

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
June 2009/ Issue 22

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

President's Letter



Glenda Dickerson, RN, MS,
IBCLC
USLCA BOD President

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

Hello Mickey! Here we come!
Whenever I think of Orlando, I think of the two trips that my family made to Disney World when my children were young. I hope that some of you will be able to combine a visit to the wonderful attractions in Orlando with attendance at the ILCA conference. USLCA's Annual General Meeting (AGM) will be conducted during the conference. Our new board president, Laurie Beck, will be installed as well as our new board members, Barbara Robertson, MA, IBCLC, RLC, Regina Camillieri, IBCLC, RLC, and Audrey Oyama, RN, MSN, IBCLC, RLC.

This year, as in years past, I know when I leave the conference I will take with me a wealth of information from the sessions that I attend and that wonderful feeling of community that comes from being with all of you! We are a fabulous group! Don't miss the fun!

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CONGRATULATIONS TO USLCA EXECUTIVE DIRECTOR AND NEW DAD!

If you've ever called the USLCA office with a question, chances are you've spoken to—and been helped by—our Executive Director, Scott Sherwood. In addition to doing an excellent job as Executive Director for our organization, Scott has a new job—being a Dad! Scott and his wife Nora are the proud parents of a new baby boy, Noah Craig, born Thursday, June 4, at 4:36pm. Mother and baby are fine, and Daddy is beaming. If you plan on attending the ILCA conference next month, you can congratulate Scott personally—and no doubt see a growing collection of cute baby pictures!

Congratulations to Scott and Nora and baby Noah!

USLCA BYLAWS—WE NEED YOUR INPUT!

As you may recall last February you received notification concerning the proposed bylaws for the USLCA. After receiving comments from our members and reviewing Virginia State law

FIRST ANNUAL SUMMIT ON BREASTFEEDING

The Academy of Breastfeeding Medicine (ABM) hosted the First Annual Summit on Breastfeeding, titled "First Food: The Essential Role of Breastfeeding," on June 11-12, in Washington, DC. Representatives of various breastfeeding organizations were invited to attend this import meeting—with two notable exceptions—USLCA and the United States Breastfeeding Committee. To read Amy Spangler's Baby Gooroo blog about this meeting—and the invitation omissions, [click here](#).

After learning that a representative of USLCA was not invited to the Summit and requesting to be included, USLCA President Glenda Dickerson and President-elect Laurie Beck have written a letter to the ABM in support of the summit—and as a reminder that USLCA is the voice of over 3000 IBCLCs in the US—all of whom have a vested interest in protecting, promoting, and supporting breastfeeding. To read this letter, [click here](#).

USLCA has received a response to their letter from Karla Shepard Rubinger, Assistant Vice President and Director, Professional Education Development, for Mary Ann Liebert Inc., Publishers. To read this response, [click here](#).

"When Breastfeeding is Accepted..." The Marin County Public

and their requirements for approving Bylaws, we are releasing new proposed bylaws to our members for approval.

Please take a minute to review the proposed bylaws by [clicking here](#) or by visiting our website.

We have created a table that will help you compare our current bylaws with our proposed bylaws and the current ILCA bylaws.

If you would like to submit comments please follow the instruction below.

Please [click here](#) to log in to the US Members Discussion Board.

Please post all comments under the Topic: USLCA General Business on the ILCA Discussion board.

We will be requesting that our members vote this year at the Annual General Meeting to be held at the 2009 ILCA Conference on Friday, July 24th, 2009. The meeting is scheduled to start at 9:00am and end at 10:00am. Please plan on attending and casting your vote for your professional association bylaws.

CHAPTER NEWS :

Thirty-one states now have official USLCA Chapters—is your state one of them? Each month, Board of Directors for Member Services Debbie Costello leads a conference call for representatives of our Chapters. These calls are typically rich sources of shared ideas, problem-solving, and professional advocacy. If you've missed these calls in the last few months, you've missed:

- Special guests, such as Marsha Walker and Anna Utter
- Discussions about the WHO Code and how it affects the work we do
- Ideas for local conferences—speakers, topics, and ways to make them cost-effective
- Updates on new ways USLCA is adding to the benefits of Chapter membership

Conference calls are held on the first Sunday of each month at

Service Campaign

By Alex Porrata, Marin County [CA] Breastfeeding Coalition Coordinator



Note from the Editor: On the May Chapter Conference call, the California chapter reported this activity. While it was a Breastfeeding Coalition rather than a USLCA Chapter that was responsible for this wonderful campaign, their story is included here as Chapter representatives on the call were interested in knowing more about the activity. In many states Coalitions (organizations dedicated to breastfeeding promotion) and Chapters (organizations dedicated to advocacy for the lactation profession) overlap, and in some states the two organizations work together. IBCLC's (and USLCA members) participated in this project.

The Marin Breastfeeding Coalition has created quite a buzz with our latest public service campaign aimed at raising awareness around breastfeeding. The campaign has been covered by Bay Area newspapers, T.V. stations as well as the national media. This year the campaign was honored with Babytalk Magazine's 2009 Golden Pacifier Award, shared with Barak Obama, Angelina Jolie and Salma Hayek <http://www.parenting.com/gallery/Baby/13-Celebrity-Advocates-for-Families/2/>.

The campaign features life-sized cardboard cut outs of women breastfeeding their children. Each cut-out figure has a sign that reads, "**When breastfeeding is accepted, it won't be noticed.**" The cut outs were placed in public places like shopping malls, farmers' markets, and town centers accompanied by an information table hosted by coalition members and WIC staff where interested folks could get more information on breastfeeding (and we could keep an eye on the cut outs so they didn't disappear!).

"Our coalition started the campaign to encourage moms to nurse in public and to create greater community acceptance of breastfeeding," shared Sandra Rosenblum MSN, MPH, Maternal, Child and Adolescent Health Director at the Marin County Department of Health and Human Services. [\[read more\]](#)

4:00pm Eastern and typically last an hour or less. If your Chapter is not represented—or if you are considering forming a chapter, contact Debbie for more information at DebbieCostello@uslcaonline.org.

New Chapter Benefit! USLCA IS YOUR SOURCE FOR CERPS!

Beginning soon, you will be able to apply to USLCA for CERP approval for your Chapter conferences, meetings, and other educational events—for free! USLCA is working with ILCA and IBLCE to provide this service, which could save Chapters significant money—more than enough to pay for the Chapter annual fee to USCLA. Look for details in an upcoming issue of the *eNews*!

REMINDER: SIGN UP FOR UPCOMING USLCA WEBINARS!

Have you signed up for one of our webinars yet?

- June 27th at 11:00am EDT: "Making the Breastfeeding Decision: How to Not Make it a Guilt Trip": USLCA President Glenda Dickerson, RN, MS, IBCLC. Deadline to register is June 22nd (repeat)
- July 7th at 1:00pm EDT: "When Worlds Collide: How Ethics Differ for IBCLCs, Peer Counselors, Nurses, and Volunteers": Elizabeth Brooks, JD, IBCLC. Deadline to register is June 22nd.
- August 6th at 1:00pm EDT: "Code of Ethics: Time to practice what you preach?": Amy Spangler, MN, RN, IBCLC.

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.

ILCA NEWS

ILCA IS EXTENDING THE EARLY BIRD DISCOUNT FOR THE INTERNATIONAL LACTATION CONSULTANT ASSOCIATION CONFERENCE JULY 22-26, 2009, ORLANDO, FLORIDA

ILCA recognizes that the world is in the midst of challenging economic times, and yet more than ever before professional development continues to be inherently important in the workplace. In response to financial concerns, hardships and educational needs that you are facing, **ILCA is extending the "Early Bird Discount" until June 15.** To register for the ILCA conference online, visit the ILCA website at: www.ilca.org and under the Events tab click "Conferences." This year's ILCA Conference provides a host of topics with *practical* application for supporting new mothers in your practice setting. Attendees can earn up to **32.5 CERPs/contact hours**. This year's conference is bigger and better than ever, with a host of topics especially valuable for IBCLCs and healthcare professionals, including:

- Workshop on milk production
- Cutting-edge research from Donna Geddes and the world renowned Australian research team
- Maternity practices that promote exclusive breastfeeding
- Evidence-based guidelines for appropriate neonatal weight loss
- Managing colic, reflux, and other "miserable" infants
- Hot topics in lactation
- ILCA Issues Forum on promoting the IBCLC profession during challenging economic times

View the Full Program: http://www.ilca.org/files/events/ilca_conference/ILCAProgram09Web_REV.pdf

GOING TO ILCA? JOIN USLCA FOR THE ANNUAL GENERAL MEETING!

Our Annual General Meeting is scheduled for Friday morning, July 24th, from 9:00-10:00am. This is our opportunity to meet and learn what USLCA has been doing—and plans to do—for YOU!

TECHNOLOGY IN PRACTICE (TIPS)

AND HOW ARE YOU CELEBRATING WORLD BREASTFEEDING WEEK THIS YEAR? THE WABA VIRTUAL BREASTFEEDING SHIELD EVENT

This year's WABA World Breastfeeding Week (WBW) theme is "Breastfeeding: A Vital Emergency Response—Are You Ready?" As part of the celebration, WABA will put a "breastfeeding shield" on a world map for every pledge that WABA receives for a WBW activity. The pledge form and map are available on the [WBW website](#). Why not add your event?

WELLSTART'S LACTATION MANAGEMENT SELF-STUDY MODULE, LEVEL 1

Wellstart International has recently revised its self-study module, designed for use "by all medical and nursing students as they begin their clinical assignments (regardless of their eventual field of practice)." The module could be used to help bring everybody in your hospital, clinic, or work setting up to par on at least the basics of breastfeeding. The module is a free download, available through the [Wellstart website](#).

TEN STEPS TO BREASTFEEDING FRIENDLY HEALTH DEPARTMENTS

Here's another tool designed to help raise the breastfeeding support effectiveness within the health department setting. The Wisconsin Partnership for Activity and Nutrition (WI PAN) has adapted the familiar "Ten Steps to Successful Breastfeeding" for use in this setting. To download the kit, [click here](#). Additionally, WI PAN has developed the "Ten Steps to Breastfeeding Friendly Child Care Centers," available by [clicking here](#).

There are other meetings that you might want to attend as well: USLCA Committee Meetings:

- Professional Development 12:30-1:45pm during box lunch on Friday (room TBA)
- Public Policy will meet Friday 7-8pm (room TBA)
- USCLA Chapter meeting Friday night, 7-8pm in the Cordova 2 meeting room.

In addition to these meetings and all the wonderful conference sessions, there is a lot more activity going on. If you'd like opportunities to network and see IBCLCs in active working mode, then take time to sit in on the multitude of open meetings that will take place. The master schedule you'll receive at registration will list these meetings.

And don't forget to visit the USLCA booth in the Exhibit Hall—drop by and say "hi" and let us know how USLCA can help you—and how you can help USCLA!

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