

USLCA eNEWS

United States Lactation Consultant Association

February 2010

Are You a Hospital-Based LC— Or Know One?

USCLA is conducting a survey to gather data on how hospitals provide lactation services. See page 5 for more information.

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From the President Laurie Beck, RN, MSN, IBCLC, RLC

January has come and gone and USLCA is off and running for 2010! The USLCA Board of Directors are busy ladies:

- **Marsha Walker** has her committee diligently working on licensure and advocacy issues for IBCLCs.
- **Debbie Costello** continues to have monthly Chapter calls which have been great for networking! New members and chapters continue to sign up each week, so it is not too late to join USLCA or to form a new Chapter. You also do not have to be an IBCLC to be a USLCA member.
- **Regina Camillieri** developed a new IBCLC patch which can be purchased to wear on your scrubs or jackets to promote the IBCLC profession. She also is working on marketing ideas for the upcoming ILCA Conference in San Antonio, Texas, which should provide lots of fun and a wealth of new information.
- **Barbara Robertson** has some great speakers signed up for webinars that are cost affordable and easy to participate in. Chapters are also able to get free CERPs for programs they may be providing at their local level.
- **Audrey Oyama** continues to help build liaison relationships with other professional organizations, such as the US Breastfeeding Committee (USBC).
- **Karen Querna** has spent hours working to ensure that USLCA has a strong business foundation as our organization continues to grow and prosper.



It is an honor to serve as President for USLCA and to oversee all of the great projects that are taking place. In January I was able to attend the USBC meeting and the Third National Conference of State/Territory Coalitions in Arlington, Virginia. USLCA had a poster presentation to show how USLCA is collaborating with Chapters and State Breastfeeding Coalitions. USLCA and ILCA also had an exhibit booth to help promote our organizations and the IBCLC profession. The highlight of the trip was Advocacy Day on Capitol Hill in Washington, DC! Two full buses of ladies showed up on Capitol Hill to meet with their Senators and Representatives to ask for their support of the Breastfeeding Promotion Bill and to help keep breastfeeding support for working mothers in the Health Care Reform Bill. I personally met with Senator Hutchinson's office and Representative Ortiz's office. The meetings were productive and well received. USLCA wants to ensure that the IBCLC is the lactation professional that health care workers, organizations, and the general public turn to for advice! USLCA will continue to promote the IBCLC profession in all of our activities.

Enjoy your eNews, share with a friend, and remember that USLCA wants to hear from its members and potential members.

Laurie Beck, RN, MSN, IBCLC, RLC

USLCA COMMITTEES AND LIAISONS

Licensure and Reimbursement Committee: Report from Judy Gutowski, BA, IBCLC, RLC, Committee Chair

The Licensure and Reimbursement Committee has been working on multiple projects as they continue to pursue legitimizing our profession and seeking appropriate payment for lactation consultants:

- The USLCA sponsored Judy Gutowski to attend the USBC's Third National Conference of State Coalitions; "Empowering Coalitions: Power Tools for Change." Relevant sessions attended included lobbying, media advocacy, social marketing, engaging health insurers, resolving conflicts and promoting breastfeeding policies. Six other committee members were at the conference and were able to meet face-to-face. Two additional members were recruited during the meetings. Through informal discussions with breastfeeding advocates it is apparent that we have much to learn and teach about provision of lactation services and billing in health care settings. The Committee has 26 members representing 18 states: AZ, CA, CT, FL, GA, HI, IL, KS, LA, MA, MD, MS, NC, PA, SC, TX, VT, and WA. We need to eventually have a representative in every state. If your state is not listed and you are interested in working on licensure and reimbursement email Judy at jlgutowski@comcast.net.
- The Committee is completing an application for an Occupational Analysis for IBCLCs to be submitted to the US Department of Labor. The O*NET program is the nation's primary source of occupational information. Central to the project is the O*NET database, containing information on 1106 standardized and occupation-specific descriptors. The words *lactation* or *breastfeeding* do not occur anywhere in this document.
- Talks with Adam Parfitt, Executive Director of The Council on Licensure, Enforcement, and Regulation (CLEAR) ensued recently. CLEAR is a resource for any entity or individual involved in licensure, non-voluntary certification or registration. CLEAR's membership includes representatives of all governmental sectors, the private sector, and many others. CLEAR is a neutral forum to encourage and provide for the sharing of best practices. CLEAR serves and supports the international regulatory community and its vital contribution to public protection. CLEAR has defined its own educator role as proactively identifying critical issues, providing a dynamic interactive forum for exploration of these issues, and collecting and disseminating relevant information.
- The Committee's request for the Health Care Provider Taxonomy Code in December was denied by the National Uniform Claim Commission (NUCC). We are re-submitting the application in an appeal process. The next review will be in July.
- Committee members continue to seek information and assistance from public and private health insurance administrators to learn how lactation consultants can be recognized and reimbursed within current health care systems. The Kaiser Foundation Report "[State Medicaid Coverage of Perinatal Services: Summary of State Survey Findings](#)" indicates that 15/44 states surveyed provide individual lactation consultations for their insured. We are trying to identify how mothers access the consultations and who provides them. We were not able to contact the

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survey respondents through the authors. If anyone knows how this happens in your state please email Judy, jlgutowski@comcast.net. Committee members are also reviewing relevant documents regarding IBCLC credentialing history and general credentialing concepts.

- Discussion has taken place with Ellen Chetwynd, RN, BSN, IBCLC, RLC, who is an MPH student in North Carolina. She has offered to take a solid look at reimbursement as part of her Masters Degree program. She will help the committee to pursue our objectives through her research and publication.
- Webpage content is being developed for the Licensure and Reimbursement Committee to keep USLCA members apprised of their ongoing efforts.

Dr. Leslie Bramson, DrPH, RN, IBCLC, CHES: New USLCA Liaison to the American Public Health Association

Please join us in welcoming Dr. Leslie Bramson, DrPH, RN, IBCLC, CHES, as our liaison to the American Public Health Association. Dr. Bramson has previously served as a liaison and realizes the importance of both effective communication and listening when serving in this capacity. She will be filling the liaison position previously held by Mary Rose Tully. Mary Rose recommended Leslie and had confidence that she would be an excellent choice for the position.

Dr. Bramson maintains a private lactation practice and has experience in grant writing and strategic planning. She is also interested in cultural exchange and has worked/volunteered in culturally rich sites including Mozambique, Israel, Kenya, and So. Africa. Her masters is in Global Health with a certificate in Humanitarian Aide.

She is also very excited to have an article that is being published by *JHL*. You can locate it on *JHL* on-line first. The article is titled "Effect of early skin-to-skin mother-infant contact during the first 3 hours following birth on exclusive breastfeeding during the maternity hospital stay." You may contact her at APHAliaison@uslcaonline.org.



Mourning the Passing of Two Pioneers in Breastfeeding Support



Mary Rose Tully, MPH, IBCLC

July 29, 1946 - January 20, 2010

We've lost two familiar and much loved faces in the world of breastfeeding support recently:

Mary Rose Tully, MPH, IBCLC, and Viola Lennon, Co-Founder of La Leche League International.

Oh, the number of women and babies these two women touched over their decades of service! They will be missed by family, friends, and those who knew and worked with them professionally.

To read more about these pioneers, click on their names below the pictures.



Viola Brennan Lennon

March 18, 1923 – January 22, 2010

"Never underestimate the power of a small but committed group of people to change the world. Indeed, it is the only thing that ever has." – Margaret Mead

CHAPTER NEWS: FLCA's Journey to Becoming a Non-Profit Organization

The Florida Lactation Consultant Association has been in existence since the late 1980's. FLCA's membership has grown to over 200 lactation professionals, and includes not only Florida members, but former members who have moved to other states but continue to retain their FLCA memberships.

Over the years, as our treasury grew as a result of several successful conferences, we began to talk about becoming a non-profit organization. After discussing our options with a lawyer and a certified public accountant with non-profit organization experience, we decided to pursue becoming a 501c6. This category is a membership organization for the benefit of its members. This is in line with our mission statement and our activities.

The first step was to become a corporation. While a lawyer might not be needed, our organization had the funds and felt it was worthwhile to spend the money (approximately \$700) to make sure it was done correctly. The membership had to revise and vote on new bylaws that reflected this change to a corporation. Our application to incorporate also included our mission statement and the role of the board of directors.

Once FLCA became incorporated, we had to obtain a new Federal Tax Identification Number (FIN), also known as an Employer Identification Number (EIN), which is used to identify a business entity. This can be done online at www.irs.gov. FLCA opened a bank account under the corporate name, closed out the existing account, and transferred all funds into the new account under the corporate name, Florida Lactation Consultant Association, Inc.

FLCA was now ready to apply for Recognition of Exemption Under Section 501(a) using Form 1024. I consulted our CPA who greatly assisted me in this process for around \$600. This 19-page form is overwhelming at first glance, but not all pages need to be filled out, as it encompasses all types of non-profit organizations. You only fill out the pages and send in documents which are necessary for your exemption. The first page lists the various 501 exemptions, including the appropriate category, Section 501c6 – Business Leagues, chambers of commerce, etc. The CPA reviewed our records and provided the financial data on page 5. Based on our organization's average annual income, she calculated that we would be required to pay \$750 for the User Fee for Exempt Organization Determination Letter Request, Form 8718, that was mailed in with the application.

Within 2 months, FLCA received notification that our application was accepted and approved as a 501c6 non-profit organization. FLCA is still required to pay sales tax on items purchased; this status gives the organization a tax exemption on income that relates to our organizational services.

Each year FLCA is required to pay \$70 to the state of Florida for our corporate fees, with an update on the current board of directors. The organization will be sending in Form 990 to the IRS, with financial guidance by our CPA. I hope this information is useful to other groups as they apply for non-profit status.

Linda Goldberg, RN, CCE, IBCLC
Treasurer, Florida Lactation Consultant Association, Inc.
Author, *Pea in a Pod*

USLCA CLIPBOARD—Stay organized and show your support for USLCA.

USLCA clipboard comes with:

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Members: \$22 for one 2 for \$40.00. + SH; Non-members 25.00 +SH

For more information contact Scott Sherwood at
ExecutiveDirector@uslcaonline.org



USLCA HOSPITAL LACTATION SERVICES SURVEY

USLCA is conducting a survey of hospital lactation services to collect data on the current status of lactation care in US hospitals. While regular data is collected on US breastfeeding rates and the CDC is now conducting biennial surveys on hospital practices, there is no significant data on the amount or type of lactation services available in US hospitals. USLCA will use this baseline data to better define optimal lactation support in the hospital setting. Optimal lactation care is known to improve breastfeeding outcomes, including the Joint Commission's new Perinatal Core Measure of exclusive breastfeeding at discharge. *Please forward to hospitals in your area that may not have USLCA members on staff.*

On behalf of USCLA, this survey will help determine optimal staffing for lactation care in the hospital setting.

Please complete one survey per facility by a manager or director who is in charge of the lactation service.

By completing this survey, you are consenting to participation in a survey of lactation consultant services in US hospitals. There are no risks associated with your participation. The surveys will be maintained in a secure system using SurveyMonkey, and will be transferred anonymously to a statistical package for analysis. You will not be identifiable in any way. Should results of these surveys be reported at a conference or published in an academic journal, they will be done so in a group format. Please contact me with any questions. I appreciate your time in completing this survey which has been declared exempt from review by the Institutional Review Board for the University of Oklahoma Health Sciences Center. Note that there are 4 pages with a total of 22 questions. **Survey deadline is March 31, 2010.**

To access the survey, please click on: <https://www.surveymonkey.com/s/lactationhospitalsurvey>

Rebecca Mannel, BS, IBCLC, FILCA and USLCA member (rebecca-mannel@ouhsc.edu)

Clinical Operations Manager, Women's/Newborn Services

OU Medical Center and University of Oklahoma Health Sciences Center, Oklahoma City, OK

UPCOMING USLCA WEBINARS: On tap are two topics presented by well-known names:

- “Caring for the Late Preterm Infant: Are the ‘Expert’ Recommendations Really Valid?” by Molly Pessl, BSN, IBCLC, RLC. Thursday, February 18, 2pm Eastern, 1pm Central, 12pm Mountain, 11am Pacific
- “Working and Breastfeeding: Helping Our Mothers” by Cathy Carothers, BLA, IBCLC, RLC, FILCA. Tuesday, March 16, 2pm Eastern, 1pm Central, 12pm Mountain, 11am Pacific
- For more information, or to register, go to: <http://www.uslcaonline.org/edures.html>

ARE YOU A SOCIAL MEDIA MAVEN? USLCA NEEDS YOU!

USLCA is looking for someone to help keep our presence in Social Media timely, dynamic, useful, and inviting. The Social Media Editor will write, solicit, edit, and submit materials for USLCA online media (such as our Website, Twitter, Facebook, Blog, Discussion Board, etc.). If that person is YOU—or someone you know—more information and the application for this contract position is available on the [USLCA website](#).

ABC, XYZ, IBCLC, RN, PHD, FILCA—ALPHABET SOUP!

How many initials do you have after your name? What order do you list them? Does it matter? ILCA Board member Liz Brooks, JD, IBCLC, FILCA, recently addressed this issue on Lactnet. Referencing a [nurse credentialing site](#), "Alphabet soup" credentials are listed in this order, after your name:

- (1) [highest] academic degree (BS; Liz uses JD which assumes an undergraduate degree);
- (2) licensure (RN)
- (3) state designations or requirements (like a license, but indicating specialized authority, like APN)
- (4) national/international certifications (IBCLC!)
- (5) awards/honors (FILCA, or FAAP)

NEWS FROM ILCA

ILCA is pleased to announce a 25th Anniversary Essay Contest on the topic, “How IBCLCs Make a Difference” in honor of the 25th anniversary of the profession! This is your opportunity to share your thoughts about how your credential has impacted your work in service to mothers and babies.

The contest is sponsored by the 25th Anniversary Task Force, and is open to any IBCLC with current, non-expired IBLCE certification. You do not need to be an ILCA member to participate. Essays should be 500 words or less. Deadline for essays is: **April 15, 2010**. All essays should be submitted electronically to Vicki Hobbs at the ILCA Office at vicki@ilca.org. Please include your full name and email address at the top of the essay page. For more information, contact the ILCA office at: 1-888-ILCA-IS-U (452-2478).

A panel of judges from the 25th Anniversary Task Force will select 3 winners. Prizes include:

- 1st Prize: three free ILCA study modules and three free USLCA webinars
- 2nd Prize: two free ILCA study modules and two free USLCA webinars
- 3rd Prize: one free ILCA study module and one free USLCA webinar

All winners will be notified by email after June 15. Winning essays will be posted in the eGlobe. Selected entries will also be included on the ILCA 25th Anniversary page of the website. The grand winner’s essay will be read at the ILCA Conference in San Antonio, TX.

ILCA would like to give special thanks to Cathleen Carnaby, organizer of the essay contest. Celebrate your profession’s milestone anniversary by sharing your thoughts. And remember: ILCA is YOU!

Sincerely,

Cathy Carothers and Judith Lauwers, ILCA 25th Anniversary Task Force

IBCLC Day 2010 materials are now posted on the ILCA Members Only website and available for downloading. In addition, several great [new promotional items](#) are available to help make your IBCLC Day a grand celebration! ILCA’s 9th annual IBCLC Day, “IBCLCs: Experience You Can Trust,” supports the 25th Anniversary of the profession this year, reminding mothers, healthcare professionals, and the general public of the value of the IBCLC as part of the circle of care for new families. The theme focuses on the integrity of the profession, and the experience of credentialed IBCLCs as the “gold standard” in breastfeeding care.

Celebrate IBCLC Day by buying your staff, friend, or yourself an IBCLC emblem. This emblem is made from high quality blue and white thread and can be ironed on or pinned to any garment. It measures approximately 3 inches wide and 2 inches high. Anyone seeing this insignia will be able to identify the IBCLC as a valued member of the health care team. These emblems will sell for \$3.50 a piece and can be mailed to your home or office in time for IBCLC day on March 3, 2010. To order your patch **go to the [ILCA Bookstore](#)**.



WOULD YOU LIKE TO ADVERTISE IN THE USLCA eNEWS?

The *USLCA Enews* is written specifically for members of the United States Lactation Consultant Association. It is packed with up-to-date information about issues, trends, programs, policy, practice, and education. If you or your business or organization would like to let IBCLCs (and others) across the country know about you, consider placing an ad. Ads vary from 1/8 of a page to a full page ad. **All ads and advertisers must comply with, the International Code of Marketing of Breast-milk Substitutes, all subsequent WHA resolutions, and all policies set forth in the USLCA Advertising and Publications Policy.**

For more information, contact Scott Sherwood, at ExecutiveDirector@uslcaonline.org.

TIPS: TECHNOLOGY IN PRACTICE

PREVENTING OBESITY BEGINS AT BIRTH THROUGH BREASTFEEDING: As obesity rates climb in this country, more people in important places are publically acknowledging the role that breastfeeding may play in preventing obesity. To read more, see the following:

- [The new Surgeon General's report on obesity](#)
- [Michelle Obama speaks out](#)
- [A recent press release from the United States Breastfeeding Committee](#)

NATIONAL WOMEN'S HEALTH WEEK—AN OPPORTUNITY TO SPREAD THE WORD ABOUT BREASTFEEDING!

National Women's Health Week (May 9-15) is a weeklong health observance coordinated by the U.S. Department of Health and Human Services' [Office on Women's Health](#) (OWH) to empower women to make their health a top priority. With the theme "It's Your Time," the nationwide initiative encourages women to take simple steps for a longer, healthier, and happier life. During National Women's Health Week, communities, businesses, government, health organizations, and other groups work together to educate women about steps they can take to improve their physical and mental health and lower their risks of certain diseases.

A variety of materials for planning activities are on the National Women's Health Week website: <http://www.womenshealth.gov/whw/>.

Organizations registering their events on the National Women's Health Week website ([Women's Health](#)) will be able order free promotional materials while supplies last.

For more information, contact Renée Bouvion, MPH, Regional Women's Health Coordinator, Office on Women's Health-Region 10, 206.615.3667; renee.bouvion@hhs.gov.

ASSOCIATION OF MATERNAL & CHILD HEALTH PROGRAMS [INNOVATION STATION](#)

A new AMCHP database helps locate new, promising, and best practices across the US. Searchable by state or region, practice category, primary topic, national performance measure, year, and keyword, you'll also find resources to help evaluate public health programs. Check out the [online breastfeeding training](#) created by the Virginia Department of Health for health care professionals, using the IBLCE Blueprint as a guide for content development.

NATIONAL BUSINESS GROUP ON HEALTH ISSUE BRIEF: [WORKPLACE BREASTFEEDING PROGRAMS: EMPLOYER CASE STUDIES](#)

Check out this issue brief that looks at 5 employers (CIGNA, Corning Incorporated, CVS Caremark, Occidental Oil and Gas Corporation, Texas Instrumental Incorporation) and their efforts—and rationale—to provide breastfeeding support for their employers.



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.

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DON'T FORGET YOU CAN KEEP UP WITH USLCA NEWS THROUGH TWITTER!

<http://twitter.com/USLCA>

And look for USLCA on [Facebook](#), too!

RESEARCH YOU CAN USE: [The Risks of Not Breastfeeding for Mothers and Infants](#)

Alison Stuebe, MD, MSc Rev Obstet Gynecol. 2009 Fall; 2(4): 222–231.

It's refreshing to see a research study done "right"—where breastfeeding is the control and formula-feeding or NOT breastfeeding is the variable. Check out this study— you can access the article for free! It might make a good resource to pass around to colleagues on IBCLC Day!

WHAT'S ON YOUR MIND?

The USLCA eNews is YOUR newsletter. If you have comments, ideas for articles, links to helpful resources, or maybe you'd like to write an article about the work you do, contact me at EnewsEditor@uslcaonline.org. Please keep in mind that the focus of our organization—and therefore the eNews—is promoting the IBCLC, as opposed to promoting breastfeeding per se. Let me hear from you!

Melissa Clark Vickers, MEd, IBCLC, RLC—eNews Editor