



IBCLCs:

Protecting, Promoting, Supporting Breastfeeding

Beyond Borders



Local Events and Informational Sessions Mark International Board Certified Lactation Consultant Day

[CITY], [DATE] — “IBCLCs: Protecting, Promoting, Supporting Breastfeeding Beyond Borders” 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 4, 2009, is sponsored by the International Lactation Consultant Association (ILCA) to recognize the role of lactation consultants in helping families achieve their infant feeding goals. International Board Certified Lactation Consultants in your community will be at [insert location] from [insert hours] hosting events and informational sessions promoting breastfeeding.

This year’s theme highlights the diverse settings and locations in which IBCLCs work as vital members of the health-care team for new families. From Australia to Afghanistan, from Canada to Croatia, from Singapore to South Africa, and all over the United States, IBCLCs provide evidence-based information and timely support to new families. More than 17,000 IBCLCs serve in approximately 75 countries in hospitals, clinics, private practice, public health clinics and organizations, government positions, community settings, and in research.

“Breastfeeding is on the rise throughout the world, says [insert name], a [insert city]-based International Board Certified Lactation Consultant. Evidence-based information and timely support is essential for mothers to reach their breastfeeding goals.”

The schedule of local events will include: [insert local info]

IBCLCs are health care professionals trained in the clinical management of breastfeeding. Years of study and training to acquire expertise in the field of lactation prepare IBCLCs to offer highly specialized care for breastfeeding mothers. IBCLCs are certified by the International Board of Lactation Consultant Examiners, Inc. (www.iblce.org) under the direction of the U.S. National Commission for Certifying Agencies. IBCLCs assist families with prenatal education as well as post-partum care, working with mothers who are breastfeeding a baby with special needs, have questions about making enough milk for their baby, as well as breastfeeding mothers who are returning to work. To find a board certified lactation consultant near you, visit the International Lactation Consultant Association’s website at www.ilca.org and follow the “Find a Lactation Consultant” link where you 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 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.

MEDIA CONTACT: [Insert name, phone number, e-mail]