

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 2008/ Issue 10

## **From the President: See You in Las Vegas!**

### **President's Address**

Wow! In just a little over a month we will be gathering in Las Vegas, Nevada, for the 2008 ILCA conference—with an added twist—the first joint conference by USLCA and ILCA. I hope to be able to speak with many of you there. Our conference planners and the ILCA and USLCA staff members have done an excellent job attending to all the details that make the conference run so smoothly. Any of us who have helped plan and execute conferences know that a conference is like an Olympic ice skating event. When a skating performance is well executed, it looks easy, but in truth much effort and long hours have gone into that effortless presentation. Based on past experiences, that is what I predict will happen again with this year's conference—a premiere education and networking event that will look effortless, but indeed has taken much effort. Thank you in advance to the conference committee and staff for all their hard work!

An exciting event for USLCA will be the installation of our two new board members, Debbie Costello, RN, IBCLC, of South Carolina, and Crystal Stearns, RNC, BSN, MS, IBCLC, of Oklahoma. They will be a welcome addition to our board as we sadly say goodbye to Maureen Dann and Carol Chamblin. Both Debbie and Crystal bring experience to the board, having worked on state and local



Glenda Dickerson, RN, MS, IBCLC  
USLCA BOD President

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committees/coalitions. We are so excited about getting to know them better. Please join us in welcoming them to the board! Debbie will be working with membership issues. Crystal will direct her energies to legislative concerns that affect lactation consultants. Both Debbie and Crystal will need your help—so please consider volunteering for the membership or legislative committee to help them get things rolling!

I look forward to seeing you in Las Vegas!

One Voice!

Glenda Dickerson RN, MS, IBCLC  
USLCA Board President

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## Chapter News

### 34 and Counting

There are now 34 official USLCA Chapters! That's two more than this time last year. Congratulations to the newest chapters, Greater Kansas City Lactation Consultants Association (GKCLC) and Pennsylvania and Mid-State Lactation Coalition (PA-MILC) and thank you to the already existing ones for making it official. Because much of what USLCA advocates for is state-specific, it is for and through the Chapters that the real work gets done. [read more.](#)

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### Meet WALC (Wisconsin Association of Lactation Consultants)

by Winnie Mading, IBCLC (first president of WALC and among the first year's IBCLC's)

## LAS VEGAS, HERE WE COME!

### ILCA/ULSCA Conference 2008

Picture this, if you will. You are walking down the strip in Las Vegas, and see more Lactation Consultants than Elvis impersonators! They're everywhere! They're everywhere! Talk about visions! You can be a part of this IBCLC invasion it's not too late to sign up for the ILCA conference. There will be plenty of time to learn new ideas and techniques, and to share what *you* know as well. It's a great place to meet new best friends, hug "old" best friends, and earn CERPs in the process. Even if you never see an Elvis impersonator the entire trip, it will still be worth it. Come join us!

This organization was conceived in the fall of 1987 when several of us attending an LLLI Workshop in Illinois began discussing having a Wisconsin ILCA affiliate. Some had been driving some distance to attend meetings of the Illinois affiliate (MILC). We obtained a list of those at that workshop who were interested and over the next several months of gestation, further names were gathered as well as ideas for time and place to meet. Nine months later, our first meeting was held on June 11, 1988. Ten people attended that first meeting, representing a variety of practices including hospital, doctor's offices, WIC and public health, childbirth education and private practice. We tossed around several possible names, some serious and some less than serious. Lactation Consultant Council of Wisconsin was immediately discarded as we didn't want to be known as LC COW! We settled on WALC and meeting times were set up. [read more.](#)

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## Chapter Conference News

*Editor's Note:* USLCA eNews survey respondents (see below) requested more conference information. To that end, here is information from two chapters on upcoming events. If your chapter is planning a conference that other USLCA members might be interested in, please send me a note with details to: [vickers@aeneas.net](mailto:vickers@aeneas.net)

### Mid-Hudson Lactation Consortium (MHLC) in New York

This chapter of the USLCA is under the umbrella of the Maternal Infant Services Network ( [www.misn-ny.org](http://www.misn-ny.org) ) that serves Orange, Ulster, and Sullivan Counties in New York State. MISN offers many classes and sponsors and co-sponsors conferences throughout the year. These classes can include: Preparation for Childbirth Classes; Breastfeeding 101; Perinatal Mood Disorder; Alcohol, Other Drugs and Pregnancy; and Making Healthful Decisions Conference. The most recent breastfeeding conference held was "A day with Catherine Watson-Genna and Glenda Dickerson." Some of the topics covered were: "How Milk is Made," "Filling your LC Toolbox: *Making Communication Work for You and Being a Change Agent*," "The Non-Latching Infant," and "Ultra-Sound Study of Tongue Tie. There were 145 people from many disciplines that attended.

On June 12, 2008, Regina Camillieri, IBCLC, will be speaking on "Ethics and the Lactation Consultant." [read more.](#)

Keep in mind that although this is an *international* conference, it is also a wonderful opportunity for USLCA members to meet, connect, and share. Help USLCA help you in your profession by adding your voice to plans and recommendations.

*Editor's Note:* The July issue of the *USLCA eNews* will feature last minute details for the ILCA conference.

### Don't Forget the USLCA Workshop!

Are you planning on attending the USLCA workshop, **Providing Lactation Care – Seeking Quality, Efficiency, Reimbursement?** Sponsored by our national affiliate, this workshop will be a great opportunity for you to hear about well-organized lactation programs in large health care systems, hospital settings, and primary care offices. Organizational models and reimbursement options that enhance third party coverage for lactation services will be discussed. The job security of all lactation consultants is dependent upon successful reimbursement for our services! [read more.](#)

### Wanted Bag Stuffer(s) Extrordinaire!

If you plan on arriving on Tuesday to get settled in before the conference starts, why not join the bag stuffing party? If you've ever been to an ILCA conference, you know you'll get a lovely conference bag filled with all kinds of helpful goodies. Have you ever thought about what has to happen ahead of time in order for you to walk up to registration and grab your bag? Somebody has to stuff all those bags. With hundreds of attendees, that's a lot of bags to stuff! ILCA turns this necessary task into an excuse for a pre-conference party. Come join the fun, get to know people from around the world, eat some pizza, and help make this conference a success.

No experience necessary. On-the-job training provided!

Elvis would be proud.

### For All the Latest Conference Information

## Kentuckiana Lactation Improvement Coalition (KLIC)

KLIC's 6 th annual conference, "The Science Behind Skin-to-Skin," will feature Dr. Nils Bergman from Cape Town, South Africa. The conference is scheduled for September 12, 2008, in Louisville, KY. If you have never heard Dr. Bergman speak and even if you have this is a wonderful opportunity. Seating is limited. For more information, contact Barbara [Barbara.Ruedel@louisvilleky.gov](mailto:Barbara.Ruedel@louisvilleky.gov).

## SURVEYING OUR MEMBERS!

### Hospital Staffing Survey

How does your hospital determine how many Lactation Consultants are needed to handle the work load? Wouldn't it be great if there was a national standard that could be used to encourage administrators to ensure adequate lactation coverage and support for the mothers the hospital serves? The first step in achieving that goal is to gather data concerning existing staffing ratios. Shannon Clegg, RN, MBA, IBCLC, will be speaking about the research she has done on this topic in her Utah-based hospital system at the USLCA reimbursement workshop at the ILCA conference this summer. We'd like to take the opportunity to poll our USLCA members to get data from around the country. Please help us in this important effort by taking this month's short survey. [Click here](#) to participate.

### eNews Survey Results

Thank you to those of you who took the time to take last month's survey about the *USLCA eNews*. As Editor, it is my hope that the *eNews* is something that you enjoy reading and hopefully can find at least one "nugget" in each issue that you can use in your day-to-day work as a lactation professional, or that it sparks another even better idea. Only 32 people responded to the survey, and while I would love to have input from more of you, I know how busy we all are! Even if you were not able to take the survey, if you ever have any suggestions for improvements, or, better yet, have an article you'd like to submit, please contact me at [vickers@aeneas.net](mailto:vickers@aeneas.net)

It's not too late to register for the ILCA conference. Even if you missed the cutoff for the standard conference rate, the late registration fee is still a bargain when you look at all you'll get in return. For more information about the conference, to sign up for the workshop, or to learn more about the Red Rock area, check out the [ILCA conference](#) page.

## TIPS: TECHNOLOGY IN PRACTICE: Focus on Leadership

*Editor's Note:* This issue's TIPS come from a quarterly newsletter for another organization I have worked with over the years, [Family Voices](#). Family Voices is a "national grassroots network of families and friends speaking on behalf of children with special health needs. Our children are also part of the wider world of children. With an Improving Understanding of MCH grant, Family Voices works to encourage partnerships between families and professionals for children's good health." While much of what this organization is about is not directly related to the lactation consultant and the focus of USLCA, the Spring issue of their newsletter, [Bright Futures: Family Matters](#) is devoted to leadership, and three of the links are relevant to our work as LCs:

### Study Finds Breastfeeding Support Lacking )

The CDC has just released a report that compared maternity care practices and policies that support breastfeeding of nearly 2700 birth facilities in all 50 states. The report shows that there are many opportunities for healthcare facilities to improve their promotion, protection, and support of breastfeeding. The practices were scored from 0 to 100, and revealed regional differences and a range of scores from 48 ( Arkansas) to 81 ( Vermont, New Hampshire). How does your state score? How can USLCA help raise these scores in all states? By working together and combining efforts, talents, success and failure stories, and continuing to do what IBCLCs do every day, we can make a difference. To read the CDC press release (6/12/08)

A few comments about the survey results [read more.](#)

## USLCA BENEFITS

### Professional Liability Insurance for IBCLCs at Discounted Rates!

One of the best reasons to join USLCA (besides being able to add your voice to strengthen our profession, of course!) is the liability insurance at discounted rates! We have established with the CM&F Group an exclusive offering for professional liability insurance at a reasonable rate for USLCA members who are International Board Certified Lactation Consultants.

This policy provides coverage for you as a certified Lactation Consultant, as well as "slips and falls" at your office location. The CM&F Group, Inc., formerly, Cotterell, Mitchell and Fifer, was established in 1919 and has been writing medical malpractice insurance for Healthcare Professionals for over 50 years. The CM&F Group, Inc. has displayed remarkable stability in a treacherous marketplace by offering its liability program through the same insurance carrier since 1976. Adding to the stability of the program, CM&F's partner carrier has consistently carried the strongest financial ratings in the insurance industry throughout its history and

is among the largest insurance companies in the world. Over the years, CM&F's stability has allowed it to provide consistent and reliable coverage to over 50 classes of healthcare providers. Their knowledge and experience in the healthcare industry is exhibited by the wide variety of insureds that they write (over 50 classes of healthcare professionals including PAs, NPs, CRNAs, and RNs).

Low cost professional liability insurance was identified by USLCA members as a desired member benefit. We hope that you will find the availability of this policy to be a benefit to you as you seek professional insurance. If you have any questions about this benefit please feel free to contact the USLCA or the insurance company CM&F below.

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[click here.](#) To read the hot-off-the-press MMWR report, [click here.](#)

### FDA Proposes New Labeling Regulations What Do You Think?

The US Food and Drug Administration recently released its proposed labeling regulations to provide safety and compatibility information for pregnant and lactating women. As lactation consultants, we often hear from the mothers we serve that they have been told to wean because of prescribed medications ; all too often because the health care professional does not have ready access to drug compatibility data.

The FDA has a 90 day comment period, giving us until the end of August to provide input from the IBCLC perspective. For more information on the proposed regulations and commenting procedure, check out these links:

- [Overview of the regulations](#)
- [Consumer Update, 5/28/08](#)
- [Examples of lactation labels](#)
- [To make a comment](#)

This is an important opportunity for our voice to be heard! If you would like to share your FDA comment with other USLCA members, please send me a copy at: [vickers@aeneas.net](mailto:vickers@aeneas.net)

### Texas 2007 WIC Infant Practices Survey

The Texas Department of State Health Services has released a 176-page report on the results of the 2007 WIC Infant Practices Survey, administered to over 5000 mostly Hispanic mothers between the ages of 18 and 29 who received WIC services starting in pregnancy. The survey looked at exclusivity and introduction of complementary foods, as well as experiences in hospitals with such things as gift packs and timing of first breastfeedings. The survey also asked about reasons for never breastfeeding, reasons for stopping breastfeeding, and people who encouraged or helped

## In Memoriam

### Loved By Many, Missed By All: Edwina Froehlich, January 5, 1915-June 8, 2008

The lactation world lost one of its early advocates on Sunday, June 8, 2007. Edwina Froehlich, one of La Leche League's seven founders, passed away after having suffered a stroke the week before. At 93, Edwina was still active in LLL, serving on its Board of Directors, and endearing all who had the fortune to sit and talk with her.

These seven women created the organization that provided the jumpstart for the lactation consultant as a health care professional, and played an indirect role for all of us who earn the IBCLC credential.

Edwina was loved by many and will be missed by all.

them to breastfeed. Regional differences are also explored in this comprehensive report. [Click here](#) to read this report that has important implications broader than the (already broad) state of Texas!

### National Voluntary Consensus Standards for Perinatal Care

The [National Quality Forum](#) is a non-profit organization created to develop and implement national strategies for health care quality measurement and reporting. They recently put out a draft document for public comment that includes a number of proposed quality measures, including one that looks at the rate of "breast only" at discharge. This inclusion of exclusive breastfeeding is an important one. The public comment period has ended, but it is possible to read the draft report and the comments that have been made about this and other measures that impact breastfeeding and the role of the lactation consultant.

[Click here](#) for more information, or to view [comments](#).

### *Bright Gutures Guidelines for the Health Supervision of Infants, Children, and Adolescents, 3rd edition, Availalbe in Print and Online*

Melissa Vickers, MEd, IBCLC

The American Academy of Pediatrics has recently released the 3rd edition of this comprehensive set of health supervision guidelines. The guidelines are based around 31 well-child health care visits, and 10 health themes, including nutrition. A multidisciplinary group worked on these guidelines, providing evidence-based practice guidelines, and emphasizing anticipatory guidance and family involvement. [read more.](#)

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