatures—including USLCA, as represented by President Glenda Dickerson. To read this well-worded response, [click here](#).

The USBC is also encouraging individual responses to this article. If you'd like to submit a Letter to the Editor with your own thoughts, [click here](#).

WABA-NA: Building a Regional Perspective for Breastfeeding in Action

By Chris Mulford, BSN, IBCLC

get your CERPs! The steps are easy: Just sign up online through Scott Sherwood, USLCA Executive Director, and receive easy instructions to follow. To participate on the day of the webinar you will need a phone (so you can hear the presenter speak) and a computer (to view the Power Point slides). Our first webinar was very successful and ran very smoothly. Look for upcoming webinars and join us for great learning opportunities.

USLCA is looking for speakers to donate their expertise and time. Surveys revealed that Monday thru Friday around 12 noon CST were good times for participants. We are flexible and will work with the speakers. Submit your topics today!

Laurie Beck, RN, MSN, IBCLC, RLC
Chair of Professional Development Committee
USLCA Board of Director

NOTE: We would like to have a USLCA Webinar logo that we can use as a way to brand our webinars. If you have an idea for such a logo, send it to Scott Sherwood!

USLCA's Second Webinar - May 18th 2009



Lunch and Learn Topic: "Connect-Encourage- Empower-One Woman at a Time"

Please join us on May 18th to hear Pat Farrell, a nurse, lactation consultant, life coach, and USLCA member, remind us of the incredible opportunities that are present when we work with the breastfeeding mother. Whether you are a breastfeeding educator, lactation consultant, WIC employee or physician office nurse, you'll be encouraged to

"Connect - Encourage - Empower: One Woman at a Time"
Time: 1pm Eastern Time / 12 pm Central / 11am Mountain/
10am Pacific
Speaker: Pat Farrell, LLC of Wytheville, Virginia
Cost: USLCA Members \$20 Non-members \$30
1.0 CERP will be awarded to attendees

Co-coordinator, Women & Work Task Force, World Alliance for Breastfeeding Action (WABA)

Most USLCA members know WABA best through World Breastfeeding Week, WABA's longest-running global activity. Maybe you have also visited WABA's website, www.waba.org.my. Now, as a result of recent meetings, WABA is coming a step closer to you by organizing a presence in the North American region.

Twenty-four people from North America met in Greensboro, NC, on March 27-29: 15 from USA, 2 from Mexico, and 7 from Canada. We were joined by Sarah Amin, WABA's Co-Director, from Malaysia. Our purpose was to explore ways we could find a regional "voice" for bringing WABA's concerns to the region and the region's concerns to WABA. Everyone already has plenty to do, so we tried to keep the focus on activities that would be low-cost and value-added for our own organizations. [[read more](#)]

WHO CODE FOLLOW-UP

The WHO Code—it's interpretation, relevance, and effect on our profession—continues to be a hot topic. This month's eNews attempts to provide a little clarification, to request your input on a survey, and to provide food for thought from a recent—and relevant—*Journal of the American Medical Association* editorial.

Code Issues and the IBLCE —Marsha Walker, RN, IBCLC, RLC

Many IBCLCs are somewhat puzzled and concerned regarding their role in Code compliance relative to the use of products from a company that is not meeting its obligations under the Code. To help navigate through ILCA's recent Code related decisions regarding the Medela company, it will be helpful to visit the ILCA website and read the article written by Betty Sterken of INFACCT Canada and myself from NABA (the National Alliance for Breastfeeding Advocacy) from the March eGlobe at <http://www.ilca.org/i4a/pages/index.cfm?pageid=3319> as well as previous ILCA documents and eGlobe articles on this subject. [[read more](#)]

JAMA Editorial-Food for Thought

Have you seen the recent editorial in the April 1, 2009, issue of the *Journal of the American Medical Association*? David J. Rothman, Walter J.

Share this information with your co-workers!

Deadline to Register: April 30th, 2009

Participants will register through Scott Sherwood, USLCA Executive Director (scotts@imiae.com)

Instructions for Participants:

- 1) Call or email [Scott Sherwood](mailto:Scott.Sherwood@uslca.org), Executive Director for USLCA to register for Webinar.
- 2) Participants will pay up front and then receive instructions and log in information by email.

Laurie Beck, RN, MSN, IBCLC, RLC
USLCA Education Committee Chair (laurie.beck@dchstx.org)

USLCA Discussion Board—What's On YOUR Mind?

Join our member discussions on the USLCA Discussion Board! Through the ILCA Discussion Boards, each national affiliate has a place for their affiliate discussions, sharing, and questions. Topics include:

- USLCA General Business
- USLCA Chapters
- Education
- Reimbursement
- Licensure and Legislation
- USLCA Liaisons
- Magnet Status
- Hospital Staffing and Care
- Liability Insurance
- USLCA eNews Newsletter

You can find directions for logging in and participating in the Discussion Boards by clicking [here](#). Click [here](#) to go to the log-in page, and use your ILCA member and password. Then look for the US Members Discussion Board, under the ILCA Members Only section on the Discussion Boards (3rd Forum from the top).

NOTE: If you have not logged into either the [ILCA](#) or [USLCA](#) website since March, you'll need to reconfirm your personal information. Click [here](#) for instructions.

McDonald, Carol D. Berkowitz, et al outline a set of guidelines for professional medical associations with respect to industry sponsorship, funding, freebies, etc. While it is not written specifically with the WHO Code in mind, it is particularly relevant.

Rothman DJ, McDonald WJ, Berkowitz CD, Chimonas SC, DeAngelis CD, Hale RW, Nissen SE, Osborn JE, Scully JH Jr, Thomson GE, Wofsy D. Professional medical associations and their relationships with industry: a proposal for controlling conflict of interest. *JAMA* 2009 Apr 1:301(13): 1367-72. [Click here for abstract.](#)

Industry and Health Professional Organizations: Birds of a Feather or Horses of a Different Color? Amy Spangler Weighs In....

Check out Amy Spangler's take on the JAMA Editorial on her [BabyGooroo](#) website by clicking [here](#).

One Million Campaign: Are You One of the Million?

Are you one of the million? Have you signed the petition for international adherence to the Code? Click [here](#) to read an email from Chris Mulford (printed with permission) and then follow the link and add your name to the list of signers. There's still a long way to go to reach that one million signature mark!

What Do YOU Think?

We'd like to hear your thoughts on the Code as it relates to our work as IBCLCs. Please take a few moments to respond to our latest survey by [clicking here](#). Look for an analysis of the results in a future issue of the *eNews*.

LEGISLATIVE NEWS

Healthy People 2020-Public Comment on Objectives

Work on the Healthy People 2020 objectives continues with a recent meeting of the Advisory Committee on April 20, 2009. While there was not opportunity for oral comments at this meeting, the US Department of Health and Human Services, Office of Disease Prevention and Health Promotion is actively seeking preliminary comments on the 2010 objectives as part of the process to develop draft objectives for 2020.

USLCA Chapter Calls—Is Your Chapter Represented?

Monthly chapter calls continue—and continue to be rich, fascinating discussions of topics of interest to USLCA members. Not surprisingly, the WHO Code has been a hot topic for at least a couple of months now. Calls are held the first Sunday afternoon of each month, at 4:00pm Eastern time. If your Chapter is not yet represented on these calls—or if your state/area is considering forming a Chapter and would like to participate, contact Debbie Costello, RN, IBCLC, RLC, Director of Members Services, at debbiecostello@uslcaonline.org. Next call: May 3, 2009. Be there!

ILCA NEWS

Call for "Above and Beyond" Nominations

Who do you know who has gone "above and beyond" the call of duty for our profession? It might even be that lactation consultant you see in the mirror each morning! ILCA honors one member each year for her (or his) commitment to ILCA through public recognition—and a full complementary conference registration to the following year's ILCA conference. Click [here](#) to read the announcement letter by ILCA Director of Membership and Affiliate Services, Roberta Graham de Escobedo.

MEMBERS IN THE NEWS:

Baby Friendly Hospitals in New York City!

USLCA member Cindy Turner-Maffei is mentioned in a recent article in *Women's eNews* about recent efforts to make New York City hospitals baby-friendly. From the article:

"Encouraged by Harlem Hospital's 2008 designation, Cindy Turner-Maffei, Baby Friendly Health Initiative USA National Coordinator, said great strides are being made toward creating a breastfeeding-supportive environment in all New

[Click here](#) to comment on the 2010 objectives. See the [Healthy People website](#) for more information on this meeting, and for future updates on 2009 public input meetings to be scheduled in the late summer.

This is an important opportunity for input on both breastfeeding and the role of the IBCLC!

Another Opportunity for Input on a National Scale: HHS Call to Action on Breastfeeding

As announced in last month's *eNews*, [U.S. Department of Health & Human Services' \(HHS\) Office on Women's Health, Office of the Surgeon General](#), and [Centers for Disease Control and Prevention](#) are combining forces to create a new HHS Call to Action on Breastfeeding. A meeting will be held in Washington, DC, April 28-29, and USLCA member (and former ILCA Board President) Becky Mannel will be there.

In addition to this meeting, the Office of Women's Health is asking for email comments from the public with innovative ideas about how to approach any of the following:

1. Maternal and Infant Care Practices: Prenatal, Hospital, and Post-Delivery Care
2. Access to Lactation Care and Support
3. Health Professional Education, Publications, and Conferences
4. Use of Banked Human Milk
5. Worksite Lactation Support, Onsite Child Care, and Milk Expression
6. Paid Maternity Leave
7. Portrayal of Breastfeeding in Traditional Popular Media and New Electronic Media
8. Support for Breastfeeding in Public Settings
9. Peer Support and Education of Family Members and Friends
10. Community Support for Breastfeeding in Complementary Programs (e.g., Early Head Start, Home Visitation, Parental Training)
11. Research and Surveillance
12. Other Areas

Most of these areas are directly related to the work of the IBCLC, and we need to make sure that our voice is heard. If you would like to make a comment, [click here](#) and then follow links to make your comments. Comments will be accepted through May 31, and the Call to Action is planned for a 2010 release. Feel free to share them with us as well—send copies to Scott Sherwood, at ExecutiveDirector@uslcaonline.org

York City public hospitals."

To read about this important effort, read the full article [here](#).

NEWS YOU CAN USE:

AAP Breastfeeding Curriculum

Check out the new [AAP Breastfeeding Curriculum website](#). This is a comprehensive website with lots of objectives, learning strategies, tools, and resources to help train residents and other health professionals in appropriate breastfeeding management strategies. Click [here](#) to read the website's description of the curriculum developers.

WHO Definitions for Feeding Practices

Whether you are planning a research study, undertaking breastfeeding surveillance in your hospital or community, or just critically reading the latest study on breastfeeding, having appropriate definitions of feeding practices is important. [Click here](#) to see the World Health Organization's Feeding Practice Definitions.

"Understanding Evidence-Based Health Care: A Foundation for Action"—Free Course!

You may recall an announcement of this John Hopkins School of Public Health and Cochrane Collaboration course in the November 2007 eNews. USLCA member Nikki Lee, RN, BSN, MS, IBCLC, CCE, CIMI, recently gave a first-hand review of the course. Her review is printed below (with permission):

Dear Friends:

The door will close on this FREE course, "Understanding Evidence-based Health Care: A Foundation for Action," on June 30th. The sponsors of the course are the Johns Hopkins School of Public Health and the Cochrane Collaboration. [\[read more\]](#)

May 10-16 National Women's Health Week

White House Council on Women and Girls

President Obama has created the White House Council on Women and Girls, "to provide a coordinated federal response to the challenges confronted by women and girls and to ensure that all Cabinet and Cabinet-level agencies consider how their policies and programs impact women and families." Helping to build healthy families and improve women's health care is one of the focuses of this group. The role that breastfeeding might play in this effort is obvious to us, but it might not be quite so obvious to the members of this Council! For more information about the Council and to see a list of the people and agencies represented in case you'd like to send them a letter, [click here](#). Remember to stress the role of the IBCLC in this effort!

RESEARCH YOU CAN USE

Hospital Practices and Women's Likelihood of Fulfilling Their Intention to Exclusively Breastfeed

Eugene Declercq, Miriam Lobbok, Carol Sakala, and MaryAnn O'Hara
Am J Public Health. published 19 March 2009, 10.2105/AJPH.2008.135236
<http://www.ajph.org/cgi/content/abstract/AJPH.2008.135236v1?ct=ct>

This study looks at the effect of hospital practices—including those recommended as part of the Baby-Friendly Ten Steps to Successful Breastfeeding—on breastfeeding rates. How well would your hospital score in such a survey?

Make plans to celebrate National Women's Health Week—and take the opportunity to remind coworkers and the mothers you serve the role that breastfeeding plays in women's health. And don't forget to point out the key role the IBCLC plays in this effort as well! For more information on this celebration—including the non-breastfeeding-related aspects of women's health, [click here](#).

ACCESS Publications on Maternal, Neonatal, and Women's Health Services

Here's another resource listing from the United States Agency for International Development of publications, e-Courses, and other useful links on a variety of subjects. [Click here](#) to check it out!

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