

LCGB meeting 19th September 2011

Venue: Square Pig Holborn

Present: Jill Dye, Trish Molinari, Carol Walton, Helen Gray, Sally Etheridge, Marion Jones, Sarah Gill, Janet Everest, Elizabeth Thompson, Jean Waldman, Anne Dobson

Apologies: Luci Lishman, Sam Alexander, Sue Saunders, Cathy Gale, Denise Pemberton, Hilary Myers, Andrene Alejandro, Sharon Breward, Hilary English, Elizabeth Mayo, Deborah Robertson, Gwyneth ward, Irene Rodgers, Elizabeth Carter, Joy Hastings, Katie Fisher, Trish Griffin, Linda Page, Sarah Brown, Karen Fox, Pamela Morrison, Iona Ramsay, Lynn Timms, Clare Meynall

Agenda

Matters Arising from previous minutes; meeting July 6th 2011;

- Health Professions Council (HPC) - Previous minutes state that there is a government move to deregulation of organisations. This should have read as self regulation of organisations that have previously been accredited and governed by the HPC. No further accreditations are being made by the DH for the time being.
- Apologies were given by Carol Walton for the previous meeting but not minuted.
- Pam Lacey – The collection made for the ABM in memory of Pam at last years BFI conference, remains unaccounted for. LCGB is going to send a donation of £50 to Sharon Breward of the ABM which is going towards a fund for a prize for an ABM Breastfeeding Counsellor.
Carol Walton informed us that she had been asked to give a talk in memory of Pam.

Minutes approved

Agenda

Matters Arising

LCGB committee members –

- Sarah Gill wanted to remind the membership, on the committees' behalf, that all LCGB committee members take the role on a voluntary basis and that most have to fit their LCGB commitments around employment, family and 'life'. Therefore, some of the tasks taken on by the committee on behalf of the membership may take longer than we would wish.
- All members are warmly invited to come to meetings.
- Those attending meetings are asked to give £5 towards the cost of lunch. Remaining cost met by the LCGB.
- If a member has a particular concern, please come to the meeting to present the issue.
- Items for the agenda should be sent in at least a week prior to the meeting.

Towergate Insurance –

- Sarah Gill cannot do more until she has feedback from the membership.
- There will be a request from Sarah in the next Treasure Chest asking members to answer three questions about their insurance for private LC practise.
- It would seem that Towergate is charging IBCLC's different amounts for the same type of policy and Sarah is hoping to negotiate a special deal with Towergate for LCGB members.

PO BOX

- Trish Molinari is dealing with this.
- 1 months notice required to change PO Box.
- The redirection order costs £54.45 and lasts six months.
- New PO Box will cost £170 p.a.
- Existing PO Box must be cancelled in writing.

- Application for new PO Box must be made in writing and have two signatures.
- January 2012 is the time to apply if a decision is made to carry on with a PO Box.

Media Training –

- Linda Page provided Jill with some information about a company that provides media training on line, half day training for radio 4 people, TV training also available.
- Helen Gray provided information about online training.
- Might be useful for those representing the LCGB in public forums.
- It is a four module video course which covers; what journalists are looking for; in print, on radio, TV and on line; how to get your message across; what works and what doesn't in radio or TV interviews and how to deal with difficult questions.
- The company is called mediatrainingonline.com.
- Helen mentioned that the NCT may offer media training, and she would find out.
- Carol suggested asking BFI if they did media training that they might open up to others, she will speak to them and find out

The Coordinators Report

Jill represented the LCGB and La Leche League in a Partnership Forum held by Unicef on the 18th July:

- Concerns about the lack of progress with the global strategy.
- It was felt that there is a need for a National Breastfeeding Committee.
- It would be UK wide with representatives from all four countries
- Made up of high level representatives, able to make decisions for the progress of the global strategy.
- The aim of the committee's work would be to reduce the number of women who stop breastfeeding before they wanted to.
- Unicef will investigate options for convening and resourcing such a committee.

Jill represented the LCGB on the 7th September at a Stakeholder meeting to discuss the European Commission proposal for the regulation on food intended for infants and young children.

- The meeting enabled the government to take the views of stakeholders affected by the proposals.
- Jill will make comments and reply by the 29th September.

On the 13th September Jill as the LCGB attended an Infant Feeding Policy Think Tank.

- Put on by the RCM.
- Held to receive stake holders' views about the direction that the RCM should take with regards their policies about infant feeding.
- Controversial day as representatives from industry were invited as well.

On the 4th October Jill will attend a DOH stakeholder meeting, on behalf of the LCGB

Baby Feeding Law Group –

- The next meeting is in October.
- Jill will attend as LCGB representative.

RCM Conference –

- Hilary is attending and will run the LCGB stall.

Viv Sleeman –

- Gives thanks for everyone's best wishes. It is approximately a month since her operation.
- Flowers sent from the LCGB

The Eat Study-

- Being conducted at St Thomas Hospital.
- Funded by the Medical Research Council and the food industry.
- Looking at the careful, early intro of certain foods to babies of higher risk of allergy related diseases like asthma and eczema.

Treasurer's Report

- Luci sent her apologies to the meeting.
- She was available by phone if necessary.

Secretary and Membership Secretary's Report

- There are some differences between the Secretary's list and the Membership Secretary's list.
- They are working together to resolve this.
- Members will no longer be sent updated membership lists. Concerns over confidentiality and data protection.
- The membership list will be on the web site on the member's page.

The Education Information Officers Report and other study info

- Webinar about changing education requirements and development of AARC academic programs: there is now a free link to the powerpoints from this webinar:http://aarclactation.org/download/EducationForum_PPTSlides_2011.pdf
- September 28th. LCGB Tongue Tie study day. For practitioners of frenulotomy. Salisbury, almost fully booked.
- 1st October. Sleep issues and becoming an IBCLC. LCGB study day. Queens Medical Centre, Nottingham. £45 members. Facilitated by Sarah Gill.
- 13th October (register by 6th October) ILCA webinar Branding Breastfeeding for the 21st century. Payment by Visa/credit card
- 16th November. Tongue Tie study day. Seminar for those referring to frenulotomy practitioners. Kings College Hospital, 1-5 pm £45 inc. refreshments. Facilitated by Mr Patel and Katie Fisher.
- Discussed possibility of engaging Robert Lansley for a fund raising study day, whilst he is in the country, late Nov/early Dec. He is well known for his teaching of how to put together inspirational power point presentations. No one at the meeting is able to proceed with this opportunity.

Conference Coordinators Report

- 22nd-23rd June 2012 LCGB conference & AGM. Theme will be 'protecting breastfeeding'
Discussed venues.
 - The Genesis Centre, Alfreton, Derbyshire. Close motorway. 1 from mile train station.
 - Comes with good recommendation from the La Leche League.
 - Venue £250 for two function rooms for two days, with large hall and spacious ground floor area.
 - Potential speakers, Diane West, Liz Brookes.
 - Finger buffet lunch
 - Evening meal
 - No accommodation but Travel Lodge, Premier Inn and B&B within easy

walking distance. Following discussion of this and other venues, agreed that Marion will book the Genesis Centre.

IBLCE Code of Practice

- Pam Morrison asked the committee to discuss this.
- Concerns about new code with regards the Code of Marketing of Breast Milk Substitutes.
- Changes with regards limiting commercial influence, which may affect the running of stalls at small conferences and study days.
- Committee to decide if the LCGB will make a response to comments invited on the new protocol.
- Deborah Robertson has some thoughts on the subject. Helen will ask her if she would like to put together a draft on behalf of the LCGB.
- Also some concerns with regards the eligibility for the IBCLE exam, in the UK.

ILCA Conference

- Sue Saunders request for agenda as the ILCA Director of Professional Development
- USA Orlando 2012
- Abstracts being sought from IBCLC's on clinical practise case studies; antenatal, post natal and paediatric care; high risk and special care infants; policy and promotion; public health and advocacy; ethical and legal issues; professional development; counselling and communication; research/evidence based practice; worksite support; low income, high risk mothers; and Spanish presentation.
- ILCA website www.ilca.org homepage, What's new, click on Preliminary 2012 ILCA Conference resources now available, call for proposals in last paragraph and click.

Treasure Chest

- The new deadline for next issue is 22/10/11. Last edition cancelled due to lack of articles.
- The letter from Andrew Lansley, which was received by the LCGB earlier this year, will be in the next issue of The Treasure Chest

Breastfeeding Manifesto

- No further funding.
- Breastfeeding Welcome has been taken over by the NCT.
- LCGB to monitor changes in the promotion, support and protection of breastfeeding. All members are asked to send any observations to the LCGB Secretary.
- Discussed the coalition and the affect on the governments change in policy with regards the support of breastfeeding.
- Letter from Andrew Lansley will be in next Treasure Chest.

AOB

LCGB Homepage

- Sue Saunders has asked if the following statement can be added to the homepage of the website.
- LCGB is affiliated to the International Lactation Consultants Association (ILCA), the global association for health care workers who specialise in breastfeeding. ILCA is a founding and participating member of the World Alliance for Breastfeeding (WABA) and has NGO status with WHO and United nations organisations such as Unicef.
- For information on ILCA, visit: www.ilca.org

Advertising of Study days

- The committee agreed on the following:
- There will be a free listing of study days in the Treasure Chest and on the web site.
- Adverts on the web site for one study day will be charged at £30.
- Adverts on the web site, for a series of study days will be charged at £75.
- Prices will be reviewed periodically.
- There will be no further adverts for study days in the Treasure Chest, other than the free listing.

Sharon Breward (ABM)

- Sharon asked the committee to discuss the entry criteria for the IBCLC exam, in the UK.
- The LCGB would like to draw the membership's attention to the fact that the qualification of IBCLC is not a health professional qualification.
- There may be implications for limitation of practice. For example training to do frenulotomies.
- Please refer to the NICE guide lines.
- Sally will contact Hilary to ensure that this is covered on the study day on 28th September.

Why belong to the LCGB?

- Marion is going to put together a draft stating benefits of membership

Who's Who in Breastfeeding?

- Helen has put together a chart to help clarify for the general public and other health professionals, the different training programmes available in breastfeeding/lactation and what these various qualifications mean in terms of practising, to support women to breastfeed.

Next meeting

24th November. Liverpool, following first day of BFI conference, venue to be confirmed.