

# YEAR IN REVIEW

Lamaze International • 2025 M Street, NW, Suite 800 • Washington, DC 20036

Phone 202-367-1128 • Fax 202-367-2128 • Toll-Free 800-368-4404 • [www.lamaze.org](http://www.lamaze.org) • [info@lamaze.org](mailto:info@lamaze.org)

As part of our 2008-2010 Strategic Plan, Lamaze set out to serve as the contemporary, credible source of education and information for birthing mothers around the world, using emerging, traditional and culturally sensitive methods of communication.

In April, we partnered with Edelman, a public relations firm, to help communicate the Lamaze message and reaffirm our role as the leader in childbirth education for women, educators and health care providers. We thank those educators who participated in this project's research survey. Your feedback, plus that collected from health care professionals and new and expecting parents, serves as an integral part of our research. We held two focused message strategy sessions this summer and collected additional input, which will be used to develop our core messages. As we continue to progress, we'll keep you posted!

Our outreach continues to benefit more women earlier in or before their pregnancy. This year we launched the new "Expectant Parents" section of our Web site as well as the online version of our magazine *Lamaze: Pregnancy, Birth & Beyond*. Both are presented in English and Spanish and will help us expand our outreach to women. In June, we introduced a weekly pregnancy e-newsletter, *Lamaze...Building Confidence Week by Week*. Expectant parents can sign up for this newsletter on our Web site to receive relevant, evidence-based and confidence-building information each week. We are planning more online tools for parents, which you can read about in the Lamaze Institute for Normal Birth report.

Lamaze strategic corporate partnerships continue to grow. You may have noticed the new lines of Lamaze Toys that appear on shelves nationwide. Currently, we also are in the process of developing new product lines of body care products for expecting and new mothers, baby wear, and intimate maternity and nursing apparel. These strategic partnerships will expand awareness among consumer audiences and provide financial support for Lamaze International to promote, support and protect normal birth.

As we grow, Lamaze seeks out new collaborative partnerships with other health care organizations to strengthen our mission. Through these partnerships, Lamaze

has earned a seat at the table among key players in the health care arena, giving us a voice to advocate for better health care outcomes for mothers and babies.

In the past year, several Lamaze members have spoken at conferences and meetings, to the media and to the community to spread the message of childbirth education and normal birth. In May, I gave testimony at the *Healthy People 2020* hearing in New York City, as did several other Lamaze leaders and advocates around the United States. *Healthy People 2020* is a federal document, due to be released in 2010, which outlines public health goals for the United States. I urged an increase in evidence-based care in our U.S. maternity care system and highlighted the fact that maternal deaths are on the rise.

We have an ambitious and exciting Strategic Plan for 2008-2010. Much of our strategic efforts in 2009 will focus on spreading our message to a wider audience. We will target distinct messages to our different audiences: expectant parents and consumers, childbirth educators, health care providers, insurers and policy makers. Each group plays an important role in effecting positive change in maternity care. We also are committed to increasing the number of Lamaze Certified Childbirth Educators. LCCE educators are the "feet on the street" that Lamaze relies on to forward our mission. Also in the year to come, look for advocacy alert e-mails that we hope will inspire action in the legislative and policy arena. It's up to us to create change, no matter how big or small.

It has been an honor to serve as your president for the past year. I am confident that Pam Spry, your incoming President, as well as the 2008-2009 Board of Directors, will continue to move us forward. These are exciting times, and I'm so glad you are with us! Keep up your hard work, your commitment to evidence-based information and never lose your respect and awe for women, babies, birth and breastfeeding.

All the best,

Allison Walsh IBCLC, FACCE, LCCE

## CONFERENCE COMMITTEE REPORT

*Ann Grauer, CD(DONA), LCCE, FACCE*

More than 350 attendees joined together to rejuvenate and recharge at the successful 2007 Annual Conference, *Gather in the Spirit of Birth*, held at the Sheraton Wild Horse Pass Resort & Spa near Phoenix, AZ. Attendee feedback indicated that this was the best conference yet, and a perfect farewell to our conference chair of six years, Teri Shilling.

We expect this year's 2008 Annual Conference, *Off and Running for Normal Birth*, to be an enlightening and rejuvenating event. Sessions and activities, held at The Galt House Hotel & Suites in Louisville, KY, include nearly 40 concurrent sessions in addition to two pre-conference workshops and a pre-conference childbirth educator seminar. Hollywood comes to Louisville this year as we screen two inspirational

films: *Orgasmic Birth* (by Debra Pascali-Bonaro) and *Pregnant in America: Creating Change in Birth* (by Steve Buonaugurio).

Be sure to get your copy of our innovative, smaller program book complete with a CD for each attendee. The CD holds files of all session handouts and conference information sheets. By using electronic files, we will use less paper while offering convenience and future usability of conference materials to our attendees.

The 2009 Annual Conference holds great promise for Lamaze as we *Celebrate the Magic of Normal Birth* in Orlando, FL. Make plans now to join us in the Sunshine State, October 1-4, at Disney's Coronado Springs Resort.

---

## LAMAZE INSTITUTE FOR NORMAL BIRTH COMMITTEE REPORT

*Debra Bingham, MS, RN, Dr. Public Health Candidate, LCCE*

### Collaboration

- Joined the National Quality Forum (NQF), a not-for-profit membership organization located in the United States that was formed to promote a national strategy for health care quality measurement and reporting. As an NQF member, we have and will continue to promote a common approach to measuring health care quality and fostering system-wide capacity for quality improvement. The Perinatal Steering Committee was formed in 2007 and endorsed 18 quality measures.
- Continued collaboration with other organizations, including the United States Breastfeeding Committee (USBC), the USDA's Breastfeeding Promotion Consortium (BPC), The Coalition for Improving Maternity Services (CIMS), The Joint Commission on Accreditation of Healthcare Organizations, Healthy Mothers, Healthy Babies Coalition (HMHB) and the Consumers United for Evidence-based Healthcare (CUE).
- Attended various regional meetings to add perspective and contribute to *Healthy People 2020* objectives.
- Developed talking points and a press packet that was distributed in person at the December

2007 NIH State-of-the-Science Conference: Prevention of Fecal and Urinary Incontinence in Adults.

### Media Outreach

- Developed a media campaign to promote:
  - Launch of the revised care practice papers, including reference of the papers in nearly all other press releases
  - Publication of CDC data, including the 2006 cesarean rate and figures on maternal mortality
  - Launch of The Birth Survey
  - New research published in *The Journal of Perinatal Education*
  - Results of both the *Listening to Mothers II* and *Listening to Mothers II Postpartum* surveys
- Distributed a statement to the American College of Obstetricians and Gynecologists and the American Medical Association opposing their Statement of Policy related to homebirths and issued talking points for childbirth educators.
- Distributed a statement to the Association of Women's Health, Obstetric and Neonatal

Nurses in response to their opposition to CPM licensure as well as talking points for childbirth educators.

- Responded to press via letters to the editor for at least 10 different publications, in many cases providing “the other side of the coin” viewpoint in relation to childbirth options today.

### Advocacy and Community Outreach

- Awarded 11 Birth Network grants for the fiscal year of 2008. The Institute gave priority this year to projects promoting transparency in maternity care at the community level. Grants ranged from \$300 to \$1,000.
- Awarded six Community-Based Outreach grants to support families in underserved areas, five for \$500 and one for \$300. Recipients were chosen from Oklahoma, Michigan, Texas, Pennsylvania, North Carolina and New York.
- Hosted a Webinar entitled “Starting Conversations of Change” presented by Debra Bingham; there were 171 participants.
- Piloting a “hospital change project” at the Lamaze 2008 Annual Conference through a leadership session entitled *Implementing Evidence-Based Maternity Care Practices*. The session is for multi-disciplinary teams comprised of the director of maternal-child nursing, the labor and delivery nurse manager, the director of childbirth education and the postpartum nurse manager. The session will provide an opportunity to share practical strategies, tips and tools to implement maternity care practices that will lead to improved outcomes and patient and provider satisfaction; and to develop the hospital’s action plan, based on the latest evidence, tools and resources.

### Consumer Education

- We have identified a partner to help us develop an online birth planner and are actively exploring funding to support development. This interactive Web-based tool will allow expectant parents to build birth plans with evidence-based, real-time feedback about the potential downstream effects of their choices. Women can use the tool to learn how some choices affect the “story” of how birth unfolds.
- In March, we launched the *Lamaze: Pregnancy, Birth & Beyond* Web site. The new Web site, <http://magazine.lamaze.org>, is available in English and Spanish, and provides online tools plus expanded educational resources for women and their families.
- In May, we launched a recording tool to capture women’s birth stories in an electronic format. These birth story podcasts are designed to help restore faith in the body’s natural ability to labor and give birth.
- In June, we launched a weekly pregnancy e-mail, *Lamaze...Building Confidence Week by Week*, featuring trustworthy information, practical tips and inspirational stories to guide women and families through pregnancy and beyond. Promotional banners and posters are available online for educators to promote e-newsletter subscriptions.
- Collaborating with Injoy Productions on an online education tool for expectant parents with a focus on the Six Care Practices that Support Normal Birth.
- Developing a series of classroom resources for childbirth educators that promote the Six Care Practices that Support Normal Birth.

---

## MEMBERSHIP REPORT

- Membership levels have remained steady for the past three years, with 2007 ending in a total of 2,540 members. Membership recruitment efforts have primarily targeted students enrolled in the Lamaze Childbirth Educator program and experienced candidates taking the Lamaze certification exam.
- Lamaze membership is comprised of childbirth educators, health care providers, health care professionals and parents from

across the world. Eighty-nine percent of membership is from North America and 11 percent is from more than 23 international countries. We continue to see growth in the proportion of international members (a more than 2 percent increase from last year), broadening the reach of Lamaze International around the world.

## AUDITED FINANCIAL REPORT

Sharon Dalrymple, RN, BN, Med, LCCE, FACCE

Lamaze International continues to report solid financial results. The organization ended 2007 with a positive change in net assets of \$65,012. Net assets totaled \$1,871,804 at year end. The Finance

Committee continues to review the quarterly performance metrics to monitor and track financial, membership and program operation trends, benchmarks and goals.

### Lamaze International Financial Statement for the Years Ended December 31, 2006 and 2007

	<b>2007</b>	<b>2006</b>
<b>Current Assets</b>		
Cash and cash equivalents	\$969,033	\$361,744
Investments	1,004,828	1,139,751
Accounts receivable	395,374	328,759
Inventory	51,667	40,822
Prepaid expenses	84,676	42,134
<b>Total Assets</b>	<b>\$2,505,578</b>	<b>\$1,913,210</b>
<b>Current Liabilities</b>		
Accounts payable and accrued expenses	\$69,900	\$40,393
Due SmithBucklin Corporation	-	24,490
Deferred revenue	563,874	41,535
<b>Total Liabilities</b>	<b>\$633,774</b>	<b>\$106,418</b>
<b>Net Assets</b>	<b>\$1,871,804</b>	<b>\$1,806,792</b>
<b>Total Liabilities and Net Assets</b>	<b>\$2,505,578</b>	<b>\$1,913,210</b>
<b>Revenue</b>		
Membership and communications	\$284,256	\$300,000
Education	84,823	96,571
Certification	92,506	84,058
Annual conference	191,823	236,970
Royalties, investment and other income	1,493,200	1,513,820
<b>Total Revenue</b>	<b>\$2,146,608</b>	<b>\$2,231,419</b>
<b>Expenses</b>		
<b>Program Expenses</b>		
Membership and communications	\$686,456	\$666,836
Education	303,816	358,082
Certification	272,823	264,339
Annual Conference	291,092	238,731
Lamaze Institute for Normal Birth	100,466	155,675
<b>Administrative Expenses</b>		
Executive/governance	\$232,183	\$181,197
Office systems/administrative	194,760	212,537
<b>Total Expenses</b>	<b>\$2,081,596</b>	<b>\$2,077,397</b>
<b>Change in Net Assets</b>	<b>\$65,012</b>	<b>\$154,022</b>
<b>Net Assets, Beginning of Year</b>	<b>\$1,806,792</b>	<b>\$1,652,770</b>
<b>Net Assets, End of Year</b>	<b>\$1,871,804</b>	<b>\$1,806,792</b>

## CERTIFICATION COUNCIL REPORT

Wendy C. Budin, PhD, RN, BC, LCCE, FACCE

On April 23, 2008, 120 candidates sat for the Lamaze Childbirth Educator Certification Exam. The following are a few key facts about the April 2008 exam:

- Lamaze offered a computer-based exam, administered by LaserGrade®. This was the seventh time that the computer-based exam was administered.
- Paper exams were administered in Canada, Kenya, Korea and the United Kingdom. Thirty-three percent of the April 2008 exam candidates wrote the exam from an alternate test site.
- The exam was administered in four languages and in six countries: Canada, Kenya, Korea, Romania, the United Kingdom and the United States. Sixty-seven percent of the candidates were from the United States.
- Lamaze continued to offer incentives to sit for the exam, including a \$50 coupon given to all students enrolled in a Lamaze Accredited Childbirth Educator Program; and the Educator-Get-an-Educator discount, which awards a \$25 voucher toward recertification to LCCE educators who refer a new Lamaze exam candidate.

- The mean exam score was 80 percent; 108 candidates passed the April 2008 exam.

Also in 2007-2008:

- LaserGrade® agreed to extend their contract with Lamaze, so we will continue to use this testing service for the exam and work with them to improve the process.
- In 2008, the new exam start times changed to 12:00 p.m., 1:00 p.m. and 2:00 p.m.
- We adopted an amended and revised recertification policy. The new version contains updated language about the new contact hour requirements approved in 2006, mandatory continuing education programs and further clarification on the Council's requirements for reinstatement of lapsed certification.
- We made additional changes to the policy draft regarding the standards for acceptable birth observations and the inclusion of Lamaze Accredited Childbirth Educator Seminars as acceptable continuing education credit for recertification.

---

## EDUCATION COUNCIL REPORT

Jeanne Green, MT, CD(DONA), LCCE, FACCE

- Our current list of workshops is growing. A new two-day Lamaze yoga workshop and a one-day update workshop, *Reality Birth*, will premiere in 2009. We also are working on an online contact-hour offering based on the Lamaze care practice, "Labor Begins on Its Own." We are offering *Evidence-based Nursing Care: Labor Support Skills* and our teen workshop, *Creativity, Connection and Commitment: Supporting Teens During the Childbearing Year*, as pre-conference workshops at the Lamaze 2008 Annual Conference, which also are available to travel to your community. Contact the Lamaze Administrative Office at [info@lamaze.org](mailto:info@lamaze.org) for information on hosting these or other specialty workshops.
- The Lamaze International *Study Guide* is available both online and on CD.
- The International Development Committee awarded four International Development Mini-Grants. They will help existing birth-related programs in the Czech Republic, Bangalore and Romania, plus provide a training program for new childbirth educators in India.
- Twelve Lamaze Accredited Childbirth Educator Programs are working hard to train new educators worldwide. The Accreditation Committee is reviewing and re-approving nine of these programs.
- Candidate Coordinators are recruiting, mentoring and encouraging new childbirth educators, and promoting Lamaze

Continued on page six

*Education Council Report continued*

International programs and seminars in their communities. This group of volunteers has provided tremendous support to our program directors. Lamaze urges anyone interested in joining this group of leaders to apply by contacting the Administrative Office.

- In 2008, the Lamaze homestudy program offered 10 homestudies, all of which were based on *The Journal of Perinatal Education*. To date in 2008, we have had 222 participants.
- Lamaze introduced a series of Webinars, some of which offer one Lamaze contact hour. Interest and participation has been overwhelming. The first Webinar, *What's New with Lamaze?*, had 241 attendees; *Starting Conversations of Change* and *Innovative Teaching Techniques* had 171 and 170 participants, respectively. Three new Webinars are scheduled for the remainder of 2008. Please check the Lamaze Web site (and your inbox) for upcoming Webinars.

- A special thanks to the Contact Hour Review and Approval Committee for a particularly busy year of reviewing abstracts and proposals for programs.
- The Education Council is eager to expand our committees and bring forth new leaders into Lamaze. For more information on volunteering with one of our committees, contact the Lamaze Administrative Office at [info@lamaze.org](mailto:info@lamaze.org).

---

## THE JOURNAL OF PERINATAL EDUCATION REPORT

Wendy C. Budin, PhD, RN, BC, LCCE, FACCE

- In September 2007, Dr. Wendy Budin and Dr. Judith Lothian began their second year as the Editor-in-Chief and Associate Editor of *The Journal of Perinatal Education (JPE)*; Nancy Perry continued as Managing Editor.
- Due to a substantial increase in the number of high-quality manuscript submissions, the Editors decided to adjust the column to article ratio by publishing additional peer-reviewed articles in place of regular columns. Beginning with issue 17.3, certain columns are featured only in every other issue, which allows for an increase in articles. The "In This Issue" and "Research Summaries" columns will appear in each issue. Recently, the Editors released a call for additional reviewers.
- Plans are underway to include the *JPE* in Thompson ISI Web of Knowledge in order to acquire a *JPE* impact factor to begin to track citations from the *JPE* in other works.
- Since last year's report, Budin and Lothian successfully edited and released five issues. In 16.3, the authors provided the revised and updated

position paper and accompanying care practice papers that synthesize best practices that promote, support and protect normal birth, bonding and breastfeeding. Issue 16.4 was devoted to the *Listening to Mothers II* report (from Childbirth Connection, in partnership with Lamaze International), and how results from the report can be translated into childbirth education practice. Jennifer Block, author of the book *Pushed*, contributed a guest editorial. Issues 17.1 and 17.2 continued with the format of three peer-reviewed articles and the regular columns.

