

# International eNewsletter from the Board of Directors

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## IBLCE Modernisation & Infrastructure Updates

IBLCE® is working on a number of initiatives to provide enhanced, user-friendly services to its certificants.

IBLCE first offered computer-based testing (CBT) via a pilot in 2011. The pilot went well and accordingly IBLCE resolved to broaden the use of CBT and implement CBT in an incremental fashion. In 2012, IBLCE offered the certification examination via CBT to most candidates in the Americas Region and a small number of candidates in the Asia-Pacific Region. In 2013, the IBLCE examination will be offered via CBT in select locations around the globe! CBT often reduces travel time and is much more convenient! IBLCE will continue to expand the examination delivery by CBT in the future.

Working behind the scenes, IBLCE has commenced implementation of an online credentialing management system (CMS). This is a multi-phase initiative and IBLCE is initially using the system internally. Ultimately, the system will allow certificants to apply for the IBLCE certification examination online, submit recertification materials via the CMS and provide updates such as name and address. More information on the system will be available in coming months.

## Update on 2013 Examination Applications

IBLCE is reviewing applications and will be contacting approved exam candidates with information on CBT sites in the near future.

## Are you recertifying by CERPs this year?



Recertification by  
CERPs application  
due 31 August

## Survey Results Are In!

**Q:** Last eNewsletter's question was: IBLCE has traditionally offered its examination the last week in July. For purposes of IBLCE long-range planning, which of the following months would also be attractive options to you?

**A:** September was

IBLCE is also excited to begin updating its website! This initiative, to be commenced in the near future, will focus on making the site more user-friendly, visually pleasing and streamlined. While it may not be possible to incorporate each and every idea, suggestions are welcome! Please submit to [international@iblce.org](mailto:international@iblce.org)

Stay tuned to IBLCE social media, the IBLCE website and future editions of this eNewsletter for more updates on these exciting initiatives!

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## New Board Officers

IBLCE is pleased to announce the new officers for the organisation. The new IBLCE Chair is **Rebecca "Becky" Mannel**, BS, IBCLC. In addition to serving as IBLCE Board Chair, Mannel is Manager of the Lactation Center at Oklahoma University Medical Center in Oklahoma City, Oklahoma, USA. She also holds the position of Clinical Instructor in both the Pediatric and OB/GYN Departments of the University of Oklahoma Health Sciences Center. Mannel's focus during her term as IBLCE Board Chair is enhanced communication with stakeholders, IBLCE infrastructure improvements and ongoing Board development.

Pursuant to the IBLCE Bylaws, the Chair-Elect rotates into the Chair position and the Chair rotates into the Immediate Past Chair position. After a successful one-year term, **Elizabeth "Kaili" Stehel**, M.D., IBCLC is now the Immediate Past Chair of the Board. During Stehel's tenure, IBLCE both updated its Bylaws and spearheaded the development of IBLCE's new strategic plan. Additionally, Stehel participated extensively in a number of outreach initiatives including presenting in a variety of venues and serving as an effective advocate for the IBCLC® certification.

**Rachelle Lessen**, M.S., R.D, IBCLC, recently stepped into the role of Chair-Elect for IBLCE. Lessen is a registered dietitian and holds a Masters of Science degree in Health Education. She is affiliated with the Children's Hospital of Philadelphia, Pennsylvania. Lessen will become Chair of the Board of IBLCE in September 2013.

Rounding out the IBLCE officers are Secretary **Paula Oliveira**, RN, BSN, IBCLC, currently the Nurse in Charge of Lactation at Brigham and Women's Hospital in Boston, Massachusetts and Treasurer, **Aimee Eden**, Ph.D, profiled in this edition of News from the Board of Directors.

Each of the officers appreciates the opportunity to serve the organisation and the stakeholders of IBLCE!

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## Call for Committee Members

the preferred month, followed closely by April.

## Quiz of the Quarter

What organisation provides scholarships to IBLCE exam candidates?

- A. United Way
- B. WHO
- C. MILCC
- D. LEAARC

[Click here to take the quiz!](#)

## Connect with IBLCE on Social Media



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## On New IBLCE Committees

### Item Writing Subcommittee

The International Board of Lactation Consultant Examiners is looking for a subject matter expert who has an interest and skill in item writing to join the recently established "Item Writing Subcommittee" to develop items for the IBLCE examination. [Click here for more information regarding the committee.](#) Interested? Please send your C.V. and a letter of interest to [international@iblce.org](mailto:international@iblce.org)

### Research Committee

IBLCE has a new committee! We are looking for individuals to serve on the new Research Committee. Members of the Research Committee will work as a team on research-related projects, procedures, issues, and reviews. They will be involved with internal IBLCE initiated research as well as external research as needed. [For more details, click here.](#) If interested, please send your C.V. together with a letter of interest to [international@iblce.org](mailto:international@iblce.org)

## Certification vs. Certificate Programmes: What's the Difference? Practice Analyses

*IBLCE continues to receive questions from IBLCE stakeholders interested in the differences between certification and certificate programmes. As part of an ongoing series into this issue, IBLCE continues to report on this topic of interest to IBLCE constituents.*

A typical, and great difference, between certification and certificate programmes is a practice analysis. What is a practice analysis? According to the Institute for Credentialing Excellence, a leader in setting quality standards for credentialing organisations, a practice analysis, alternatively referred to as a job analysis or role delineation study, put simply is:

"a process by which to discover, understand the work that people in a profession, occupation, or role do. A job analysis identifies and describes in detail particular duties and requirements as well as the relative importance of these duties."

*Certification: The ICE Handbook, Institute for Credentialing Excellence, Washington, D.C., 2009, page 124.*

While a straightforward definition, the process associated with a practice analysis is typically multi-faceted and represents a tremendous initiative for any certification board.

Required periodically for certification bodies, often done

approximately every five to seven years, the process typically involves, among other elements, a diverse representation of stakeholders, a review of the existing practice analysis and relevant literature pertaining to professional practice, preparation and dissemination of a survey instrument and analysis of data received in response to the survey. See generally, *The ICE Handbook*, page 128. So, not only does a practice analysis describe the current state of practice in a profession or field, it also is also a certification requirement, serving as the foundation on which a certification programme rests. Conversely, the periodic intensive practice analysis is not a requirement for certificate programmes.

*Defining Features of Quality Certification and Assessment-Based Certificate Programs*, Institute of Credentialing Excellence, Washington, D.C., 2010.

This is a particularly timely issue as IBLCE is beginning the required periodic practice analysis. You will be hearing much more about the IBLCE practice analysis over the coming months.

IBLCE will continue to report on key differences between certification and certificate programmes in its quarterly eNewsletter.

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## IBCLC Care Award Continues to Grow!

The highly successful IBCLC Care Award continues to expand and grow!

This joint initiative, between IBLCE and the International Lactation Consultants Association® (ILCA®), commenced in 2010, first conferring the award at that time on hospitals, birthing facilities, or birthing services that included IBCLC® certificants on staff, a dedicated lactation support programme, provided training for the medical staff that care for breastfeeding families and promoted projects to provide support for breastfeeding mothers or the lactation consultant profession.



Now during the third award period, 192 such facilities recently received this coveted award! IBLCE congratulates each of these facilities on its dedication to excellence in lactation care! [Click here for a list of Care Award recipients.](#)

After the initial resounding success, the IBCLC Care Award programme expanded to include a second category of

recipients, community-based agencies such as community health agencies, public health departments, health clinics, baby cafés, WIC agencies and more! These award recipients will be announced later this year

For more information about the IBCLC Care Award, [visit the Care Award site](#).

Thanks to all who participated in the third annual hospital-based IBCLC Care Award!

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## Sitting for the IBLCE Examination in 2013?

### Look for the IBLCE Post-Examination Survey!

Are you sitting for the IBLCE examination in July? If so, please recall that last year IBLCE transitioned from the use of critique sheets to a post-examination survey. The decision to discontinue use of critique sheets was made after careful thought and deliberation. Why the change?

As previously noted in this eNewsletter, critique sheets were of limited utility to IBLCE as the issues raised in the critique sheets were detected via the post-examination statistical review and, as IBLCE transitions to the administration of the examination at independent testing centres, it is logistically preferable that all receive an email post-examination survey. Given these realities, and the extraordinary use of resources required by translating each of the critique sheets, the IBLCE Board voted to discontinue the use of critique sheets, disseminate a post-examination survey and instead devote resources to the administration of the certification examination by computer-based testing (CBT) which is much more convenient for many candidates.

While this transition did represent a major change from historical IBLCE practices, the IBLCE Board felt it important to realign resources and modernise its infrastructure through use of CBT. So, please look for a post-examination survey within a few days following the 2013 examination administration.

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## IBLCE Outreach

IBLCE Chair **Becky Mannel** presented a webinar for the International Lactation Consultants Association in January on "Developing and Maintaining a Hospital Lactation Service."

**Ilse Bichler**, IBCLC, Regional Director for IBLCE in Europe and the Middle East, participated in a breastfeeding conference of the Greek Society for Social Paediatrics and Health Promotion and the Department of Paediatrics and Committee of Breastfeeding of Xanthi General Hospital in late

February in honour of **Dr. Milena Ruzkova**, the first IBCLC in Greece and IBLCE Country Coordinator for Greece and Cyprus from 1996 to 2008. Dr. Ruzkova passed away in early December. IBLCE extends its sincere condolences to Dr. Ruzkova's family and friends and is deeply appreciative of her contributions to IBLCE, the lactation profession and families in Greece and Cyprus.

The conference in her honour included 200 midwives, nurses, doctors and mother support group leaders from all over Greece. **Dr. Anastasia Karathanasi**, IBCLC, the current IBLCE Coordinator, gave a presentation on the IBLCE certification programme to conference attendees.

IBLCE Chair **Becky Mannel** presented at the Association of Maternal & Child Health Programs Annual Conference, "Advancing the Maternal & Child Health Vision" in February 2013 on Oklahoma's Breastfeeding Hotline, a 24/7 resource staffed by IBCLCs and funded by the Oklahoma State Health Department and on March 1, hosted a statewide Baby-Friendly Oklahoma summit at which 31 of the 58 Oklahoma hospitals participated.

IBLCE Chair-Elect **Rachelle Lessen** gave two presentations at the conference, "Staying Abreast: Supporting the Breastfeeding Dyad" held April 2<sup>nd</sup> at Abington Memorial Hospital in Pennsylvania. The conference included 150 attendees including nurses, IBCLCs, paediatricians and other healthcare professionals working with mothers and babies. The topics presented included, "Breastfeeding Support and Why the IBCLC is the Essential Credential" and "Normal Infant Feeding: Breastfeeding and Beyond."

The **Institute for Credentialing Excellence** selected IBLCE Executive Director **Sara Blair Lake**, J.D., CAE as Vice Chair of its Annual Conference for 2013.

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## March 2013 Board Meeting Summary

[Click here](#) for an Executive Summary of the IBLCE Board of Directors Meeting which took place Saturday, March 16, 2013 in Shirlington, Virginia, USA

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## Connect with IBLCE on Social Media!

To get the latest on the IBLCE certification programme, IBCLCs and breastfeeding news, connect with IBLCE now!

If you haven't "friended", followed, or linked with IBLCE on social media, you aren't receiving the newest information as quickly as you could. IBLCE has ramped up its social media communications over the last year and a half! IBLCE now has over 4,500 friends on Facebook and with just over 200 tweets, has over 550 followers on Twitter! If you aren't one of the 70,000+ who have checked out the IBLCE Insights You

Tube video, you haven't accessed a valuable educational and marketing tool available to you as an IBCLC!

IBLCE's newest foray into social media, LinkedIn, provides a professional platform for both professionals and organisations! Just search for the International Board of Lactation Consultant Examiners under "Companies."

However you like to receive the latest news, connect with IBLCE on social media now!



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## IBLCE Board Director Profile

*As an ongoing feature, the IBLCE eNewsletter features an IBLCE Board member and includes information about the focus of the Board member's work on behalf of the IBLCE certificant community and the public.*

### Aimee Eden

Aimee Eden, PhD, MPH, serves as the IBLCE Public Member. When her first child was born in 2004, it was support from a private practice IBCLC that got her through a difficult case of thrush in the early weeks, and pumping issues later on when she returned to work. With her second child, it was the confidence gained with the keen eye of a hospital-based IBCLC that helped her exclusively breastfeed her son until seven months (and continue until he was three and a half). Her experience brings a well-rounded consumer perspective to the IBLCE Board.



Aimee also serves as IBLCE Treasurer and on a number of IBLCE committees, most notably as Chair of the recently established Research Committee.

IBLCE Board Member Aimee Eden with children Louisa and Gus.

In addition to being a busy volunteer and mother, Aimee is also an accomplished academic. She recently defended her doctoral dissertation in Applied Anthropology. Her dissertation research focused on IBCLCs. With colleagues at the University of South Florida, she has conducted other breastfeeding-related research with African-American WIC mothers and with college students. She is also interested in the role of IBCLCs

in reducing breastfeeding disparities, which includes, among many other things, diversifying the IBCLC workforce.

In her free time, Aimee enjoys spending time with her family-husband Ryan Morris, and kids, 8-year old Louisa and 6-year old Gus. When she has the chance, she loves travelling to new places.

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- *The Board & Staff of IBLCE*

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