

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
July 2009/ Issue 23

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

Fond Farewell



Glenda Dickerson, RN, MS,
IBCLC
USLCA BOD President

I would like to take this opportunity to thank our membership for the privilege of serving as the first President of the United States Lactation Consultant Association. I have learned and gained so much more than I have given. It has been an experience of a lifetime.

I love our profession and I honestly believe that we make a tremendous difference in the lives of mothers and their babies every day. I believe we are valued members of the healthcare team and becoming recognized more and more each day. I also believe that the IBCLC has much to bring to the table in regards to true healthcare reform.

I will be entering a new "season" of my life in 2010—my daughter and her husband are expecting a baby in January! Even though my life is changing and retirement will be (hopefully!) not far behind—I intend to stay actively involved in USLCA as a member and volunteer. I hope that you will

join me. Commit today to do something positive for our organization as we navigate through the uncertain economic times ahead. Our dedication to advocacy for our profession needs to be stronger than ever. I am borrowing the following quote from Debbie Costello, USLCA board member:

"Here's some advice every woman should take to heart: When you push yourself to meet a goal--whether it's running a mile or a marathon--you

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develop extraordinary confidence that spills over into the rest of your life. YOU just know you can handle anything that comes your way. And then you do."

From How Old is Beautiful by Marsha Karzmer

I hope you will take the advice to heart—set a goal to volunteer to do something for our profession by considering a board position, taking a leadership role in your state, volunteering for a USLCA committee, or simply being an enthusiastic member! Setting that goal and meeting that challenge will help our organization—and it will have the most extraordinary effect on YOU!

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USLCA BOD NEWS

USLCA Malpractice Insurance for IBCLCs Be Confused No More!

Editor's Note: USLCA members have asked important questions about the professional liability insurance offered by the CM&F insurance company. ILCA Board member Liz Brooks recently clarified some of these questions with Calvin Sullivan, Executive Vice President and Chief Operating Officer of CM&F:

By Liz Brooks, JD, IBCLC, FILCA

As a private practice lactation consultant, I know that it is critically important for me to have professional liability (malpractice) insurance to cover me in my work with breastfeeding dyads.

One of the great benefits of USLCA membership is the ability to purchase such insurance, for an extremely affordable price (see the USLCA website page at www.uslcaonline.org/clinicalprac.html, and click through to the page that allows you to apply online with CM&F Insurance). I have been buying my insurance through USLCA since it first became available.

In recent months, some members heard that this insurance or its coverage had changed. In preparing my PowerPoint for my recent presentation in a USLCA webinar, I had to tie up this loose end ... so I went straight to the source. When in doubt -- ask! Calvin Sullivan, Executive Vice President & Chief Operating Officer of CM&F, was able to quickly clear up the confusion. He has been with the insurance carrier ever since USLCA started this program. Here is a synopsis of our exchange:

Q: My policy renewal notice didn't come in the mail, and now it is overdue/expired.

A: This was a regrettable software glitch that occurred without CM&F's knowledge. After we discovered the problem, we sent out letters to all IBCLC's that had not renewed. We explained that they could send in their renewal invoice, even if the policy had expired, and CM&F would honor the renewal date. If anyone still has questions as to whether they are covered, or whether they had a gap, they can contact me directly:

NEWS FROM IBLCE

CERPs for Educational Programs Sponsored by WHO Code-related Commercial Entities? No More!

The International Board of Lactation Consultant Examiners, after a review of the issues involved in providing CERPs for not only programs sponsored by Medela, but by other commercial entities as well, has officially resolved that "As of June 30, 2009, IBLCE will no longer accept CERP applications for education funded or sponsored by companies that manufacture or distribute products that fall within the scope of the International Code of Marketing of Breast-milk Substitutes." To read the press release concerning this important decision, [click here](#).

Help Wanted! Collaborate with IBLCE in the Americas and Earn Free CERPs!

IBLCE in the Americas is seeking IBCLCs who are willing to assist in a variety of projects. By volunteering you could earn free CERPs, attend conferences/workshops at lower cost or at no cost, receive a discounted or free ILCA membership and/or earn money for your lactation consultant association chapter.

For more information and to apply please fill out one of the flyers shown below and send the completed form to:

Earn Free CERPs
IBLCE
6402 Arlington Blvd, Suite 350
Falls Church, VA 22042

- [Earn Free CERPs!](#)
- [State, Province, Territory & Country Coordinators](#)

ILCA CONFERENCE—SEE YOU IN ORLANDO!

USLCA Board members and staff are busy with last minute preparations

csullivan@cmfgroup.com or 212-233-8911, ext. 107.

Q: My policy labeled me as an RN, and I am not. I am an IBCLC. Does that matter?

A: This was done very early on, because so many IBCLC indicated they were RN as well as IBCLC. People insured with CM&F who are not RNs need not worry about it. The policy covers IBCLCs as IBCLCs -- and that is the important feature. If the insured is an IBCLC who is also licensed as an RN, and finds herself named in a lawsuit, the rule of thumb is that she will be held to the standard of her highest level of training, regardless of what it says on the insurance policy. Again: those who do not hold an RN license need not worry, and those that do are adequately and explicitly covered in this policy.

Q: My policy says it only covers me for babies I see that are under 6 months of age. I see many mothers with 10- 12- and 18-month old children who are still breastfeeding.

This language has caused a lot of confusion in ALL our products, not just the policies for IBCLCs.

Here is some background: Many years ago, to streamline and simplify our business, we started to use standardized language in policies that were sold to many different health care workers. The intent of the 6-month-limitation language was to limit the coverage we were providing to doulas working in the early post-partum period. We wanted to be clear that their coverage would not extend into later ages, when such care to children is more appropriately given by a nanny or babysitter.

What governs the policy is the Declarations Page: whatever scope of practice is appropriate to the professional listed on the Declarations Page is the language that will govern. If you are an IBCLC, your scope of practice assumes you work with babies until they wean, which can be two years or longer. The CM&F policy will still cover the insured as an IBCLC, because that is what the IBLCE Scope of Practice for IBCLCs permits.

CM&F's 15+ year experience in processing cases through our claims department and the legal department have borne this out: NO claim has ever been denied, based on that 6-month language, for any non-doula. We use this same policy language for all RNs (even pediatric RNs), allied healthcare providers and

for next week's ILCA Conference. We're hoping to see and meet many of our members. Please plan on stopping by our booth in the Exhibit Hall to chat, and join us at the various member and committee meetings held throughout the week.

Ahhh.... A Trip to the Ritz-Carlton Spa—Courtesy of the USLCA Professional Development Committee!

USLCA Professional Development Committee is donating a \$100 gift card for the Ritz-Carlton Spa that will be given away as part of the ILCA Exhibitor Prize Drawing. The card can be used for a massage, nails, hair, or products. You can even share your prize with a friend! Drawing for the lucky winner will be Thursday evening when the Exhibit Hall closes. One entry ticket per attendee—Two chances to win! Please make sure to visit the USLCA booth Wednesday or Thursday and drop off your ticket in the Exhibit Hall box to enter your chance to win!!

Conference Information from Liz Koroly, ILCA Project Coordinator

Click on the links below to read helpful information about logistics, hotel accommodations, and getting the most from the conference experience:

- [Hotel and Travel Information](#)
- [ILCA Conference Information](#)

LEGISLATION

Breastfeeding Promotion Act 2009

On June 11, Representative Carolyn B. Maloney (NY) and Senator Jeff Merkley (OR) introduced the Breastfeeding Promotion Act in both houses of Congress (H.R. 2819 / S. 1244). This is the first time the bill has been introduced in the Senate.

Forty-seven states, 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. Ask your Representative and Senators to co-sponsor the Breastfeeding Promotion Act to provide a unified national policy to keep mothers, their children, and their communities healthy.

TAKE ACTION

By going to the US Breastfeeding Committee website below and telling your Representative and Senators to co-sponsor the Breastfeeding Promotion Act: [Click Here](#)

IBCLC's. Remember: coverage is afforded by the type of professional listed on the Declarations Page of the policy (see Section IX, paragraph V of the policy itself). The coverage tracks with the scope of practice (accepted or legal scope) of that professional.

Q: I live in XYZ State, and my renewal price is more than my friend who lives in ABC state, even though we both got insurance through USLCA.

A: Rates should be the same in the majority of the states, except for a couple that are considered higher risk or lower risk than the average state. Another determining factor for the price would be the amount of limits of liability that the IBCLC carries. Some states do not require \$1,000,000/6,000,000 limits, so if an IBCLC chooses to buy coverage with lower limits (like \$500,000/\$1,000,000) the policy which would be cheaper.

In closing, Mr. Sullivan renewed his offer to speak with anyone who has any questions about professional liability insurance offered through USLCA. Contact Calvin Sullivan at csullivan@cmfgroup.com, or 212-233-8911 ext. 107. You can also find additional information about CM&F's history and the policy by visiting their website at www.cmfgroup.com.

USLCA Committees Hard at Work

USLCA Board Member and President-Elect Laurie Beck provides the following committee updates:

USLCA Nominations Committee: Glenda Dickerson will become Chair of the USLCA Nominations Committee after the ILCA Conference and she steps down as USLCA President. We are always looking for volunteers to work on the Nominations Committee to help recruit new board members as terms expire.

USLCA Professional Development Committee has been active in putting together the "Who's Who in Lactation" brochure that we are hoping to have ready for distribution at the ILCA Conference. The USLCA Webinars have been very successful and we have speakers signed up through December. Check out the USLCA website (www.uslcaonline.com) for upcoming webinars. We would like to focus on clinical skills webinars for 2010 and are always looking for talented, wise IBCLCs to donate their expertise on their favorite topic. If you

We know that breastfeeding is good for mothers, babies, and society. The medical evidence shows that NOT breastfeeding increases the baby's risk of infections, diarrhea, SIDS, obesity, diabetes, asthma, and childhood leukemia, and increases the mother's risk of breast and ovarian cancers and diabetes. Breastfeeding also has significant economic and environmental benefits for families, employers, and society.

Given all of these benefits, all major medical authorities (including the Department of Health and Human Services), recommend that babies get no food or drink other than breast milk²⁰ for their first 6 months and continue to breastfeed for at least the first 1-2 years of life. But mothers need more support: only 12% of U.S. mothers are exclusively breastfeeding at 6 months, and only 21% are still breastfeeding at 1 year.

Interest in breastfeeding is at an all-time high: 77% of women breastfeed their infants at birth. But breastfeeding rates drop rapidly after hospital discharge. More than 50% of women with infants less than one year old are in the labor force. Employed mothers are more likely to stop breastfeeding early if they do not receive the support they need in the workplace.

Together we can change this! Tell Congress to support the Breastfeeding Promotion Act to provide the support mothers need!

[Click Here](#) to WRITE TO CONGRESS:

The Breastfeeding Promotion Act (H.R. 2819, S. 1244) includes five 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, or provide breastfeeding equipment or consultation services to their employees.
- Provides for a performance standard to ensure breast pumps are safe and effective.
- Allows breastfeeding equipment and consultation services to be tax deductible for families (amends Internal Revenue Code definition of "medical care").
- Protects the privacy of breastfeeding mothers by ensuring they have break time and a private place to pump (applies to employers with 50 or more employees, see text of legislation for details).

are interested in being a webinar speaker, contact the Chair of the USLCA Professional Development Committee. Barbara Robertson will be the new Chair of the committee starting in August 2009! At the ILCA Conference we will be networking with ILCA's Professional Development Committee and ILCA conference participants to get new ideas and recruit committee members. We value input from the membership as we are here to serve and meet the needs of our members. *The Professional Development Committee will be meeting July 24th on Friday during the box lunch break out sessions. Please join us even if you are not on the committee list.*

USLCA Public Policy Committee submitted a proposal to ILCA Board of Directors in October of 2008 requesting grant money to support the hiring of a USLCA Licensure Consultant to facilitate USLCA's goal of individual state licensure for the United States IBCLC, RLC, through grassroots issue advocacy, member education, and development of a comprehensive licensure model program for member use. We have written a Licensure Consultant job description for the position. We have submitted the proposal to IBCLC as well in hopes of securing grant money. Tentatively the committee is on hold as USLCA funds are limited. We continue to move forward and *the committee will be meeting at 7pm on Friday July 24th* at the ILCA Conference.

Anyone interested in knowing what is going on within USLCA is welcomed to attend our committee meetings. Any thoughts or comments are welcomed as well if you are unable to attend the conference. Feel free to send comments to Scott Sherwood, the USLCA Executive Director, and he will forward to the appropriate Board Director. Take advantage of all the side meetings that take place during the conference. If the meetings are open—and most of them are—then just wander in, and take a seat. You don't have to worry about signing your life away to another committee. Just enjoy the networking and meeting new people. Enjoy being able to put a face to a name when a name pops up after the conference! We won't turn you away if you do get the urge to sign up for a committee. There is plenty of work to be done. It takes all of us working together to make a difference in our profession as we move forward!

Laurie Beck, RN, MSN, IBCLC, RLC
USLCA Board of Director
Chair of Nominations, Professional Development, and Public Policy Committee

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You've been making great strides at the state level, and we know we can do it at the national level too! With a few clicks of the mouse today, you can help build critical support for a groundbreaking bill to protect, promote, and support breastfeeding in the United States.

We look forward to continuing our important work together to improve the health of mothers and babies, and thank you in advance for your support!

DC Breastfeeding Coalition Advocacy Toolkit

The DC Breastfeeding Coalition (www.dcbfc.org) has a wealth of advocacy information. It will soon have the 2009 Advocacy Toolkit posted with helpful information for encouraging Congress to pass the Breastfeeding Promotion Act. The Toolkit currently listed on the website is for the 2007 Act, so keep checking back to look for the update.

Adding IBCLCs to Medicaid Provider List—Write YOUR Letter!

Marsha Walker has provided a sample letter to be sent to the Senate Finance Committee regarding the current health reform bill. Use this letter as a starting point to send to all of the committee members (see the list at <http://finance.senate.gov/sitepages/committee.htm>). Click here to read the [sample letter](#).

Ensuring Breastfeeding's Place in Health Reform—Another Letter

To read the letter that USLCA President Glenda Dickerson has written to the Committee on Education and Labor to urge the committee to include an amendment that will provide nursing mothers reasonable break time and private place to pump in the workplace, click [here](#).

TIPS: Technology in Practice

From Kentuckiana Lactation Improvement Coalition's Newsletter: Low-Cost Practice Management Software Available

Those of you in private practice may be interested in a new, all-in-one computer application for maternal and child health professionals. MCH Office helps in tracking clients, tracking products, scheduling, invoicing

MEMBER NEWS

Congratulations to USLCA Member's WBW Photo Winner!



USLCA member Laurel Tharrington, RN, IBCLC, RLC, from Midlothian, VA, submitted a photo for the World Breastfeeding Week 2009 campaign, and her photo was one of ten selected for this year's Action Folder.

To see her photo of the Bon Secours St. Francis Medical Center Breastfeeding Support Group, [click here](#).

Breast Cancer Researcher Seeks Breastmilk Samples

Editor's Note: The following request might seem a little unusual at first for the USLCA eNews. It is a request by Tanya Lieberman, IBCLC, a member who is assisting a researcher looking for study participants. Says Glenda Dickerson, USLCA President, "We view our member newsletter, the eNews, as a vehicle to provide our membership information and also for our members to be able to network on issues such as this. We look forward to reading the final results of the research in the literature. We will feel we had a small part in helping to move this project forward. Good luck to you and Dr. Arcaro in your efforts!"

Dr. Kathleen Arcaro at the University of Massachusetts, Amherst, is recruiting nursing mothers to participate in a groundbreaking breast cancer study. The study, which seeks to identify molecular biomarkers for the development of breast cancer by examining breast cells present in breastmilk, may lead to the development of a specific, individualized tool for assessing an individual woman's risk of breast cancer. Knowledge of these biomarkers may also be helpful in the development of preventative and therapeutic strategies for all women.

and record-keeping. It was developed by a lactation consultant to help build her business. For more information, visit the website at www.MCHoffice.com and check out the free demo.

USBC Core Competencies for All Health Care Professionals

If you had to boil down the most important breastfeeding competencies that all health care professionals should be able to demonstrate, what would your list look like? To see the list generated by the United States Breastfeeding Committee, [click here](#).

Massachusetts Breastfeeding Coalition Releases Breastfeeding Management Program for iPhone, Palm, and Now Blackberry!

For those of you who help new mothers and their newborns learn to breastfeed, carrying a library of reference materials can be cumbersome at best—until now. Download—for free—the Massachusetts Breastfeeding Coalition's Breastfeeding Management Program for your iPhone, Palm, and even your Blackberry. You'll have evidence-based management for the first two weeks at your fingertips! Go to the [MBC's website](#) to find this hi-tech tool.

To participate, a nursing mother must have had a breast biopsy in the past, or be expecting to have one. Mothers provide a breastmilk sample, fill out a questionnaire, and provide a biopsy report. They receive \$25 in thanks. *Samples can be collected from the U.S. and Canada only.*

Interested mothers can contact Dr. Sarah Lenington, Recruitment Coordinator, at slenington@nre.umass.edu or (413) 545-1037. For more information about the study and Dr. Arcaro's research, see www.breastmilkresearch.org. Flyers and brochures about the study are available.

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