

Lactation Education Resources



Lactation Consultant Training Course

It is not too late to take an online course to qualify for the IBLCE exam this year!! http://www.LERon-line.com/LC_Training_online/Lactation_Consultant_Training_online.htm

Clinical Skills Workshop

Saturday & Sunday, Feb 19 & 20 Reston Hospital Center, Reston, VA This 2 day workshop is designed to be an interactive, hands-on session with videos, demonstrations and case studies. These small group sessions will provide lots of interaction with the instructor and other students. http://www.LERon-line.com/Workshop/skills_workshop.htm.

In-patient Breastfeeding Specialist

Tuesday March 15, Virginia Hospital Center, Arlington, VA This one day conference is designed primarily for hospital nurses who would like to update their breastfeeding support skills. The focus is on bedside strategies to increase breastfeeding success. http://www.LERon-line.com/Inpatient_Breastfeeding_Specialist.html

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Surgeon General's Call to Action on Breastfeeding

January 20, 2011 Regina Benjamin MD, the U.S. Surgeon General, announced a Call to Action on Breastfeeding. The webcast of this Call to Action can be viewed at http://nih.granicus.com/ViewPublisher.php?view_id=7

This Call to Action focuses on communities, health care systems, health care workers, employers and families all to provide support to breastfeeding mothers.

The Call to Action includes 20 action points:

1. Give mothers the support they need
2. Develop programs to educate fathers and grandmothers
3. Strengthen programs that provide mother-to-mother support
4. Use community based organizations to promote and support breastfeeding
5. Create a national campaign to promote breastfeeding
6. Ensure that marketing of infant formula is conducted in a way that minimizes its negative impact on exclusive breastfeeding
7. Ensure that maternity care practices are fully supportive of breastfeeding
8. Develop systems to guarantee continuation of skilled support between hospital and community
9. Provide education and training for all health professionals
10. Include basic support for breastfeeding as a standard of care for all who deliver babies
11. Ensure access to services provided by IBCLCs
12. Identify and address obstacles to greater use of banked donor milk
13. Work toward establishing paid maternity leave
14. Ensure that employers establish lactation support in the workplace
15. Expand use of day care accessible to breastfeeding during the workday
16. Ensure that all child care providers accommodate the needs of breastfeeding mothers
17. Increase funding of breastfeeding research
18. Strengthen and expand existing capacity for research
19. Develop a national monitoring system to improve tracking of breastfeeding rates
20. Improve national leadership on promotion of breastfeeding.

Documents may be downloaded from the Surgeon General's website.

- [Executive Summary](#)
- [The Surgeon General's Call to Action to Support Breastfeeding](#)
- [Fact Sheet](#)



Vergie Hughes, our program director, attends the Surgeon General's Call to Action

Request for Information on Workplace Lactation

The Dept of Labor is asking for information and public comment

You may offer feedback and suggestions to government officials who are writing the regulations to implement the new Patient Protection and Affordable Care Act, Accommodations in the Workplace. They are particularly interested in solutions for breastfeeding mothers that work in non-office, non-traditional settings. What constitutes adequate time and frequency, reasonable space and features and what would be an "undue hardship" for an employer to claim an exemption.

To submit your comment, go to <http://www.usbreastfeeding.org/Workplace/WorkplaceSupport/DOLRequestforInformation/tabid/191/Default.aspx>

Preparing Your Elevator Pitch

An elevator pitch is a short summary of a product or service that could be delivered in the time it takes to ride from floor to floor in the elevator. Your position condensed into 2-3 minutes. It is frequently used in the business world, but let's use those principles in our workday.

Have you been asked "What do you do?" or "What's the big deal with breastmilk?" or my hospital is NOT unfriendly to babies, why do we need to become Baby-Friendly, or "What is the pin on your lapel for?" And then you come up with a couple of points, but could have been so much more persuasive if you had prepared ahead of time. So, prepare ahead of time. What do you get asked about the most? Prepare some cogent answers that you can pull out quickly when you are on the spot. Then you are ready to be asked for more information and hopefully a conversation about what you have to say about breastfeeding. Summarize a common problem and offer a solution.

Here's an example. "Have you noticed that often hospital staff is giving different advice to new moms. They get confused and don't know who to believe. They have such a short time in the hospital; we need to get it right! I am the lactation consultant and I specialize in breastfeeding. I offer consultations to the new moms as well the rest of the staff. I'd love to prepare a class that all of the staff could attend. Together we can make a difference for mothers who breastfeed!"

Helpful websites:

http://images.businessweek.com/ss/07/06/0618_sp_eaking_business/index_01.htm

<http://www.alumni.hbs.edu/careers/pitch/>

This *Framing Brief* can be helpful if you are asked for more information or an interview.

<http://www.bmsg.org/pdfs/BMSG-Framing-Brief-Breastfeeding.pdf>

Double Speak

Isn't this the problem? As a nation we have gotten stronger on promoting breastfeeding. But infant formula is right there like a shadow that you can't leave behind. I clicked on a link to a breastfeeding article <http://articles.latimes.com/2010/sep/13/opinion/la-oe-cross-barnet-breastfeeding-20100913>

And what is right at the beginning of a pro-breastfeeding article? An ad for infant formula. Isn't this the problem?

Deadlines!

Be aware of the approaching deadlines for those applying for IBLCE certification.

Deadline for the 2011 IBLCE exam applications:

- 1st deadline - February 28 \$490
- 2nd deadline – March 31 \$540
- 3rd deadline – April 30 \$640

To obtain an application for the 2011 IBLCE exam:

http://www.americas.iblce.org/upload/2011Pathway1Guide_USACanada.pdf

Deadline for Pathway 3 applications for the 2012 IBLCE certification exam:

- September 30, 2011

To obtain an application for Pathway 3 go to

<http://www.americas.iblce.org/upload/Pathway%203%20Guide.pdf>

Lactation Specific Education requirements:

2011 IBLCE exam – minimum of 45 hours

2012 IBLCE exam – Minimum of 90 hours

LER has an online Lactation Consultant Training Course of both 45 and 90 hours available now!



Where will you find LER next?

Clinical Skills Workshop

February 19 & 20, 2011

October 15 & 16, 2011

Reston Hospital Center, Reston VA

More details at http://www.LERonline.com/Workshop/skills_workshop.htm

In-patient Breastfeeding Specialist Course

March 15, 2011

Virginia Hospital Center, Arlington, VA

More details at http://www.LERonline.com/Inpatient_Breastfeeding_Specialist.html

NAPNAP National Conference

Baltimore, MD

March 22, 2011

<http://www.napnap.org/Events/AnnualConference.aspx>

Got Mama's Milk? The Pediatric Nurse Practitioner's Role in Successful Breastfeeding. Speaker Vergie Hughes

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5614 Dover St
Churchton, MD 20733

Voice 703.868.1849
Fax 443.607.8898
Email LERonline@yahoo.com
Website
www.LERonline.com

Blog – How to Become a Lactation Consultant <http://www.LERonline.com/blog1>

Overview of the IBLCE pathways
<http://www.youtube.com/watch?v=ixgHQAE4VZQ>

Pathway 1

http://www.youtube.com/watch?v=HV5Bq7PJEIQ&feature=mfu_in_order&list=UL

Pathway 3

http://www.youtube.com/watch?v=Y_Ev59GSJGs&feature=related

Clinical Internships

<http://www.youtube.com/watch?v=KgqwfviJUbc&feature=related>

Program Director
Vergie Hughes RN MS IBCLC FILCA



Specialists in online lactation support training

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