

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**  
May 2009/ Issue 21

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

### Survey Says )



Glenda Dickerson, RN, MS,  
IBCLC  
USLCA BOD President

One Voice  
Glenda

One of my all-time favorite game shows is Family Feud. One of the phrases that is used over and over on the program is ? Survey Says!?. In our last newsletter we linked to a non-scientific survey developed by our newsletter editor, in conjunction with Marsha Walker, to give our members a chance to think about the Int?l Code and how it affects them. Thanks to those that responded to the survey. Even though it is exactly what it says it is?simply a survey and not an effort to conduct research?it does give us insight into the thoughts of our members concerning the Code. The results of the survey will be shared with you in a future newsletter. We hope that it will lead to a better understanding of the Code for all of us. As a side note, we also hope that the survey, nor the Code, causes a ?Family Feud? in our professional family. Support and respect should be a part of every conversation as we strive to achieve One Voice concerning the Code and its impact of our organization!

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## HAVE YOU REGISTERED FOR ILCA YET? MAY 15TH IS THE EARLY BIRD DEADLINE!

What could you do with an extra \$115 dollars—or, more accurately, what will you do without if you lose \$115? That's the amount you'll save on the full ILCA Conference if you register by May 15th. Don't wait!

From Liz Koroly, ILCA Conference Registrar:

Please join us in Orlando as we present "*Relating Evidence to Practice: An International Perspective*." The conference will be held July 22-26, 2009 at the JW Marriott Orlando Grande Lakes in Orlando, Florida USA. The resort is an area of exquisite beauty and timeless charm with state of the art accommodations. The location offers a wide range of activities and events for the whole family.

Don't miss this exciting opportunity to attend the ILCA conference. If you have attended ILCA conferences in the past, you are in for a treat. If you have never attended an ILCA conference, you are in for an experience of a lifetime! ILCA

## NEWS FROM THE BOARD OF DIRECTORS

### NOMINATIONS STILL OPEN FOR USLCA BOARD DIRECTOR OF PUBLIC POLICY

We are accepting applications for USLCA Board of Director and Chair of Public Policy—Legislative and Reimbursement Committee to replace Crystal Stearns, RN, IBCLC, who recently resigned. All potential candidates please contact Laurie Beck, RN, MSN, IBCLC, RLC, Chair of USLCA Nominations Committee, at [LaurieBeck@uslcaonline.org](mailto:LaurieBeck@uslcaonline.org).

### USLCA WEBINARS!

Did you sign up for the next USLCA Webinar scheduled for Monday, May 18th, at 1:00pm EDT? Pat Farrell will be speaking on "Connect—Encourage—Empower—One Woman at a Time." If you missed this opportunity, there are two more webinars scheduled in the coming months:

- "Making the Breastfeeding Decision: How to Not Make it a Guilt Trip": USLCA President Glenda Dickerson, RN, MS, IBCLC, will be repeating this webinar on June 27th at 10:00am EDT. Deadline to register is May 30th.
- "When Worlds Collide: How Ethics Differ for IBCLCs, Peer

conferences are always exciting and this one will be one of the best.

**New for 2009** – In light of the struggling economy, ILCA is offering a two-part payment plan for member registrations. Please contact [registrar@ilca.org](mailto:registrar@ilca.org) for more details.

[Click here for event summary](#)

We look forward to seeing you in Orlando! If you have any questions or concerns, please do not hesitate to contact me at [registrar@ilca.org](mailto:registrar@ilca.org).

### WHAT'S IN IT FOR ME?

Let's face it. There are times when being selfish can actually be good for everybody—and treating yourself to an ILCA conference is one of those times. It's something for you to do *for you*—and in the process, you benefit the mothers and babies you serve as a lactation consultant. So what do you get out of an ILCA Conference?

- The chance to hear world-renown experts in lactation—and the ones who are well on their way to being world-renown
- The latest news in lactation
- An opportunity to discover a new trick—or reason to abandon an old trick
- Time to network with your peers
- New books, brochures, and conference memorabilia

And—plan on joining USLCA for its Annual General Meeting, Friday morning, July 24, from 9:00-10:00am. You can meet new Board members, and hear what your organization has been doing for you—and what is planned in the future.

USLCA President-elect Laurie Beck adds:

Applications for ILCA conference are online at [www.ilca.org](http://www.ilca.org). We look forward to the annual conference as a time to network, reenergize, and educate ourselves with the latest evidenced based lactation knowledge. Times are scheduled for USLCA committees to meet in person. ILCA and USLCA

Counselors, Nurses, and Volunteers”: Elizabeth Brooks, JD, IBCLC, will present this “sticky” issue on Tuesday, July 7th, at 1:00pm EDT (1 E-CERP). Deadline to register is June 22nd.

- “Code of Ethics: Time to practice what you preach?”: Amy Spangler, MN, RN, IBCLC, Thursday August 6, 2009 (1E-CERP) at 1:00EDT.

You can earn 1 CERP for each webinar you attend. Cost is \$20 for members, and \$30 for non-members. Groups of 2-10 can pay \$45, and 10 or more for \$65.

You can find more information about these webinars, including outlines and registration details by going to our website at <http://www.uslcaonline.org/edures.html>. Contact Scott Sherwood, USLCA Executive Director, to register by calling 919-861-4543 or emailing [ScottSherwood@uslcaonline.org](mailto:ScottSherwood@uslcaonline.org).

Check back often as new webinars will be posted as they are scheduled. Also, if you have an idea for topics, go online to the [ILCA Discussion Board](#). We are also looking for speakers. Please contact Laurie Beck at [LaurieBeck@uslcaonline.org](mailto:LaurieBeck@uslcaonline.org) with ideas

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### ILCA NEWS

#### INTERNSHIP IN PENANG WITH WABA!

Okay, so Penang, Malaysia, is a bit outside the geographic boundaries of the US, but what an exciting opportunity for someone to work and learn about advocacy in the global WABA context! It's also a wonderful opportunity to share professional expertise internationally. From the ILCA announcement:

ILCA and the World Alliance for Breastfeeding Action (WABA) are again offering an ILCA member the opportunity of an internship to travel and work with WABA on outreach and advocacy projects at their headquarters in Penang, Malaysia.

Applicants must have been a financial member of ILCA for a minimum of 1 year and demonstrate an interest in working in the setting of breastfeeding advocacy.

Deadline for applications is June 1st. Please send a letter of interest with

meetings are open meetings for members to attend. Take advantage of this time to learn more about your professional organization.

See you there!

### **MONEY-SAVING TIPS FOR THE ILCA CONFERENCE**

Let's face it—conferences are not cheap! The ILCA conference is a good bargain when you consider all that you get out from attending one. There are some ways to cut your costs, however:

- Register Early! Save \$115 by registering by the Early Bird Registration Deadline (May 15th). Book your room early, too!
- Share a room with a best friend—or a new best friend! Check out the "Need Room mate(s)" forum on the ILCA Discussion Boards: <http://www.ilca.org/i4a/bb/index.cfm?page=forum&forumID=4>
- Convince a colleague to join ILCA/USLCA so she or he can save \$275 on the full registration—and then share a room with you!
- Register for less than the full conference—you can choose which days you attend.
- Get cheap flights—check out [hotwire.com](http://www.hotwire.com), [Travelocity.com](http://www.travelocity.com), and [Expedia.com](http://www.expedia.com) for cheap rates!
- Convince your employer of the many professional benefits that you'll gain by attending that you can share with others—and improve your skills
- Keep good records on your expenses—they'll count as Professional Education deductions come income tax time!
- Combine the conference trip with a trip to Disney World. Okay, so that's not really a cheap option either, but at least you've only paid for travel once!

your Curriculum Vitae to Isabelle Côté, Director of External Affairs, at [isabellecote@ilca.org](mailto:isabellecote@ilca.org) or to Jim Smith, ILCA Executive Director, at the ILCA Office or email to [jim@ilca.org](mailto:jim@ilca.org).

### **LIAISON REPORT**

#### **USBC: CHECK OUT THEIR REDESIGNED WEBSITE!**

The United States Breastfeeding Committee has a new [website](#)—check it out! In addition to a wealth of important US-related breastfeeding resources, you can download the monthly teleconference calls.

### **WHO CODE SURVEY**

#### **THANKS TO ALL WHO PARTICIPATED!**

Thank you to everyone who took the time to complete the WHO Code survey from last month's eNews. This survey was intended to generate discussion—and it has. Many of you wrote very thoughtful comments that collectively reflect a wide-range of opinion. Look for a detailed analysis in a future eNews.

Note: Liz Brooks, JD, IBCLC, and Marsha Walker, RN, IBCLC, will be presenting a session on the WHO Code at this summer's ILCA conference, on Sunday, July 26, at 11:30am. The session is entitled "The International Code in Everyday Practice: Real Life Situations and Interpretations."

### **RESEARCH YOU CAN USE**

#### **MOTHERS' EXPERIENCES WITH BREASTFEEDING MANAGEMENT AND SUPPORT: A QUALITY IMPROVEMENT STUDY**

Here's a [Canadian study](#) looking at breastfeeding support and management provided by healthcare professionals through a survey based on the Ten Steps to Successful Breastfeeding. The authors conclude that women benefit from effective—and appropriate—breastfeeding information, and that hospitals in general have a ways to go to ensure they are using "best practices" in breastfeeding

## SWINE FLU AND BREASTFEEDING RESOURCES

### ILCA and USBC

Swine Flu A (H1N1) has reached epidemic proportions—at least in terms of the volume of news coverage and attention. What’s the official word on this disease and breastfeeding? Not surprisingly, experts, including the Centers for Disease Control, encourage breastfeeding as protection against this virus, even if the mother has contracted the disease. To read two responses to the outbreak and its impact on breastfeeding dyads:

- Click here to read ILCA’s [letter and press release](#).
- Click here to read the [USBC’s press release](#).

management.

Sarasua I, Clausen C, Funchak V, Mothers’ experiences with breastfeeding management and support: a quality improvement study. *Breastfeed Rev* 2009 Mar; 17(1):19-27.

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