

FOR IMMEDIATE RELEASE

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ILCA

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IBCLC DAY CELEBRATED WORLDWIDE

"IBCLCs: Experience You Can Trust" is the theme for this year's International Board Certified Lactation Consultant (IBCLC) Day, held each year on the first Wednesday in March. This year's celebration, scheduled for March 3, 2010, highlights the 25th anniversary of the profession of lactation consultation. IBCLC Day is sponsored by the International Lactation Consultant Association (ILCA) to recognize the role of lactation consultants as highly specialized health professionals who help families achieve their infant feeding goals.

This year's theme, "IBCLCs: Experience You Can Trust," highlights the vast experience and clinical skills that IBCLCs possess, which enables them to help mothers with a wide variety of breastfeeding situations that can arise. IBCLCs have years of training and study to enable them to help mothers with common and challenging situations that may arise, including: getting off to a good start with breastfeeding, continuing to breastfeed after returning to work or school, nursing a sick or premature infant, establishing and building milk production, nursing more than one baby, expressing and storing human milk, and preventing and managing problems.

As allied health care professionals with the only internationally-recognized credential for professional lactation services, IBCLCs work in hospitals, clinics, public health agencies, private practice, community settings, government agencies, and in research. There are currently more than 22,000 IBCLCs in 88 countries worldwide who are certified by the International Board of Lactation Consultant Examiners (www.iblce.org) under the direction of the U.S. National Commission for Certifying Agencies.

According to Angela Smith, President of the International Lactation Consultant Association, "Breastfeeding rates are on the rise today and with that dramatic increase comes the need for trained professionals who can help when questions arise. Breastfeeding is natural and often works quite well without intervention. But sometimes things happen and mothers need extra support. IBCLCs are the trained experts who know how to work with the entire health care team so that a mother's breastfeeding goals can be met."

Mothers can easily find an IBCLC near them by asking their local hospital or physician. They can also visit the International Lactation Consultant Association's website at www.ilca.org and follow the "Find a Lactation Consultant" link where they can search for an IBCLC by postal code, city and state, or country.

The International Lactation Consultant Association (ILCA) is the professional association for IBCLCs and other health care professionals who care for breastfeeding families. ILCA's mission is to advance the profession of lactation consulting worldwide through leadership, advocacy, professional development, and research. With the vision of a worldwide network of lactation professionals, ILCA provides members with numerous resources and professional development opportunities that enhance their ability to provide optimal care to breastfeeding families.

For more information about ILCA, visit the website at www.ilca.org, or contact the ILCA Office at (919) 861-5577 or info@ilca.org.

INTERNATIONAL LACTATION CONSULTANT ASSOCIATION

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