



IBLCE®

*International Board of
Lactation Consultant Examiners*

International eNewsletter from the Board of Directors

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IBLCE Updates Bylaws and Code of Professional Conduct

Although the IBLCE bylaws contemplated a very broad interpretation, in an effort to more formally recognize diverse groups, IBLCE has updated Article IX, Section 6 of the Bylaws, to include the following additional categories: ability/disability, gender identity, ethnicity, political persuasion, marital status, geographic location, socioeconomic status, and age. The updated bylaws also allow for the Immediate Past Chair to remain on the Board of Directors for one additional year after her term has concluded in a non-voting capacity to provide for continuity.

To see the updated bylaws, [click here](#).

In a similar vein, the Code of Professional Conduct has been updated. Please see section 6.3 of the CPC by [clicking here](#).

[PCM Update](#)

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IBLCE is excited to announce that there are now over **28,100 IBCLCs** in **102 countries!**

Please remember that if your contact information changes, including email address, it is your professional responsibility to inform IBLCE.

Thank you for remembering that we can't keep in touch with you if you don't keep in touch with us!

[Contact IBLCE with your new information!](#)

IBLCE Social Media Public Relations Initiative Promotes the IBCLC

IBLCE recently conducted a special PR initiative reaching out to influential "Mommy Bloggers." The campaign's goal was to spread information about the benefits of breastfeeding and the importance of asking for an IBCLC to receive the gold standard in lactation support.

As part of the campaign, IBLCE hosted a webinar on the importance of breastfeeding for a number of Mommy Bloggers. Blogs that participated in the webinar included Little Miss Kate & Co, A Mother's Boutique, Breastfeeding Needs, Bridget Lives Free, Brown Girl Gumbo, and many more.

The PR campaign resulted in a greatly increased social media presence for the IBCLC including:

- 48 social media placements
- 90,515 monthly blog visitors to those sites that posted
- 30,330 Twitter followers of those who tweeted about IBLCE
- 8,173 Facebook fans of those who posted about IBLCE
- 525 Google+ posts about IBLCE
- Dozens of pins and repins on Pinterest of the Breastfeeding Basics infographic



A "Breastfeeding Basics" pin on Pinterest

IBLCE was pleased to heighten awareness of the IBCLC!

Board of Directors Transitions

Quiz Result Is In!

Q: Last eNewsletter's question was:

IBLCE's Campaign: "The Quest for Healthier Mothers and Babies: Radio Media Tour" reached how many listeners?

Answer:
C. 9 Million!

Quiz of the Quarter

Q: IBLCE awarded _____ MILCC scholarships to candidates from _____ countries

- A. 10 ; 10
- B. 20 ; 12
- C. 50 ; 15
- D. 90 ; 19

Check out the next IBLCE newsletter for the answer to this quiz of the quarter!

Country Quiz of the Quarter

IBLCE is pleased to announce the election of three new members to the IBLCE Board of Directors, and bids farewell to several valued former Board members.



Shakira Henderson is a nurse scientist, associate professor and subject matter expert in paediatric/neonatal nursing and research. Dr. Henderson holds a Doctor of Philosophy, Doctor of Nursing Practice, Masters of Science in Anatomy, Masters of Public Health and Masters of Science in Nursing with a sub-specialization in education. She became an IBCLC in 2010 and has received several awards for her work with breastfeeding innovation projects and promotional activities.



Roberto Issler is a paediatrician from Porto Alegre, Rio Grande do Sul, Brazil. He has been an Assistant Professor in Faculdade de Medicina, Universidade Federal do Rio Grande do Sul since 1993, where he earned his MSc in 1993 and his PhD in 2009. His interest in breastfeeding began during his graduation and residency, and he became an IBCLC in 1998. From 2008 to 2015 he served as IBLCE's Country Coordinator for Brazil and has been working in his private Paediatric clinic since 1989. Roberto's wife Maria Elizabeth is an MD/GO, and they have 3 sons, all breastfed.



Kelly Valceanu works as a Certified Nurse-Midwife attending births at Washington Adventist Hospital in Rockville, MD, the first Baby-Friendly Hospital in the state. She began working in Maternal Child Health in 2000 as a Bradley Natural Childbirth Educator and La Leche League Leader. She received a Masters Nursing Science degree from Frontier University and became an IBCLC soon after. She has taught nursing students at George Mason University and is passionate about empowering women to make safe and healthy choices throughout their lifespans.

IBLCE recognizes with great appreciation the outstanding leadership and dedication of outgoing Board member **Elizabeth "Kaili" Stehel**, who served as Board Chair during her tenure. IBLCE also wishes to recognize the outstanding work and dedication of outgoing Board member **Jean Rankin**, who served as Chair of the Audit Committee and was on the Care Aware Committee during her tenure on the Board. Finally, IBLCE wishes to thank former Board member **Rachelle Lessen** for her leadership and passionate dedication. Rachelle also served as Chair of the Board during her tenure. IBLCE greatly appreciates the hard work and support of these departing Board members!

Which of the following facts about Slovenia are true?

A. The population of Slovenia is nearly 2 million.

B. The capital of Slovenia is Ljubljana.

C. Slovenia is the world's 155th largest country.

D. The capital of Slovenia is Maribor.

Answer: A, B, and C are true!

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New Board Officers

IBCLE is pleased to announce the new officers for the organisation. The new IBLCE Chair is **Andreja Tekauc-Golob, MD, IBCLC**. Dr. Tekauc-Golob is a paediatrician working as a neonatologist in the Perinatal Department of the University Clinic for Gynaecology and Perinatology in Maribor, Slovenia. Dr. Golob also serves as Associate Professor of Paediatrics at the Faculty of Medicine, University of Maribor and is an UNICEF International Assessor of Baby-Friendly Hospitals. She has held the IBCLC since 2001 and is serving her second term on the IBLCE Board.

Regina Roig-Romero, MPH, MCHES, IBCLC is now the Chair-Elect of IBLCE. Regina became an IBCLC in 1996 and has been the Senior Lactation Consultant for the Women, Infants & Children (WIC) breastfeeding program at the Florida Department of Health in Miami, Florida for nearly twenty years. She served as a La Leche League Leader for several years and previously served as Secretary of the IBLCE Board.

The IBLCE Board elected **Micaela Notarangelo, PhD, IBCLC**, as Secretary. Dr. Notarangelo has a PhD in Economics and runs a private lactation consultation practice in Lerici, La Spezia, Italy.

Esmé Hough, IBCLC, continues her service as Treasurer for the organisation.

IBLCE Welcomes New Director, IBCLC Promotion & Advancement for the Americas and Israel



IBLCE is delighted to welcome **Cecilia Saray Hill, IBCLC** to the realigned role of IBCLC Promotion & Advancement for the Americas and Israel! Saray's primary role is to promote and advance the IBCLC credential with key stakeholders including consumers, allied groups, employers and governmental entities.

Saray hails from Ecuador, where she earned a Bachelor's degree in Economics and worked in the Accounting field before relocating to the United States. In 2007, after the birth of her first daughter triggered a change in career path, she began working in Maternal and Child Health. She started her career in lactation as a Breastfeeding Peer Counselor in Charlotte, North Carolina, and continued on that path after moving to Los Angeles, California in 2008, where she worked with the Women

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Angeles, California in 2008, where she worked with the women Infant and Children Program (WIC) in South Los Angeles. Saray enrolled in the Lactation Consultant Certificate Program at the University of California, San Diego-Extension (UCSD) and, after sitting for her IBLCE Exam in 2009, became an IBCLC and recertified in 2014.

Saray has worked as an IBCLC in various settings including hospitals, clinics, and for federal and nonprofit programs, as well as in private practice. These varied settings provided her with the opportunity to support families of many socio-economic and educational backgrounds in achieving their breastfeeding goals. Through her private practice, Saray raised awareness and supported breastfeeding by utilising various social media channels with an emphasis on the Spanish speaking community. She most recently worked at her local hospital for the First 5 LA funded Welcome Baby Program as the Hospital Liaison Supervisor, where she was able to combine her administrative and lactation consulting skills to strengthen parent-child bonding and attachment.

Saray has also completed the First 5 LA's Universal Home Visitation Training Program which included more than 150 hours of education in areas such as Child Development, Childbirth, Breastfeeding, Maternal Postpartum Depression, Reflective Practice, Motivational Interviewing and much more.

Saray is fully bilingual in English and Spanish, a wife to her husband of more than a decade and the mother of two children who were both breastfed. Together she and her husband are raising their children in a bicultural household in Los Angeles, California.

Saray's position is outward facing with operations including applications, CERPs and recertification for the Americas and Israel continuing to be managed out of IBLCE's primary office located in the Falls Church office in the Greater Washington, D.C. area.

Advisory Opinion: Professionalism in the Social Media Age

After receiving numerous inquiries regarding professional communications on social media, IBCLE has issued a new Advisory Opinion on Professionalism in the Social Media Age to provide guidance to IBCLCs on electronic communications.

To read the Advisory Opinion, [click here](#).

IBLCE Board Chair Receives Country's

High Honours

Board Chair **Andreja Tekauc-Golob**, MD, IBCLC, a paediatrician working as a neonatologist in the Perinatal department of University Clinic for Gynaecology and Perinatology in Maribor, Slovenia, was named Laureate from the Ministry of Health and the Slovenian Association of Medical Doctors in October. This is one of the country's highest honours and is in recognition of her work in Maternal and Child Health.

IBLCE congratulates Dr. Tekauc-Golob on receiving this well-deserved and prestigious award!



Dr. Tekauc-Golob after receiving her award

Certificant Spotlight

IBCLCs work around the globe in a variety of practice settings in lactation. This feature of the eNewsletter and [IBLCE website](#) highlight IBCLCs and the important work they perform for mothers, babies and families. Read about certificant around the world and why they value the IBCLC credential!



Tammy Kruzick RN, IBCLC

Tammy was inspired to become an IBCLC after experiencing her own breastfeeding challenges. Tammy trained at University of California San Diego and now works as a Registered Nurse and Lactation Consultant at Loma Linda University Medical Center - Murrieta (LLUMC-M) in Murrieta, CA. As the Lactation Services Coordinator, her role is to provide consistent, evidence-based breastfeeding support for mothers and babies at the hospital, as well as education and training in breastfeeding support skills to other staff.

At Tammy's hospital, all stable babies and mothers receive uninterrupted skin-to-skin contact during the first 1-2 hours after both vaginal and cesarean births. Even with this optimal start, most mothers need encouragement and support to continue breastfeeding and some mothers have significant breastfeeding challenges. With the help of the lactation team and breastfeeding-friendly staff, the exclusive breastfeeding rates at the time of hospital discharge are among the highest in the state at an average of over 80% in 2014 and have often been over 90% in 2015.

In March of 2014, the hospital opened its Mother-Baby Connection Breastfeeding Clinic, the first hospital-based outpatient breastfeeding clinic in the Murrieta-Temecula region. The clinic is supported by a community development grant to provide phone counselling and in-person breastfeeding support at no cost for new mothers after leaving the hospital.

It is the mission at LLUMC-Murrieta to provide a safe and satisfying birth experience for families and to get babies off to the best possible start in life. Supporting mothers who wish to breastfeed their babies is part of how they accomplish that mission. As an IBCLC at LLUMC-Murrieta, Tammy could not be more proud and happy to be part of the team who makes this possible.

Update on PCM Cyber Security Issue

As you were made aware recently, IBLCE learned late last month that an unauthorised third party placed malware on the Pearson VUE's Credential Manager System, which is an online application/database platform which supports the IBCLC program. From Pearson's preliminary investigation, it appears that the unauthorised party improperly accessed certain limited personal information. This was not focused on IBLCE but on the PCM system which provides an online application platform for a number of certification and licensure programs around the world. Pearson is continuing to investigate the details of this issue with global cybersecurity experts.

Pearson has been regularly providing updates and will provide information as it becomes available. Pearson has also set up a toll-free number to assist users with any questions or concerns they have. Pearson advises that the toll-free number in the U.S. and Canada is (855) 270-9182 and the international toll-free number is +001 (512) 201-2203. Please address your questions to this number.

Pearson has expressed regret to IBLCE and its other clients for any inconvenience that this incident may cause, and thanks you for your understanding and cooperation as the investigation continues. IBLCE thanks you for your patience while this issue is more fully investigated and resolved.

Pearson has arranged with AllClear ID to offer identity protection services to potentially affected users for one year at no cost to them. For more information about these services, users in the U.S. and Canada may call (855) 270-9182. International users may call +001 (512) 201-2203 or email global@allclearid.com to schedule a call.

IBLCE News & Notes

IBLCE, including the Board of Directors and staff, do much more than administer the IBCLC examination and are pleased to share information about the many initiatives in which IBLCE is involved and how they work to promote the IBCLC credential.

The IBLCE **Board of Directors** and **senior staff** met in Nagoya, Japan in September 2015. They met with the Japanese Association of Lactation Consultants (JALC) to discuss current priorities, concerns and how the IBCLC credential has grown and flourished in Japan.

IBCLE Board member **Esmé Hough** spoke at the Nutrition Advocacy Conference in Gaborone, Botswana in November on the benefits of breastfeeding and the key role of the IBCLC to prevent and overcome difficulties.

Board member **Clifton Kenon** presented "An Update on the State of Breastfeeding and Infant Nutrition in America" as the Keynote Speaker for the Virginia Women, Infants and Children (WIC) Association, and presented "What the Breastfeeding Movement Can Learn from Other Successful Public Health Movements" as the Keynote Speaker at the Indiana Perinatal Network.

Public Board Member **Aimee Eden** presented "Breastfeeding Support: From Informal Carework to Professional Health Care Work" at the American Anthropological Association conference in Denver, Colorado in November.

Board member **Dale Hansson** presented "Tongue Ties and Their Impact on the Breastfeeding Dyad" at a webinar held by the International Affiliation of Tongue-Tie Professionals (ITAP) in early December, and spoke at the Bankstown Hospital in New South Wales Australia in November about what to expect during Baby-Friendly Hospital Initiative (BFHI) assessment.

Board Chair **Andreja Tekauc-Golob** presented an educational lecture about breastfeeding pre-term and ill babies to health workers at Medical Faculty Split in Croatia in October and lectured 4th year medical students at Medical Faculty Maribor on the benefits of breastfeeding in early December.

Regional Director **Karolyn Vaughan** attended the International Conference On Maternal and Child Nutrition in November in Colombo, Sri Lanka and promoted the IBCLC credential.

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.





Norma Escobar

Norma Escobar is an IBCLC, RLC who joined the Board of Directors in late 2014 and serves on the Marketing Committee. Her lactation roots are in La Leche League, where she continues to work as a volunteer for the organization and holds monthly meetings.

Norma spends her days working with mothers and babies in her local WIC clinic in North Carolina. As trainer in all things lactation she covers a 14-county region, speaking to health care professionals and others about the importance of protecting, promoting and supporting breastfeeding. She loves helping mothers discover the joys of breastfeeding and her favorite part of the job is training Peer Counselors, many of whom will go on to help other women. Norma is passionate about connecting with families so they can connect with their babies.

Norma's latest fun project was "The Milky Mamalogues," an anthology of womens' stories about their breastfeeding journeys. Together with many contributors, these stories were brought to life in November at an intimate gathering of friends and families, and the play has been accepted and will be presented at the Breastfeeding and Feminism International Conference in March 2016.

Happy New Year
from the Board and Staff

of IBLCE!