



ILCA News

IBCLC DAY: March 3, 2010

IBCLCs: Experience You Can Trust

March 3, 2010 is the 9th annual IBCLC Day, a global celebration of the important role of International Board Certified Lactation Consultants as part of the healthcare team supporting breastfeeding families.

This year's theme, "IBCLCs: Experience You Can Trust," is a reminder of the rich 25-year history of the lactation consultation profession, which celebrates its [silver anniversary](#) in 2010. This year's theme is also a reminder that IBCLCs undergo a rigorous process to become credentialed, and possess knowledge and expertise on which new families *and* medical professionals can rely.

Downloadable resources will soon be available to help you celebrate IBCLC Day! These will include handouts to share with new families and with healthcare providers, as well as promotional materials for use in your celebration events.

If you have photos or stories to share about your work as an IBCLC, please send them to ILCA at info@ilca.org so we can celebrate the contributions that IBCLCs make in the lives of families.

Welcome Sue Saunders, new ILCA Board Member

Sue Saunders was recently installed on the ILCA Board as Director of Professional Development. She has been an IBCLC since 1989 and an active ILCA member. She served as the inaugural Fellow at WABA in 2007 and was appointed as WABA Liaison earlier this year. She has varied IBCLC experience, having worked in the public and private sectors, both hospital and community settings, and on three continents (Western Australia; Gabon, West Africa; and Kent, England). Sue lives in Kent and works in the community with Mother to Mother Breastfeeding Peer Supporters and facilitates a Breastfeeding Drop In, in an area of health inequalities.



H1N1 Webinar Now Available

The ILCA and USLCA [webinar](#), "Supporting Breastfeeding During Flu Season" is now available through ILCA's on-line Continuing Education site for only US\$5.00.

The webinar was presented Tuesday, December 1, 2009 and featured Katherine Shealy, MPH, IBCLC from the U.S. Centers for Disease Control. It includes information about the latest guidance from the CDC on the care of mothers and infants in obstetric settings, along with positive solutions for implementing protocols that support breastfeeding.

You may access the webinar at <http://modules.ilca.org/> or through the ILCA website under the "Education and Research" tab. Please note that if you are not already registered on the Continuing Education site, you will need to register before you can purchase the module.

In This Issue

Page 1 ILCA News

- IBCLC DAY: March 3, 2010
- New ILCA Board Member
- H1N1 Webinar Now Available

Page 2 ILCA Conferences

- 2010 ILCA Conference
- VELB/ILCA 2010 Conference
- Conference Program Committee Coordinator

Page 3 Affiliate News

- USLCA Offering Webinars

ILCA Member Services

- FALC Offers Business Listing
- Last Call for FILCA 2010!
- Dues Renewals
- Worldwide Education Calendar
- Group Discount: Not Too Late

Page 4 News to Use

- World Breastfeeding Week
- Australian National Breastfeeding Strategy Endorsed
- Lawrence Receives MCH Award

25th Anniversary

- New Webpage Celebrates ILCA Past and Present!

- Call for Photos

AARC News

- AARC Approvals Granted
- University Curriculum Seeks Comment

Page 5 A Story from Ethiopia

Page 6 Calendar Bookstore Reviews

ILCA Conferences

2010 ILCA Conference – ILCA's 25th Anniversary

Conference Program Now Available

The 2010 conference program and registration information are now available! The printed brochure will be mailed to ILCA members in mid-January. Get a sneak peak at the [brochure](#) at the ILCA Conference page at <http://www.ilca.org/i4a/pages/index.cfm?pageID=3726> (scroll down the page).

Online registration is now open, also at the [ILCA Conference Page](#).



Conference Scholarship Applications Reminder

ILCA provides registration scholarships to assist members in attending our Annual Conference. An additional, but separate, scholarship is offered by Barbara Wilson-Clay and Kay Hoover for ILCA members who have never attended an ILCA conference. Applicants for this scholarship must also be an IBCLC who has only been certified for the past five years (since 2005).

Applications and information for both scholarships can be found at the Conference Scholarship page, <http://www.ilca.org/i4a/pages/Index.cfm?pageID=3351>. For questions, contact Scholarship Chair Kathy Parkes at kathy-parkes@ilca.com. **All applications must be received at the ILCA office by February 28.**

VELB/ILCA 2010 Conference: Abstract Submission Deadline Extended

February 28 is the new deadline to submit abstracts for the VELB/ILCA biennial conference to be held October 21-23, 2010 in Basel, Switzerland. You may download the English version of the [abstract application](#). General information on the conference can be found on the ILCA [Worldwide Education Calendar](#).

ILCA Conference Program Committee Coordinator

ILCA is seeking a Conference Program Committee Coordinator for the annual conferences in 2011 in San Diego, California and in 2012 in Orlando, Florida. The position is a two-year commitment, with most work occurring between July and November each year. The committee determines the conference theme, invites plenary speakers, and selects workshop and concurrent topics and speakers through an abstract review process. ILCA provides an honorarium and reimburses the coordinator's expenses related to attending the conference.

The coordinator recruits as necessary to create a diverse committee with international representation and varying work settings, bringing a range of experience to the speaker selection process. The coordinator manages the committee's review of abstract proposals, submits a draft of selected speakers to the committee for review and discussion, and prepares the final educational portion of the conference program based on committee input. Committee work is completed with the selection of speakers, typically in early November. In addition, the coordinator attends each conference to observe and evaluate for improving the next year's conference, and to assist at the registration desk.

The coordinator communicates regularly with the Director of Conferences, ILCA board liaison, and Executive Director regarding committee activities. Motivating committee members, promoting teamwork, effective communication, and meeting tight deadlines are essential aspects of the position. Previous experience with conference planning and coordinating committee work are helpful but not required.

Learn more about this exciting opportunity at the CPC page at <http://www.ilca.org/i4a/pages/index.cfm?pageID=3371> or by reviewing the [Job Description](#). Download an [application](#) or contact Natalie Porterfield, Director of Conference Services at natalie@ilca.org with questions. **Deadline for applications is March 1.**

Affiliate News

USLCA Offering Webinars

The United States Lactation Consultant Association is continuing their webinar series in 2010. Details can be viewed at their website www.uslcaonline.org/edures.html. All content is in English at this time.

- Thursday January 14: "The Code, Companies, and LC's" with Marsha Walker, RN, IBCLC, RLC
- Wednesday January 20: "Research into Practice: Integrating New Latch Techniques" with Cathy Watson Genna, BS, IBCLC
- Thursday February 18: "Caring for the Late Preterm Infant: Are the "Expert" Recommendations Really Valid?" with Molly Pessl, BSN, IBCLC

ILCA Member Services

FALC Offers New Business Listing

ILCA members can now list a separate physical location for your business or other lactation services specifically for the Find a Lactation Consultant (FALC) Directory. This will make it easier to focus clients to your place of business via FALC by separating that information from your mailing address for ILCA correspondence.

To add a secondary listing specifically for the FALC Directory, log in to the Members Only area and select 'update profile.' At the update page, select 'address' and in the set of current addresses, select 'add new'. When adding a new address, choose 'Address for FALC directory' as your Address Type. In the 'Address 1' field, place the street address of your work setting. If you wish to only list a visible phone number, enter "not determined" in the field for Address 1 and list a zip or postal code.

Until you fill in an address for FALC, the address that will show on the website public listing will be the address in your record marked as "primary." If you have questions, please contact the ILCA Office or email to info@ilca.org. Remember, any FALC Directory changes will not show immediately, as updates are completed every two weeks.

Last Call for FILCA Class of 2010!

The application deadline is fast approaching for the 2010 Fellows of the International Lactation Consultant Association (FILCA). All application materials must be received by **January 15**. More information about FILCA criteria and applications can be found on the ILCA website at <http://www.ilca.org/i4a/pages/index.cfm?pageid=3464>.

Dues Renewals

Thank you all who have renewed for 2010! If your dues were received in the office by December 25, you will receive your February issue of the *Journal of Human Lactation* on time. If they were received after that date, your issue may be a little later than normal.

Worldwide Education Calendar

Lactation education offerings for those seeking certification and recertification can be found at ILCA's Worldwide Education Calendar (WEC) on the website under the "Events" tab. If you are planning a lactation education offering, placing it on the WEC can build your audience at little cost. Affiliates, Chapters, and course directors are also encouraged to apply. For more information on placing an ad, visit the WEC [advertiser page](#).

Group Discount: Not Too Late For 2010 Dues

If you know colleagues who missed the earlier deadlines to join or renew with ILCA, remind them that by joining *now* they will enjoy a full year of benefits. They will receive all the listservs we send out, updates on the 2010 Conference and 25th Anniversary Celebration, discounts on ILCA purchases and conference registration, and more! They can take advantage of the Group Discount and save 10% off the ILCA portion of their dues when at least three persons join or renew together. This offer is valid for a one-year membership and all forms must be mailed, emailed or faxed (919-459-2075) to the ILCA office. Download the [Group Discount Transmittal form](#). The final deadline for group forms is **February 28, 2010**.

Also, remind these grateful friends to list *your name* on the **Each One Reach One** line! You will win a FREE MAIN CONFERENCE registration to the 2011 Conference in San Diego if you bring in the most new members (minimum 5 for Individuals, 15 for Affiliates or Chapters, and 25 for Course Directors). Start "talking up" your professional association with colleagues and remind them to give you credit when they join!

News to Use

World Breastfeeding Week 2010

Breastfeeding: Just 10 Steps

The Baby-Friendly Way

The World Alliance for Breastfeeding Advocacy (WABA) has established the 2010 theme for World Breastfeeding Week. "Breastfeeding: Just 10 Steps – *The Baby-Friendly Way*," will focus on improving maternity care practices that support exclusive breastfeeding, with special emphasis on the "Ten Steps to Successful Breastfeeding" outlined in the Baby-Friendly Initiative. ILCA's highly popular World Breastfeeding Week will be better than ever with new resources and promotional items to help you celebrate in grand style! Resources will be available for breastfeeding advocates who practice in a wide variety of settings, including hospitals, public health agencies, private clinics, and government agencies. Watch the ILCA website for more details at www.ilca.org. WABA's Action Folder will be available in early 2010 at their website: <http://www.waba.org.my>.

Australian National Breastfeeding Strategy Endorsed

Australian Health Ministers have recently endorsed the [*Australian National Breastfeeding Strategy 2010-2015*](#). The aim of the Strategy is to contribute to improving the health, nutrition and wellbeing of infants, young children, and mothers by protecting, promoting, supporting and monitoring breastfeeding.

The development of the *Strategy* was a key element of the government's response to the 2007 Australian Parliamentary Inquiry into the Health Benefits of Breastfeeding. A copy of the Inquiry report can be accessed at <http://www.aph.gov.au/house/committee/haa/breastfeeding/index.htm>.

For more information, visit the breastfeeding page for the [Australian Department of Health and Ageing](#).

Lawrence Receives MCH Award

Ruth A. Lawrence, MD was awarded the 2009 Martha May Eliot award by the American Public Health Association (APHA) at their annual conference in November. This award honors exceptional achievements in the field of maternal and child health. Dr. Lawrence is well-known among lactation consultants as a strong voice in the effort to support breastfeeding. She is the author of "Breastfeeding: A Guide for the Medical Profession" and editor-in-chief of *Breastfeeding Medicine*. She was the organizer and chair of the first U.S. Surgeon General's Workshop on Breastfeeding and Human Lactation in 1984 and currently serves as Chair of the Executive Committee of the American Academy of Pediatrics Section on Breastfeeding.

You can see the APHA article on Dr. Lawrence at <http://www.apha.org/about/awards/09awardrecips/09EliotAward.htm>.

25th Anniversary

New Webpage Celebrates ILCA Past and Present!

The ILCA website has launched a special [25th Anniversary section](#) to help you stay abreast of all the activities underway during the 2010 celebration year. The information will change regularly, so bookmark it to check often! The 25th anniversary section features exciting anniversary plans for the ILCA Conference in San Antonio, ways to honor your lactation mentors, a look back at the profession in the early days, and opportunities to get involved in the festivities. Check it today at <http://www.ilca.org/i4a/pages/index.cfm?pageID=3724> and stay tuned for more exciting details of activities underway.

Call for Photos

The Anniversary Task Force is issuing a special call for PHOTOS that can be used in the celebration activities. If you have photos from the early days of ILCA, photos of yourself and/or your affiliate that demonstrate activities supporting breastfeeding mothers, or have other photos you think would be helpful for the 25th Anniversary celebration, please send them to the ILCA office as soon as possible. We'll be using photos in the conference slide show, anniversary video, and displays. You can send photos digitally to ILCA at: info@ilca.org, or mail actual photos to:

ILCA Headquarters, Call for Photos
2501 Aerial Center Pkwy, Suite 103
Morrisville, NC 27560

AARC News

AARC Approvals Granted

Two lactation courses recently were renewed for AARC Approval. Congratulations to the **Certificate for Lactation Consultant Course** (128 hours) offered by the University of California San Diego in San Diego, California, USA on its renewal through November 30, 2012. Congratulations also to the **Lactation Consultant Course** (200 hours via distance learning) offered by Breastfeeding Support Consultants (BSC) of Villa Park, Illinois, USA on its renewal of through December 31, 2012.

More information about all AARC Approved programs is available in the ILCA Course Provider Directory at: <http://www.ilca.org/i4a/pages/Index.cfm?pageID=3353>.

University Curriculum Seeks Comment

The draft of Framework for Development of an Academic Program in Breastfeeding and Human Lactation is now posted on the public discussion board on the ILCA website. ILCA invites all interested parties to review and comment on the document, which will remain posted until February 15. Please refer to page and line numbers or table rows when submitting comments so the context can be located easily. Contact Judi Lauwers at judi@ilca.org with any questions.

Partners in Action

This is a recurring column on how ILCA members make a difference through the Partner Program.

A Story from Ethiopia

by ILCA Partner Program colleague Judy Norman

CURE International, a young medical mission organization based in the U.S., opened its first hospital in Kenya 10 years ago. The focus of this organization is to treat children born with birth defects. In addition to helping many children lead a more normal life, they also train nationals in modern surgical practice and care. By 2010, they expect to be operating in 11 countries in the developing world. At the end of 2009 there were 10 hospitals in the developing world.

I joined the staff at the Cure Hospital in Addis Ababa, Ethiopia in August 2008 and helped with the staff training necessary to open the hospital. My job description is to assist mothers and infants with cleft lips and palates with feeding problems. However, I have many other jobs at Cure.

Most Ethiopian children born with cleft palates do not survive. Surgery for cleft lips cannot be done until the child weighs over 20 pounds and for cleft palates until the child is 10 months of age. During this time, I work with the mothers to help keep their babies alive and healthy, providing opportunities for developing deep relationships.

When Hanan arrived with her mother Rabea at Cure in February, she was 40 days old and very emaciated and lethargic. She had a unilateral cleft lip and palate and her mother was very concerned. Because of Hanan's poor ability to suck, she was not only malnourished, but her mother's milk supply was inadequate. Since formula is more expensive in Ethiopia than in the United States, very few Ethiopians can afford it and neither can the hospital afford to provide it without charge.

Rabea followed my recommended guidelines for attending our lactation clinic twice each week to use an electric breast pump; on other days she pumped at home using a manual pump. After nearly four months, Hanan gained weight, and was healthy. She had successful surgery on her lip June 1. She had to wait until October for surgery to correct her palate.

In October when Hanan was nearly old enough for her palate surgery, she developed what appeared to be a common respiratory infection for which she was treated at another hospital. During one of her regular bi-weekly visits to Cure on October 26, she was examined by Dr. Susan Lim, our pediatrician, and appeared to be nearly recovered from this illness. She was playing on the rug in the lactation room with baby toys and smiling as her mother pumped breast milk for her. She went home in the early afternoon on her mother's back (how Ethiopian babies are normally carried) a happy girl.

But when her mother took her off her back, Hanan was not breathing. Her mother rushed back to the hospital where intensive CPR was administered without success. During the cardio-pulmonary resuscitation attempt at Cure, we noticed breast milk in her trachea. We believe that she died of aspiration of breast milk and/or particles of food.

We will miss this precious baby and grieve for the family. This is our first loss during this first year of our program and every one of the other 50 babies has been discharged healthy after their final palate surgeries. Pray for her mother, a Muslim in a difficult marriage. Hanan was her first and only child. She calls my Ethiopian nurse colleague at least every other week and has come in twice for prayer and support during this difficult adjustment period of mourning.



Calendar

January 15

Deadline for FILCA Applications

February 15

Deadline for comment on academic curriculum

February 28

Deadline for ILCA Conference Scholarship Applications

Final Deadline for Group Discount Memberships

Deadline for Barbara Wilson-Clay/Kay Hoover ILCA Conference Scholarship Applications

Deadline for proposals for VELB/ILCA Conference

March 1

Deadline for applications for Conference Program Coordinator Position

March 3

IBCLC Day

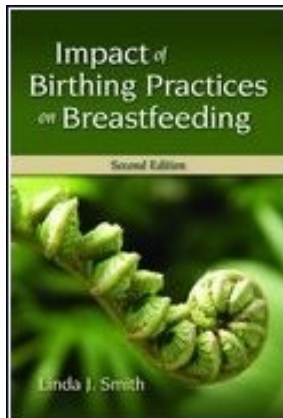
International Lactation Consultant Association
2501 Aerial Center Pkwy, Suite 103
Morrisville, NC 27560

Phone: 919-861-5577
Fax: 919-459-2075
E-mail: info@ilca.org
www.ilca.org



Bookstore

NEW Impact of Birthing Practices on Breastfeeding



The second edition of this seminal work focuses on the interplay between birth and breastfeeding, and how interventions that have become common in medicalized births create barriers toward establishing effective breastfeeding. This text is a must-read for anyone working with birth or breastfeeding. See the review in this month's [Book and Multimedia Reviews](#).

Reviews

Book and Multimedia Reviews

ILCA members can access reviews via the [Members Only area](#), under the 'Professional Resources' tab. With the new website, once you log in with your member number, you will go directly to this page! Click on the month, then the title to read the review.

Books

Breastfeeding and Human Lactation, 4th Edition. Jan Riordan, IBCLC and Karen Wambach, IBCLC. Jones and Bartlett, 2010.

Impact of Birthing Practices on Breastfeeding, Second edition. Linda J. Smith, IBCLC. Jones and Bartlett Publishers, 2010.

Saggy Boobs and Other Breastfeeding Myths. Valerie Finigan and illustrated by Lou Gardiner. Pinter & Martin Publishers, 2009.

WHO Child Growth Standards: Growth velocity based on weight, length and head circumference: Methods and development. Mercedes de Onis et al. World Health Organization, Department of Nutrition for Health and Development, 2009.

Readers interested in writing reviews of books, CDs, photo/slide collections, videos, DVDs and websites may contact [Nicole Bernshaw](mailto:nicole.bernshaw@comcast.net), IBCLC, Review Editor at nicole.bernshaw@comcast.net.

eGlobe Editor: Doraine Bailey, MA, IBCLC, Lexington, KY, USA.

Call for Articles: Share your professional stories with your colleagues by submitting an article to eGlobe. Photos and text of up to 250 words are welcome. Please send submissions and Letters to the Editor to DoraineBailey@ilca.org by the 20th of each month for inclusion in the following month's issue.

EGlobe is Archived! Sign in to the Members Only area at www.ilca.org to see previous issues of the eGlobe!