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UNITED STATES LACTATION CONSULTANT ASSOCIATION STRATEGIC PLAN 2008-2013

OUR VISION: IBCLCs ARE VALUED RECOGNIZED MEMBERS OF THE HEALTH CARE TEAM

OUR MISSION: TO BUILD AND SUSTAIN A NATIONAL ASSOCIATION THAT ADVOCATES FOR LACTATION PROFESSIONALS

STATEMENT OF PURPOSE: The United States Lactation Consultant Association (USLCA), also known as the **Association**, is organized exclusively for the advocacy of Lactation Professionals, including educational and scientific purposes as contemplated by Section 501 (c) (6) of the United States Internal Revenue Code. More specifically, the purposes of the Association are to:

- *Provide education opportunities for Board Certified Lactation Consultants (IBCLC) and other health care workers concerned with breastfeeding and related issues;*
- *Heighten recognition of the consequences of artificial feeding of infants and children;*
- *Cooperate with other organizations whose aims and objectives, in whole or in part, are similar to those of the Association;*
- *Foster communication, networking and mutual support amongst USLCA members;*
- *Advocate for USLCA members and advise relevant authorities on issues of concern to Association members;*
- *Uphold high standards of professional practice;*
- *Promote appropriate credentialing for Lactation Consultants in the United States of America;*
- *Foster awareness of breastfeeding and human milk feeding as important measures for health promotion and disease prevention;*
- *Encourage research in all aspects of human lactation;*
- *Support the US implementation of the International Code of Marketing of Breast-milk Substitutes and other subsequent WHA resolutions which are consistent with the goals and objectives of the Association.*

Five Year Goal: *From 2008 to 2013 USLCA will establish its position as THE Association for all professionals interested in lactation and breastfeeding support in the United States of America.*

Key Outcomes:

- Health Care professionals interested in lactation consulting in the USA access **USLCA**
- The role and awareness of **IBCLCs** are enhanced in the USA
- A higher percentage of current **IBCLCs** and potential **IBCLCE** exam candidates are **USLCA/ILCA** members
- **USLCA**'s structure provides stability and effectiveness as a National entity working collaboratively with all **USLCA** Chapters in the USA
- **USLCA** and Chapters have a strengthened position as national, state and regional associations to the mutual benefit of all lactation-consulting professionals.

General Indicators:

- Number of new **USLCA/ILCA** members increases each year
- Number of **USLCA/ILCA** member renewals remains stable each year
- Diversified financial stability is achieved for **USLCA**
- Number of Chapters increases and the relationship between the Chapters and **USLCA** is mutually beneficial
- **USLCA**'s/**ILCA**'s website becomes the "portal to the internet" for professional resources and information
- Regional education offerings are developed/facilitated in partnership with Chapter groups
- Requests for information, position papers, and other resources continue to increase

GOALS FOR 2008-2013:

- *USLCA will strengthen its efforts to meet the needs of health care professionals interested in lactation and breastfeeding support*
- *USLCA will work to promote, protect and support the professional IBCLC*
- *USLCA will develop and define its structure and leadership to strengthen the national role of the association*
- *USLCA will develop a sustainable resource base for all its activities*

Goal 1: Define and strengthen the relationship between **USLCA** and **ILCA** and between **USLCA** and State Chapters and between **USLCA** and other national affiliates.

Objective 1.1: Collaborate with **ILCA** on key operating issues.

Objective 1.2: Encourage the maintenance or establishment of Chapters in all 50 states and the development of strong collaborative ties to those Chapters.

Objective 1.3: Provide formal **USLCA** representation via Liaisons to appropriate meetings of other associations and via Ambassadors to appropriate exhibits at other professional conferences

Objective 1.4: Facilitate the development of a mutually beneficial relationship between **USLCA** and other national **ILCA** affiliates

Outcomes:

- An organizational chart that clearly defines and delineates the relationship between **ILCA/USLCA/State Chapters**
- A mutually approved document that addresses and outlines the specifics of the relationship between **USLCA** and **ILCA** in regards to education offerings, financial symbiosis, duplication of services, sharing of resources, and enhancement of communication
- A collaborative relationship is developed between **USLCA** and other National Affiliates as is desired by both affiliates
- **USLCA** is represented at key professional conferences
- **USLCA** is represented on appropriate and key **ILCA** committees that directly relate to **USLCA** interests
- **USLCA** Liaisons are recruited from within the **USLCA** membership base for three year terms
- **USLCA** Liaison reports are available on the **USLCA** website and published in *eNews*
- **USLCA** Liaisons and Ambassadors advocate for the role of the **IBCLC** and **USLCA** nationally
- **USLCA** Ambassadors and Liaisons provide information packages on the role of the **IBCLC** and the role of **USLCA** to other associations
- **USLCA** collaborates directly with State Chapters whenever appropriate

Goal 2: USLCA will promote the role of the IBCLC in the United States

Objective 2.1: **USLCA** will define a consistent “identity” that will insure national recognition of **USLCA** as the professional organization for **IBCLC** in the United States

Objective 2.2: Increase awareness of the role of the **IBCLC** through outreach and marketing to key populations

Objective 2.3: Develop professional resources relevant to the **IBCLC** in the USA

Outcomes:

- **USLCA** is perceived by national organizations as their connection to **ILCA** in the United States
- Collaborative relationships with key organizations are developed
- **USLCA** is perceived by **IBCLC**'s as their connection to **ILCA** in the United States
- A comprehensive website to serve the needs of the **USLCA** member is developed
- US-based **ILCA** conferences are co-sponsored by the **USLCA**

- Ads advocating for **IBCLC**'s and **USLCA** are available for relevant professional publications
- Outcomes based studies that relate to the effectiveness of the **IBCLC** in practice settings are encouraged
- Development of practice guidelines and staffing recommendations is facilitated

Goal 3: Sustain and grow membership by increasing the value of USLCA membership

Objective 3.1: Provide benefits desired by **USLCA** members and potential **USLCA** members

Objective 3.2: Enhance communication to **USLCA** members and potential members

Objective 3.3: Collaborate with **ILCA** on the Each-One-Reach-One campaign

Objective 3.4: Develop tools that address licensure and reimbursement concerns of the **IBCLC**

Outcomes:

- An assessment of the benefits desired by the membership and by potential members is done and repeated every other year
- Resources to implement desired membership benefits are identified
- *eNews* continues to develop into a respected and relevant communication tool for **USLCA** members
- Exploration of the use of technology to enhance communication between **USLCA**, members, and potential members is done
- Membership in **USLCA** grows by at least 10% by 2013
- Exploration of licensure is done through the use of grant funds from **ILCA**
- Licensure of the **IBCLC** is achieved in at least 3 states by 2013
- The *ILCA Reimbursement Toolkit* is revised
- Reimbursement education is addressed at each **ILCA/USLCA** conference