

OLCA NEWS

Ohio Lactation Consultant Association



Visit our web site at www.Ohio-OLCA.org

Hello OLCA,

There has been a lot happening these last few months, and the future looks challenging as well. I'll be sending congratulation letters to all of our new IBCLC's. They will also be offered a complimentary one year membership in OLCA. If you know of a new IBCLC that does not receive a letter, please contact me so I can welcome them officially.

At the regional representative meeting in September, your representatives strongly urged OLCA to rotate the membership meetings to the different regions. Watch for an OLCA meeting in your area within the year. The regional reps are mandated to attend two meetings of every professional breastfeeding support group in their area. If you have not had a call from your representative, please CALL her today with the time and location of your next networking get together. Your group, at the very least should be sending the OLCA rep a summary of your sessions. Every OLCA membership meeting sets aside time for the reps to report group meetings and local activities. It's a way to share all the great things you are doing throughout the state. Every professional networking group in the state has received a letter inviting at least one representative from that group to attend the November OLCA meeting. This group will meet during lunch to dialogue and begin the formation process for a statewide breastfeeding coalition. All IBCLC's are welcome. One representative from each group MUST attend.

Key members of the board met with Denny Smith to learn about and change over to the "Contribute" program for the OLCA web page. This will be a gradual transition. The first things you will notice is a new look to the newsletter. Eventually the web site itself will be updated with a fresh look and more links.

The board will review and edit a draft letter to the Ohio Department of Health related to the Maternal Child Block Grant. Our goal is to persuade ODH to place breastfeeding goals in the top 10 for the block grant, where the Federal agencies say it belongs. Any statistics, suggestions or talking points you have are welcome and needed. Especially cost profiles for hospital and doctor visits for acute and chronic illnesses. Please contact your Regional Representative with these.

OK, that is what I have for you. Now you are needed by OLCA. See you in Columbus at Mt. Carmel West on November 19, 2005 at 10 am. The Coalition formation dialogue begins PROMPTLY at 12 noon. The time is NOW! The place is COLUMBUS! Who is YOU!

Madonna Fasimpaur
President, OLCA

November 2005

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WHO'S WHO IN OLCA

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OLCA NEWS is the newsletter of the Ohio Lactation Consultant Association. Opinions expressed by the authors of articles summarized, quoted, or printed in full in the OLCA NEWS represents the opinions of those authors, and do not necessarily reflect the official policy of OLCA.

Meeting Dates

Member and Educational Meetings

November 19th, 2005: Mount Carmel
Columbus

February 11th, 2006: Akron, Ohio site to be announced

OLCA Board Meeting

November 18th, 2005: Embassy Suites, 5100 Upper Metro Place, Dublin, OH.
Start at 6 pm end at 10 pm.

2006 OLCA Breastfest

April 27th & 28th, 2006: Embassy Suites Hotel, Dublin Ohio
Mark your calendars now!!

**** Notice ****

After September 1st, 2005 OLCA will charge a \$25 per certificate fee to replace IBLCE certificates.

Attendee must also have signed the sign-in sheet so the CERP Coordinator has proof of person's attendance at said event.

REMINDER!!

If you have any library items that need to be returned please bring them with you to the next member meeting.

Minutes

Members Meeting September 10, 2005

Meeting was called to order by Madam President Madonna Fasimpaur at 10 am. The following members and officers were present:

Madonna Fasimpaur, Nancy Howe, Deb Zwolinski, Lynne Schwaberow, Georgette Hall, Danyella Rupp, Michelle Price, Charlotte Kister, Linda Smith, Joy Kubit and Judy McCurdy.

Minutes of the previous meeting were read by the members. Minutes were approved with some type errors corrected on motion by Linda Smith and Nancy Howe.

Treasurer's Report: Income this quarter was \$636.82
\$4,156.70 dispersed funds
\$20,874.75 Balance

Budget for the coming year was discussed with some changes made: Miscellaneous fund was decreased from \$300 to \$200. Legal fees increased to \$700. Computer supplies increased from \$200 to \$800. It was noted that OLCA has a 501.C6 tax status and not a 501.C3. The difference is in the ability to lobby and determination of whether or not donations are tax deductible. The Treasurer's Report was accepted on motions by Judy McCurdy and Deb Zwolinski.

Representative's Report:

North East— No Report

North West— Michelle Price gave a report on the many events that have or are occurring in her region. She stated her goal is to increase the membership of Northwest Ohio Region in OLCA.

1. Nancy Howe and Judy McCurdy presented at the April 20, 2005 BF conference: *BF Support in the Hospital*
2. NW Ohio BF network meeting scheduled for 9-6-05 was cancelled because not enough people signed up.
3. CHWC Hospital set up ink-jet cartridge recycling for proceeds to benefit Mother's Milk Bank. CHWC Hospital recognized the first Mom to BF during WBW— a gift basket and Purely Yours breastpump provided by the hospital . Pictures were taken of mom and baby for the local newspaper.
4. Michelle met with the Hospital Auxiliary, Bryan Lion's Club.
5. Williams County WIC was very active during WBW: They purchased BF books for the local library for moms to borrow. A picture was in the newspaper of the donation and the BF moms. Poster displays were set up at 6 area libraries in the county. 66 Ad Council posters for BF went up in Williams County, Ped/OB, Family practice, MD exam rooms. Ten goodie baskets and handwritten thank-you cards went to each of the Ped/OB, Family practice MD offices. WIC also purchased and donated copies of Medications and Mother's Milk books to give to each Ped/OB and Family practice MD as well as a copy to ER, Peds, & OB units in the hospital.
6. Local Christian T.V. station invited Michelle, Cathy Sito of Williams Co. WIC and Barbara Martin a WIC Peer to tape two—13 minute segments that aired several times during the month of August. They were invited to come back and do it again.
7. Michelle wrote 3 articles for the area newspaper— all were published as a series during WBW.
8. Nancy Howe and Judy McCurdy added reports of what happened in their area.
9. Lucas County WIC held their yearly BF Baby Shower— over 300 attended.
10. A free breastfeeding Seminar was held in Defiance, Ohio during WBW.
11. Up coming Breastfeeding Network meeting will be held Thursday, November 10th at St. Charles Mercy Hospital in Oregon, Ohio from 12-3:30 pm.

South West— Lynne Schwaberow reported. States they are trying to get their Breastfeeding coalition back up and running. Also noted that Tri County has two conferences coming up. No information about them given.

South East— No report

Central— Deb Zwolinski reported that the Elizabeth Blackwell hosted a family health fair with 170 attending.

(Continued from page 4)

They also gave gifts to the nurses and had a raffle for a breast pump. Deb informed the members that Cindy Derring is not in breastfeeding support in WIC anymore. The 2006 La Leche League Conference will be held on March 17 and 18th .

Old Business:

The members discussed giving a stipend to Denny Smith for the work he is putting in our Web Site. He is going to have to redo a lot of our site to make it compatible with the new Contribute program that OLCA has purchased. He is also working with those who will be using it after it is installed. A motion was made by Judy McCurdy and Seconded by Deb Zwolinski that we take \$600 from the marketing line item and \$400 from the web page line item of our budget combine them and give Denny a \$1,000. Motion was passed.

Coalition Report::

So far no success in finding a chairperson. Madonna is working hard trying to find someone. It was suggested that maybe a political figure such as the state representative in the Northwest Region be contacted. Another suggestion was to try and get together with other organizations that might have common needs or goals as OLCA and who might support us.

Reimbursement report:

Madonna reported that the state reimburses groups not individuals. These groups are licensed such as RN, Midwife, RD etc. Medicaid does not recognize certifications for reimbursements. When the subject came up in their conversation with Dr. Schor he was interested in knowing what other states are doing about reimbursing for lactation services.

Publicist:

OLCA does not yet have a publicist on board. It was discussed that one of the jobs of a publicist for OLCA will be to share news throughout the state.

New Business:

OLCA Pins: Nancy said the pins will look good. Just need to decide what kind of backing we want. Discussed tie tack backs, magnetic backs and safety pin backing. Nancy stated that the safety pin backing would add an extra \$0.10 per pin to cost. After discussion it was decided to go with the tie tack backing. The total cost of the pins will be about \$1.25 per pin. Joy Kubit made a motion that we order 300 pins with tie tack backs. Motion seconded by Charlotte Kister. Motion passed.

OLCA Calendars: Madonna stated that we have a photographer in Cleveland who is willing to do the photography. The pictures will be black and white. Cathy Dickerson is going to be coordinating that activity. Madonna had looked at the cost for about 200.

Respectfully submitted
Judy McCurdy, Secretary

Attention Area Representatives

Please bring your regional display boards with you to the next
OLCA meeting in November!!

**Ethical Issues for LC Practice
Summary of Educational Session
September 10th, 2005
Presented by Linda Smith**

OLCA thanks Linda for an enlightening presentation. The presentation started with an overview of legal issues that L.C.'s encounter in their practices. Linda discussed three points—

- a. Clinical: which includes informed consent, taking on clients, ending the LC relationship, use of experimental techniques.
- b. Professional: which covered documentation, self-referrals, conflicts of interest, code issues.
- c. Business practices: what belongs to whom, copy right issues, general business practices.

It's about money! Who profits when babies aren't directly breastfed? It is not just formula companies but equipment manufacturers including pump companies. Ethical issues for companies in the USA are often different than other countries because of the way we are structured.

Linda then took each of the three points and expanded on them. Clinical ethics involve how to feed expressed milk? She pointed out that there is no research that shows one method of feeding is better than another. There are many assumptions and local preferences but not a community standard. The WHO recommendations are:

1. Direct breastfeeding followed by mom's own pumped milk.
2. Milk of another woman
3. Pasteurized donor milk (issue of non-profit vs. for-profit milk banking)
4. Manufactured formula (issue of animal protein vs. plant protein)

Remember, it is about MONEY. The core research-based information is growing every year, but common practice, that may often be theory-driven, constitutes a significant part of our practices. An example of these practices is latch-on techniques such as "Bulls-eye vs. asymmetric vs. natural". The nipple and breast pain remedies we use. When talking about business ethics Linda emphasized that it is not ethical to refer to yourself. One example of this is if you care for a mom and baby in the hospital you can not give them your private practice card and tell them to come see you as a private LC. How to separate paid work from volunteer? Is it ethical to do a job for nothing and there by preventing someone in private practice a source of income? We also must be clear as to who we are working for. Who pays us and what do they expect of us. What do you do when local policies or practices conflict with your clinical knowledge or when the doctor gives instructions to a mom that you know are not what they should be.

International Code Issues: here it is ALL about money. We now have 50 Breastfeeding Friendly Hospitals in the U.S. Some places are purchasing their formula for normal babies and having the nurses sign it out as if it was a drug. Some hospital ethics committees have banned the giving out of formula sample packs. We need to consider that giving out of pumps and bottles to moms who don't really need them also undermines direct breastfeeding. Remember that a company is a business and must show a profit regardless of what the product is. They have to sell their products to make money. That puts them in conflict with what our goal should be of direct, exclusively breastfed babies.

Ethics and intellectual property: Printed materials, internet sources, and pictures are copywrited. If we didn't create it from scratch, we should always ask permission to use. Recognize that sometimes authors/owners of property will allow a limited use of their product/information for free, but you need to know what those limits are before using. Example: pictures in a presentation. You may have purchased them to use in your presentations which is legal, but it may not be legal to give copies of them to those who attend the conference to take home with them.

Lastly, Linda talked about protection of the public by having legally defensible credentials. The place of training vs. certification and registration and licensure. This is an area that is being debated and discussed more and more. It also is money driven as it is important for an LC who wants reimbursement for services rendered.

Judy McCurdy, Secretary

► Call For Nominations ◀

The Nomination Committee is getting ready to prepare the ballot to go out in the next newsletter. I am asking all OLCA members to consider volunteering to serve OLCA. You can make a difference! We need volunteers and/or nominations for President Elect, Vice President, Southeast Representative and Southwest Representative this year. Feel free to contact a current or former board member to find out about these positions.

Isn't it time to become more involved in OLCA? Make new friends! Make a difference! Contact Nancy Howe to volunteer or nominate someone.

Past President
Nancy Howe MS, RD/LD, IBCLC
howesew@yahoo.com or 419-443-1125

New IBCLC's Welcomed In OLCA

OLCA would like to invite all new IBCLCs and those already certified to join us in our efforts to protect, promote and support breastfeeding in the State of Ohio. Membership in OLCA provides IBCLC's an avenue to actively support breastfeeding so we may continue to be a voice for the breastfeeding mothers and babies in the state of Ohio.

Becoming A Baby Friendly Hospital

November 19th, 2005

Presented by Roberta (Robin) Hirth, M.Ed., B.S., IBCLC

Schedule

9:45 am Arrival Time
10:00 am Business meeting
12:00 pm Sign in for CE credit
1:00 pm Program
3:15 pm End

Audience

Lactation Consultants, MDs, RNs, LPNs, RDs, LL Leaders, and others who are helping mothers and infants achieve successful breastfeeding.

Directions to Mount Carmel

Mount Carmel West
793 State St.
Columbus Ohio 43222

Located west of downtown Columbus, just north of I-70 and west of SR315.

From I-71 traveling south:

Take I-71 to I-70 west
Take Rich/Town St. exit 99C
Turn left on Town St.
Turn right on Green St.

From I-71 traveling N or I-70 traveling W:

Take Rich/Town St. exit 99C
Turn left on Town St.
Turn right on Green St.

From I-70 traveling east:

Take Broad St. exit 97
Turn left on Broad St., travel 1.5 miles
then turn right on Davis

Objectives

Participants will be able to:

1. Understand the history and current status of BFHI
2. Identify the 10 Steps and other criteria used to qualify for BFHI status
3. Describe the application process
4. Discuss the advantages and barriers of BFHI

IBLCE CERPs:

No charge to OLCA members
\$10.00 charge to non-members

Parking

There is an available parking lot on Saturday that is east of the medical staff building on Green Street. Davis Street is only a pathway between buildings in this area. The Medical Staff Building entrance is south of the emergency vehicle entrance and north of the nursing school area. It is southwest from the parking garage and west of the Green Street outdoor parking area.

**Pat Bucknell, IBCLC
OLCA Membership Chair
204 James Circle
Avon Lake, OH 44012**

OLCA NEWS

Time to renew if box is marked



Ohio Lactation Consultant Association Membership Form (use for ADDRESS CHANGES too)

Name: _____ Title (e.g. IBCLC, RD/LD, RN, LLLL) _____

Place of Employment: _____

Preferred Mailing Address: _____

City: _____ County: _____ State: _____ Zip: _____

Home Phone: _____ Work Phone: _____

Fax Phone: _____ E-mail Address: _____

_____ Enclosed is my \$25.00 check to O.L.C.A. for membership* _____ Address change only

_____ Do not include my name on mailing lists provided to external organizations.

**Mail to: Pat Bucknell, IBCLC
OLCA Membership Chair
204 James Circle
Avon Lake, OH 44012**

*OLCA is a 501C(6) Corporation and membership may be deductible. Check with your tax advisor