

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
September 2008/ Issue 13

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

From the President:

Service can be defined as "work done by one person or group that benefits another" and "an act of help or assistance".

Serve is defined as "serve a purpose, role, or function." (wordnet.princeton.edu)

This fall we will be making important decisions concerning those who will be serving in public office locally, statewide, and nationally. I encourage you all to take a good look at the candidates and use your vote wisely.

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As LC's we provide an important service to others. We serve individual families as well as the community at large. In the next several weeks, our nominations committee will be looking for those willing to serve in our organization. We will be filling 2 board positions in 2009. There are other opportunities in this newsletter to serve in some capacity (committee work, writing book reviews, submitting articles or comments to the eNews to name a few) that will benefit both LC's of today and those that follow us in our profession. I hope that you will see a place to "plug in" to our organization and serve. Serving through USLCA will put you in touch with some of the most talented, interesting people in our profession. You are sure to gain much more than you will ever give. So join me-get out there and serve!

The pay? Nothing. The rewards? Priceless!

Glenda Dickerson RN, MS, IBCLC
USLCA Board President



Glenda Dickerson, RN, MS, IBCLC
USLCA BOD President

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USLCA Benefit:

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

As a USLCA member, your benefits include an exclusive offer for professional liability insurance at a discounted rate.

This policy provides coverage for you as an International Board Certified Lactation Consultant, as well as "slips and falls" at your office location.

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[Techniques, Tips and Tools for the Health Care Provider](#)

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BOARD NEWS

USLCA BOD MEETING SUMMARY, RED ROCK RESORT, LAS VEGAS, JULY 20-21, 2008

Last July, USLCA Board of Director members combined work with fun and combined the beautiful resort ILCA/USLCA Conference Setting with its annual July Board meeting.

Highlights of the BOD meeting:

- USLCA is committed to the development of Hospital Staffing Position Statement for IBCLCs.
- USLCA will strengthen membership and chapter development, identifying issues, and encouraging retention.
- USLCA will strengthen its national relationship with ILCA
- USLCA will continue to develop its strategic plan
USLCA will present its board-approved by-laws and new BOD nominee slate for membership to vote on in the Spring of 2009. [read more.](#)

MEMBER NEWS

WANTED: BOARD OF DIRECTORS NOMINATIONS FOR 2009!

It's hard to believe it, but 2009 is just around the corner, and that means that USLCA will once again be looking for two new

USLCA MEMBERS IN THE NEWS!

- *Science Daily* recently featured an [article](#) about a new research study on formula gift bags by Anne Merewood, MPH, IBCLC. The study was published in the *Archives of Pediatrics and Adolescent Medicine*.

Reference: From Maine to Mississippi: Hospital Distribution of Formula Sample Packs Along the Eastern Seaboard. *Archives of Pediatrics and Adolescent Medicine*, 2008; 162 (9): 823 DOI: [10.1001/archpedi.162.9.823](#)

- AHRO's Web M&M (Morbidity and Mortality Rounds on the Web) featured a [case study](#) about a mother whose baby had tongue-tie that was only discovered by the persistence of the mother to seek the help she didn't get in the hospital. Past ILCA President Rebecca Mannel, BS, IBCLC, along with Mitch Rodriguez, MD, MBA, and Donna Frye, RN, MN, supplied the commentary for this case that included a "Take-Home Point" that highlights what we know to be obvious:

Refer mother/infant couplets with any breastfeeding difficulties to an IBCLC.

Congratulations—and "thank you!"—to these USLCA

Board of Directors to carry on the important work of the current Board. We're looking for candidates with strong leadership skills who are excited about and committed to working together as a team for the good of the organization.

Two positions are open as of July 2009:

- Director of Marketing
- Director At-Large

We need your help in finding good candidates for these two positions. If you, or someone you know, are interested in helping move USLCA forward, and in the process, moving the lactation consultant profession forward, please, send your nomination to the USLCA Nominating Committee Chair, Becky Mannel, at Rebecca-Mannel@ouhsc.edu

These positions carry with them a three-year commitment to share your skills, talents, and expertise, and a willingness to attend 3 meetings a year plus the ILCA conference. As our membership continues to grow, we need to ensure that our leadership continues to be strong and proactive. It's an exciting time to be a USCLA Board Member! Deadline for nominations: October 15, 2008.

ILCA MEMBERSHIP RENEWALS FOR 2009 ARE ONLINE NOW!

Paying your ILCA dues online is easy and fast! As an added incentive, those who renew online will have their name entered in the drawing to be held on December 15, 2008 for a 2-night stay at the JW Marriott Grande Lakes, in Orlando,

members for their efforts in promoting and advocating the IBCLC!

TIPS: TECHNOLOGY IN PRACTICE

This month's TIPS include a smorgasbord of resources, websites, and links to help you in your work as an IBCLC. Take what you can use and leave the rest!

BOOK REVIEW: LACTATION MANAGEMENT: TECHNIQUES, TIPS AND TOOLS FOR THE HEALTH CARE PROVIDER

From the Editor: USLCA is fortunate to have among its members authors who have written books that the rest of us can learn from to use in our day-to-day work. This month, USLCA President Glenda Dickerson, RN, IBCLC, reviews former USLCA Board of Director Maureen Dann's book, *Lactation Management: Techniques, Tips, and Tools for the Health Care Provider*.

Perhaps you have read a book by another USCLA member that you have enjoyed and learned from. If you'd like to write a review for one of these member-written books for the IBCLC, please contact me at eNewsEditor@uslcaonline.org

Glenda Dickerson writes:

Florida where ILCA's 2009 conference takes place.

Donna Greer, winner of the 2008 prize of two nights at the Red Rock Resort, writes:

Wow! I was planning to attend the conference in Vegas anyway, but what a wonderful surprise when I received word that I had won two free nights at Red Rock just for renewing my ILCA membership online! What a treat; the hotel was beautiful, the conference a huge success AND I saved two nights expense which really helped. Thanks, ILCA!

So forget the stamp and envelope! Just visit <http://www.ilca.org/joinilca.html> and renew your 2009 membership online! Payments accepted only in U.S. funds at this time. If you need your ID and password, click [here](#) to request it.

ASK 2! HELP MAKE USLCA'S "ONE VOICE" EVEN STRONGER!

With every ILCA/USLCA membership that gets paid, the power of USLCA to strengthen our profession as IBCLCs grows. In addition to paying your own membership (in time for the conference drawing!), why not ask two of your co-workers, friends, email buddies, etc. to join as well? If each of the nearly 3700 USLCA members convinced two other IBCLCs to pay their memberships, then we could officially represent the

I have found **Lactation Management: Techniques, Tips and Tools for the Health Care Provider** to be an extremely helpful book. It is designed to be used as a reference in busy clinical settings. **Lactation Management** was written for lactation consultants, nurses, physicians, nurse practitioners, registered dietitians, WIC counselors, and the students of these health care professions. Introductory chapters provide a concise review of evidence supporting the superiority of breastmilk, and a brief course in how to perform a lactation assessment. Information for over 40 lactation topics is presented in an outline format or by frequently asked questions. All recommendations are referenced.

The handouts, charts, and logs are well written and very useful as reinforcement to verbal teaching. A CD accompanies **Lactation Management**. This CD contains illustrated parent handouts that may be printed (permission is given by the author) and given to mothers.

There are 22 handouts on the CD, called **Tips for the Mother**, that suggest management strategies for concerns such as mastitis, colic, painful breastfeeding, GERD, Polycystic Ovarian Syndrome, weaning, etc. Space is provided for the health care provider to individualize each mother's plan.

There are 11 similar handouts on the CD, **Tools for the Mother**, that address common questions (safe storage of breastmilk) or more complex skills (how to provide at- breast supplementation). Logs to

9500+ IBCLCs in the USA! You would also be participating in ILCA's "Each One Reach One" campaign.

And while you are at it, don't forget to approach those who aspire to become IBCLCs as well. Help them grow into the profession by becoming a part of the professional organization.

With 9000 members, USLCA could move mountains. Imagine how strong the "One Voice" would become—it would be a deafening ROAR!

CHAPTER NEWS

Monthly Chapter Conference calls continue, and now new USCLA BOD member for Chapter Services, Debbie Costello, has taken over facilitating the calls. Is your chapter represented? Each chapter should have a contact person listed on the USLCA Chapter page of the website. If you or your chapter is not listed, contact Scott Sherwood, at ExecutiveDirector@uslcaonline.org. If your state or area is considering starting a chapter and aren't sure how to get started, you are welcome to attend these informative conference calls as well.

Some highlights from the September 7 call: [read more.](#)

YOU KNOW YOU'VE ARRIVED WHEN YOU MAKE IT INTO WIKIPEDIA!

We aren't sure who to thank, but USLCA has made its way into Wikipedia, the online community encyclopedia. Check out the

track both the infant and mother's progress are also provided.

An added plus is that these handouts can be referenced in the medical record to save time and streamline documentation of client encounters/education.

Note: This [book](#) is available through the ILCA online bookstore. Maureen generously donates a portion of the proceeds to USLCA.

MATERNAL AND CHILD HEALTH LIBRARY BREASTFEEDING RESOURCE BRIEF

An interesting website and database for information on all aspects of maternal and child health can be found at: <http://www.mchlibrary.info/> This MCH Library at Georgetown University "provides accurate and timely information including the weekly newsletter *MCH Alert*, resource guides, full text publications, databases, and links to quality MCH sites." It is funded by the Maternal and Child Health Bureau, Health Resources and Services Administration, US Department of Health and Human Services.

The library includes breastfeeding information, some of which is scattered among the various "Knowledge Paths" on a wide variety of topics (but

entry for "lactation consultant":

http://en.wikipedia.org/wiki/Lactation_consultant

HP2020 REPORT ON THE SECRETARY'S ADVISORY COMMITTEE (SAC) MEETING, 4-5 SEPTEMBER 2008

As you may recall from previous *eNews* issues, work is underway on the Healthy People 2020 goal and objective setting. After the five public input meetings were held across the country, the Secretary's Advisory Committee (SAC) has been meeting to discuss the next steps, and to look at all of the public comments as well. Breastfeeding has been well-represented in these public comments—it is the subject of the largest number of comments (22). Thank you to any USLCA members who have taken the time to make any of these comments!

USLCA member and USBC member Chris Mulford has been sitting in on some of the SAC meetings (in person or by webcast). According to a report by Chris, one of the most significant changes in the way the HP2020 goals and objectives will be set has to do with the total number of objectives. Healthy People 2010 had more than 450 objectives, and the original plan for 2020 was to reduce that to 150. After continued discussion—including listening to the public comments—SAC has decided that 150 is probably too restrictive. The key to having many objectives is to make them easy to use. From Chris's report on the June SAC meeting:

"The issue of **health information technology (HIT)** is key to developing a strategy that looks

none specifically on breastfeeding). There is a "Breastfeeding Resource Guide" that includes a section for parents and another for professionals. Check it out, and see what you can find!

<http://www.mchlibrary.info/guides/breastfeeding.html>

CDC STATE BREASTFEEDING COALITIONS TELECONFERENCE CALLS ARCHIVE

As you may know, each month the CDC hosts a breastfeeding coalitions teleconference call on topics of interest. The PowerPoint presentations and other information on past calls can be accessed at: <http://www.usbreastfeeding.org/State-Coalitions/CDC-Calls/index.html>

VISUALIZING DATA: THE CDC BREASTFEEDING REPORT CARD

A picture is worth a thousand words—or in this case, a thousand data points. Last month's *eNews* provided a link to the CDC Breastfeeding Report Card for 2008. Check out Swivel.com's visual presentation of the data from the Report Card: http://www.swivel.com/data_sets/show/1016488

BREASTFEEDING IN EMERGENCIES—THE ROLE OF THE IBCLC

It's hurricane season! USLCA members have been

forward, not back. HIT is being used more and more to handle patient data and other health information, and the SAC will consider HIT capabilities in deciding what HP2020 will look like. It will not be a bigger "phone book" that looks like HP2010. (Someone commented, "Not a 'flat file.' That's so 20th century!") (If you understand this joke, you are not "so 20th century".)

Instead HP2020 will be a web-based document that a user can access via many portals and navigate through to learn about any number of topics...a database organized so as to help stakeholders find resources and guidelines to improve population health. The committee has not yet found a noun to describe this idea—maybe "guide," "action-oriented strategy," "blueprint," "map"... They agree that it must be inspirational, motivational, customizable, user-friendly, and interactive and provide links to information and programs that already exist. The final (tentative) description I heard was "a searchable multi-level web-based tool that people can use any way they want." It will have a minimum of two parts, a Big Picture strategy and a database of objectives and tools.

Using such a format, they believe, removes the problem of "too many objectives." The issue is not "too many"; the issue is how easy it is to find and understand what you need. The SAC members believe that HIT provides new ways to organize the information and the choices for users. They agreed that there must be an

watching as Gustav, Hanna, Ike, and their "sibling" storms approach and batter our coastline and US territories—and, of course, some members have a seriously vested interest in where these storms hit. These storms and other natural—and man-made—disasters highlight another good reason to breastfeed, and with it another good reason for competent breastfeeding support from IBCLCs to be ready to help as needed. One way to help is to be proactive—go to your local Red Cross and let them know who you are and how you can help breastfeeding mothers in case of an emergency. Share with them any of the following resources:

- AAP information on infant nutrition during disasters: <http://www.aap.org/breastfeeding/PDF/InfantNutritionDisaster.pdf>
- ILCA position paper on Infant Feeding in Emergencies: <http://www.ilca.org/InfantFeeding-EmergPP.pdf>
- For those of you who have the 2008 ILCA World Breastfeeding Kit, there is an excellent page on Emergency Workers supporting breastfeeding mothers during natural disasters and other emergencies.
- The March of Dimes has information about emergency preparedness for mothers of newborns that refers them to ILCA for help. (Thanks to USCLA BOD member, Laurie Beck, for her efforts to improve the contact information listed for ILCA.)

effective marketing strategy so that all kinds of users will know about HP2020."

Chris also listened to the recent webcast of the next phase of the Healthy People 2020 goal-setting process. To read her report to the USBC, click [here](#).

"HIGH STAKES CREDENTIAL" DEBATE CONTINUES—WHAT DO YOU THINK?

Last month's *eNews* included a summary of the ILCA Forum debate held in Las Vegas over whether the IBCLC credential should be a stand-alone—"high stakes" credential. Readers were asked to submit their comments, and three members have done so. Click on the member's name to read her comments:

- [Renee Beebe](#), MEd, IBCLC, from Seattle, Washington
- [Melody Engberg](#), IBCLC, from Olive Branch, Mississippi
- [Katherine Abdun-Nur](#) RN IBCLC, from Grants Pass, Oregon

There is also an ILCA Discussion Board section for on-going comments: <http://www.ilca.org/members/discuss/index.php?board=68.0>

This is an issue that deserves attention and discussion. What do you think? Send me your comments at eNewsEditor@uslcaonline.org

PARTICIPANTS NEEDED FOR RESEARCH IN

If you have stories to share of how you helped mothers breastfeed during a hurricane or other disaster, please send them to me to share in future *eNews* issues at eNewsEditor@uslcaonline.org

ANOTHER MONTHLY RESOURCE FOR IBCLCS: MEDICATIONS AND MORE NEWSLETTER

Dr. Thomas Hale, author of the medication "bible" for lactation consultants, *Medications and Mothers' Milk*, also publishes a monthly e-newsletter that typically has a feature article, plus pages of the latest breastfeeding research studies. The [latest edition](#) has an excellent article entitled, "Best Medicine: Human Milk in the NICU." To subscribe to the newsletter, click [here](#).

FROM THE USBC: TELL YOUR CONGRESSPERSON TO CO-SPONSOR H.R. 2236: BREASTFEEDING PROMOTION ACT OF 2007!

From the USBC:
Although the WBW celebrations are over, there is still much work to be done in this important month, and we hope you will take advantage of this additional opportunity to make a difference for mothers, babies and families on the *national* level!

****Tell your Congressperson to co-sponsor H.R. 2236: Breastfeeding Promotion Act of 2007!****

Thanks to YOUR tireless efforts, forty-seven states,

INDUCED LACTATION—HELP SPREAD THE WORD!

Lenore Goldfarb, IBCLC, is working on her PhD in Human Lactation and Reproductive Counseling, and is looking for women who have induced lactation in the last three years to take part in an online survey. This is Lenore of "Ask Lenore" fame— <http://www.asklenore.com>, well known for her help for adoptive mothers wishing to breastfeed.

If you know of mothers who might qualify for this important study, have them contact Lenore at Lenore.Goldfarb@tui.edu. For more information on the study, click [here](#).

A LITTLE BREASTFEEDING SUPPORT TRIVIA AND HISTORY LESSON

The International Labor Organization held a convention concerning the "Employment of Women Before and After Childbirth" and proposed the following protection for breastfeeding women:

"In any public or private industrial or commercial undertaking, or in any branch thereof, other than an undertaking in which only members of the same family are employed, a woman... shall in any case, if she is nursing her child, be allowed half an hour twice a day during her working hours for this purpose."

the District of Columbia, Puerto Rico and the Virgin Islands already have enacted various laws protecting breastfeeding mothers, but they are not uniform and most are not comprehensive. Don't miss this opportunity to ask your Congressperson to support the Breastfeeding Promotion Act of 2007 to provide a unified national policy to keep mothers, their children and their communities healthy.

The Breastfeeding Promotion Act of 2007 includes four provisions:

- Amends the Civil Rights Act of 1964 to protect breastfeeding women from being fired or discriminated against in the workplace.
- Provides tax incentives for businesses that establish private lactation areas in the workplace.
- Provides for a performance standard to ensure breast pumps are safe and effective.
- Allows breastfeeding equipment and lactation services to be tax deductible for families.

Read the text of the bill here: <http://thomas.loc.gov/cgi-bin/bdquery/z?d110:h.r.02236>:

DOES YOUR STATE HAVE BREASTFEEDING LEGISLATION?

A recent study in the *American Journal of Public Health* looked at state variation in breastfeeding

Here's a trivia question for you: When was this convention?
[read more.](#)

rates in the US and noted that states with breastfeeding legislation tend to have higher breastfeeding rates.¹ If you'd like to see a listing of which states have breastfeeding legislation, and what the laws say, check out the National Conference of State Legislatures website: <http://www.ncsl.org/programs/health/breast50.htm>. This state-by-state listing was updated in August 2008. Note that this listing is not necessarily frequently updated, and some of the links take you to a copy of the bill *before* it became a law, so the actual law might be different. Check with your own state's legislature to see exactly what your state law covers, and whether it has any "teeth" to it—any repercussions for violating the law.

The website does have a good overview of how far we've come—and perhaps an indication of how far we have yet to go. The website's listings do not mention the role of the IBCLC, although some of the individual laws may contain that language.

1. Michael D. Kogan, Gopal K. Singh, Deborah L. Dee, Candice Belanoff, and Laurence M. Grummer-Strawn. Multivariate Analysis of State Variation in Breastfeeding Rates in the United States. *Am J Public Health*. 2008; 98(10): p. 1872-1880 <http://www.ajph.org/cgi/content/abstract/98/10/1872?ct=ct>

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