

ILCA Report by Anne Altshuler, RN, MS, IBCLC
Friday, 16 September 2005

ILCA celebrated its 20th anniversary this year. Over 900 attended the conference, the largest ever in the Western hemisphere. 350 first time attendees. Last year's conference in Scottsdale did not go as well as planned. The site was very expensive and attendance was less than expected, causing a loss of money. This year ILCA is doing well financially. Sue Cox is the current president of ILCA. Becky Mannel is new President-Elect.

Next year's ILCA conference will be at the Wyndham Hotel in Philadelphia, PA July 12-16, 2006:
"Interdisciplinary Breastfeeding Practice: Integration Through Innovation"

Check out the 12 Academy of Breastfeeding Medicine protocols on the web site at www.bfmed.org (mastitis, storage of human milk, supplementation, breastfeeding the near term infant, neonatal ankyloglossia, galactogogues, etc.)

There is a new 2005 (3rd) edition of "The Breastfeeding Atlas" by Barbara Wilson-Clay and Kay Hoover, complete with a DVD video.

Carol Melcher, RNC, BS, MPH, Loma Linda University Medical Center, CA Session # P2-A, Tuesday, July 12, 8 AM, pages 15-21 of Professional Development Day syllabus. "The Relational Teaching Model: A New Approach to Training Resistant Hospital Staff." Don't spend time trying to convince mothers to breastfeed. In each of their area hospitals, only half of the mothers who requested exclusive breastfeeding actually got that. But 100% of mothers who requested bottle feeding got that. Approach this with administration as a patient satisfaction issue. Help nurses focus on meeting mothers' goals. Once you get skin-to-skin for the first two hours, breastfeeding follows.

Carol teaches a 16 hour course, taken by 2,400 RNs in past 4 years, about 35 at a time, mixing different hospitals together, about 2-3 from each of 20 area hospitals in each class. Mandatory training. The nurses are paid to attend. Emphasis on connecting with nursing staff in teaching this class. Breastfeeding is a highly charged topic. Do not mention it in title. Called classes "Birth and Beyond: Evidence Based Practice in the Hospital." Focused on Nils Bergman research and mother-infant attachment. Relational model: More important to connect with the learner than to get the message across. Active listening. Hear their concerns. If nurse says bottle feeding is easier, don't argue that breastfeeding is easier. Move closer. Say, "Tell me more about that." Don't polarize. Most resistant student always sits in same seat near door, near food. Move close to this person. Be sure they feel comfortable, accepted, well-fed. Carol was a great speaker. Recommend her for a WALC conference speaker.

Other information:

Jack Newman Conference Friday, October 28 Saturday, October 29 at Four Points Sheraton, Milwaukee Airport. Download registration materials at <http://www.LLofWI.org/jacknewman> or request an email version of the registration materials <mailto:atregistrarwi@lllofwi.org> Early bird deadline is October 1.