

YEAR IN REVIEW

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MESSAGE FROM THE PRESIDENT

Lamaze has seen a year of activity and productivity, to say the least! It's humbling to look back at the accomplishments Lamaze members, staff and volunteers have achieved in just one year, as you will learn through the reports from committee chairs contained in this year's Annual Report.

One of the biggest initiatives this past year was the work completed to improve the Lamaze branding and messaging. The goal was to create a message that would help us better connect with our target audience of first-time parents, which ultimately encourages more expectant parents to attend Lamaze childbirth education classes.

Lamaze also focused on enhancing and increasing our online presence as part of our strategy to ensure that we bridge a connection with the new generation of women. We're leaving our mark all over the Web, including Facebook, Twitter, YouTube, the Ask Henci forum and our new blog, Science & Sensibility. And, we've given our Lamaze Web site a new, fresh look with improved user-friendly navigation.

This year, we have been fortunate to be able to continue providing free access to *Lamaze: Pregnancy, Birth & Beyond* in 2009. In addition, our valued corporate licensing partnerships continue to grow, providing a major source of funding for Lamaze programs and outreach efforts. Along with Lamaze toys and children's books, you'll see the Lamaze brand on body care products for mom and baby, infant and children's wear, and intimate maternity apparel.

Your Board of Directors takes their job seriously and wants to ensure that Lamaze has a clear and relevant mission, and an effective leadership plan to support the organization in future years. To that end, the board has recommended some revisions to the rules that govern our organization in our bylaws.

As Lamaze moves into the next year, we will continue to review our program and product offerings to be sure they align with our strategic priorities and to ensure we are using our resources wisely. Please remember to give your feedback along the way. Let us know when we're doing something out of place or better yet, let us know when we're right on track! As always, we encourage your participation—apply for one of the open volunteer positions or host a workshop in your area.

All the best,

Pam Spry, PhD, CNM, FACNM, LCCE
President, Lamaze International

LAMAZE INSTITUTE FOR NORMAL BIRTH COMMITTEE REPORT

Debra Bingham, MS, RN, DrPH, LCCE, Chair

The Lamaze Institute for Normal Birth has been highly productive over the past year, which is reflected in the following highlights.

Collaboration

- Continued collaboration with organizations: the National Quality Forum, United States Breastfeeding Committee, the USDA's Breastfeeding Promotion Consortium, The Coalition for Improving Maternity Services, The Joint Commission on Accreditation of Healthcare Organizations, Healthy Mothers, Healthy Babies Coalition and the Consumers United for Evidence-based Healthcare.
- Presented two papers on the Six Lamaze Healthy Birth Practices and the Hospital Change Initiative at the Normal Birth Conference in the UK.
- The NQF liaison worked as a member of the Technical Advisory Panel for the Joint Commission; the Joint Commission chose five Core Quality Measures.

Media Outreach

- Developed a media campaign to promote:
 - Best Practices in Maternity Care Not Widely Used in the United States
 - Making Tough Decisions Without All the Facts: How Inadequate Informed Consent Puts Childbearing Families at Risk
 - Evidence Increases For Risks In Cesarean Surgery As National Rate Continues To Rise
 - Support in Labor Increases Positive Birth Outcomes for Women
 - New Perinatal Standards Aim to Measure and Improve Care Received by Laboring Mothers and Babies
 - If Breast Is Best, Why Are 70% of U.S. Hospitals Pushing Formula?
 - Healthy Birth Your Way: Six Steps to a Safer Birth
 - Delayed Childbearing in First-Time Moms Provides More Time to Make Informed Choices in Childbirth
- Secured an interview with Medscape, a Web site by WebMD, led by Lamaze President Pam Spry.
- Distributed a statement to the *International Journal of Obstetrics and Gynecology* in response to an article questioning natural birth classes. The statement was picked up by the BBC.
- Prepared the Lamaze Institute for Normal Birth Chair for an interview on KALW public radio on

maternal mortality rate and the Six Lamaze Healthy Birth Practices.

- Contributed information and statistics to an article on *www.iParenting.com*, "The Economics of Giving Birth."
- Secured a spot for Amy Romano to be a guest blogger on Medscape.

Advocacy and Community Outreach

- Awarded 11 Birth Network grants for the fiscal year of 2008. Grants ranged from \$300 to \$1,000.
- Awarded five Community-Based Outreach grants to support families in underserved areas, ranging from \$300 to \$500.
- Hosted Webinar, "Current Measures of Maternity Care," presented by Debra Bingham, DrPH, RN, LCCE.
- Continuously working in conjunction with sister organizations to sign on to advocacy efforts affecting policy changes in maternity care.

Consumer Education

- Promoted the Lamaze message throughout Internet communities and among "mommy bloggers" via an active online monitoring and engagement effort.
- Launched a new blog, *Science & Sensibility*, in April 2009. The blog helps maternity care reform advocates hone their ability to analyze research.
- Increased subscriber list for the *Lamaze... Building Confidence Week by Week* e-mail newsletter to 7,026.
- Updated the Six Lamaze Healthy Birth Practices based on the new branding efforts and made them available for download by parents and educators.
- Partnered with InJoy Productions and launched *Healthy Birth Your Way: Six Steps to a Safer Birth*, an online video education tool for expectant parents with a focus on the Six Lamaze Healthy Birth Practices.

Hospital Change Project

- Organized and held our first hospital change project, *Implementing Evidence-Based Maternity Care Practices*, in conjunction with the Lamaze International 2008 Annual Conference in Louisville, KY. Five hospitals attended (20 were invited).
- One hospital reported making changes in supporting "freedom of movement" from 0 percent up to 15 percent on last report.
- The next session is planned for the Lamaze International 2009 Annual Conference on October 2 in Orlando, FL. Leaders from more than 30 hospitals in the Central Florida area received invitations.

CONFERENCE COMMITTEE REPORT

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

More than 380 attendees joined together for a successful Lamaze International 2008 Annual Conference, *Off and Running for Normal Birth*, held at The Galt House Hotel & Suites in Louisville, KY. Attendee feedback was very positive and indicated that this was one of the most comprehensive education programs to date. Attendees represented 37 states across the United States and seven countries, and cited that networking and revitalization were the main reasons for attending.

We expect the 2009 Annual Conference, *Celebrating the Magic of Normal Birth*, in Orlando, FL, to be an uplifting and rejuvenating event. Despite the tough economy, registration numbers are up. The schedule boasts 30 concurrent sessions from top-notch presenters and five plenary sessions.

In an effort to bring the conference experience to those who can't make the trip, Lamaze International launched its first-ever On-Call (virtual) Conference, which allows attendees to take part in the conference from the comfort of their home or workplace computer. The On-Call Conference offers the chance

to earn up to 13 contact hours, watch the session live and benefit from audience interaction.

We continue to offer session proceedings on CD so attendees can access valuable handouts easily throughout the year. Attendees also can purchase the audio version of the sessions and can earn contact hours by completing conference homestudies throughout the year.

As if planning for the 2009 Annual Conference wasn't enough, the Conference Committee has been hard at work planning the 50th Anniversary Mega Conference to be held in conjunction with the International Childbirth Education Association (ICEA) in Milwaukee, WI, September 30- October 3, 2010. *Celebrating our Past, Uniting for the Future of Birth* promises to be the most exciting event in our associations' histories. Don't miss your chance to take part in this exceptional joint conference. For more information and to submit an abstract (deadline is January 8, 2010), visit the conference Web site at www.futureofbirthconference.com.

MEMBERSHIP COMMITTEE REPORT

Maria Brooks, BA, CD (DONA), LCCE, FACCE, Chair

At the end of 2008 Lamaze International had a total of 2,340 members. The membership is comprised of childbirth educators, health care professionals, and parents across the world with representation from 23 countries. The retention rate for Lamaze members from 2008 to 2009 is 85 percent, which is standard benchmark for associations according to the American Society of Association Executives (ASAE).

Early in 2009, Lamaze sent out 400 surveys to learn more from members who did not renew their membership. Of the lapsed members that responded, 75 percent indicated that their primary reason was that they were no longer active childbirth educators. In August 2009, we sent all members the Lamaze Member Needs Assessment Survey; more than 20 percent of members responded. The top reason cited for becoming a Lamaze member was access to educational resources and information. The most

favored member benefits were *The Journal of Perinatal Education, Genesis*, access to teaching resources and the Cochrane Library. More than 94 percent of survey respondents would recommend Lamaze membership to their colleagues.

Lamaze member feedback will serve as the foundation for the 2010 membership renewal plan and provides valuable information for planning the future Lamaze offerings, including membership benefits, events and services.

AUDITED FINANCIAL REPORT

Steve Amis, JD, Treasurer

Lamaze International had a positive year in 2008, earning \$71,338 from continuing operations. Our financial position remains strong with a total of \$1,441,924 in unrestricted net assets. This is down from 2007 for two reasons. As with almost all other participants in the stock market, Lamaze had a

disappointing year. We had losses of \$276,203 as of December 2008. These losses continued through the first quarter of 2009, but have since made a substantial recovery. Additionally during 2008, Lamaze invested \$215,524 in a branding initiative, which has been the foundation for the new ways that Lamaze delivers its message.

Lamaze International Financial Statement for the Years Ended December 31, 2007 and 2008

	<i>2008</i>	<i>2007</i>
<i>Current Assets</i>		
Cash and cash equivalents	\$534,652	\$969,033
Investments	750,812	1,004,828
Accounts receivable	380,924	395,374
Inventory	36,429	51,667
Prepaid expenses	36,865	84,676
<i>Total Assets</i>	\$1,739,682	\$2,505,578
<i>Current Liabilities</i>		
Accounts payable and accrued expenses	\$233,429	\$69,900
Due SmithBucklin Corporation	6,245	-
Deferred revenue	58,084	563,874
<i>Total Liabilities</i>	\$297,758	\$633,774
<i>Net Assets</i>	\$1,441,924	\$1,871,804
<i>Total Liabilities and Net Assets</i>	\$1,739,682	\$2,505,578
<i>Revenue</i>		
Membership and communications	\$244,838	\$284,256
Education	87,747	84,823
Certification	113,615	92,506
Annual conference	178,192	191,823
Magazine	2,067,141	
Royalties	1,185,518	1,493,200
Miscellaneous	9,154	
Investment Income	(276,204)	
<i>Total Revenue</i>	\$3,610,001	\$2,146,608
<i>Expenses</i>		
<i>Program Services</i>		
Communications	\$365,376	\$436,925
Education	348,611	303,816
Executive/Governance	413,432	232,183
Certification	333,736	272,823
Annual Conference	249,246	291,092
Magazine	1,641,010	-
Lamaze Institute for Normal Birth	139,733	100,466
<i>Administrative Expenses</i>		
Membership Development	\$258,001	\$249,531
Office systems/administrative	290,736	194,760
<i>Total Expenses</i>	\$4,039,881	\$2,081,596
<i>Change in Net Assets</i>	(\$429,880)	\$65,012
<i>Net Assets, Beginning of Year</i>	\$1,871,804	\$1,806,792
<i>Net Assets, End of Year</i>	\$1,441,924	\$1,871,804

CERTIFICATION COUNCIL REPORT

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

A total of 267 candidates sat for the Lamaze Childbirth Educator Certification Exams that took place on October 24, 2008 and April 22, 2009. The following are a few key facts about the October 2008 and April 2009 exam administrations:

- Lamaze offered a computer-based exam, administered by LaserGrade®. The computer-based exam has been administered 10 times.
- Paper exams were administered in Canada, Chile, Hawaii, India, Korea, Mexico, Romania and the United Kingdom. Forty percent of exam candidates wrote the exam from an alternate test site.
- The Lamaze certification exam was administered in five languages (English, Korean, Mandarin Chinese, Romanian and Spanish) and in nine countries: Canada, Chile, China, Hawaii, India, Korea, Mexico, Romania, the United Kingdom and the United States. Sixty percent of the candidates were from the United States.
- In October 2008, the mean score was 77 percent; 71 percent of candidates passed this exam.
- In April 2009, the mean exam score was 77.7 percent; 82.9 percent of candidates passed this exam.

- 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.

Also in 2008-2009:

- We adopted an amended and revised Certification Exam Eligibility policy, to be put into effect January 1, 2010.
- Starting on December 31, 2009, and for each subsequent cycle through June 30, 2012, one of the 25 continuing education units required of recertifying LCCE educators will be on the subject of ethics as it relates to childbirth education.
- 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
- The Educator-Get-an-Educator discount, which awarded a \$25 voucher toward recertification to LCCE educators who refer a new Lamaze exam candidate, has been discontinued due to limited use of the offering.

ITS STEERING COMMITTEE REPORT

Elizabeth M. Armstrong, MPA, PhD, Chair

On September 2, 2009, Lamaze launched a refreshed look, feel and organization to our existing Web site at www.lamaze.org. Early in 2009, Lamaze conducted a Web site usability study to determine the different target markets for the site as well as the “pain points” and missing needs on the previous site. Shortly after the study, Lamaze formed the Information Technology Systems (ITS) Steering Committee to make decisions on site design, layout and content structure.

The new Web site is more organized and easier for users to find the right information quickly. In addition, the site zeroes in on information targeted to new and expectant parents as well as childbirth professionals. The site also brings together the various community and social media elements connected to Lamaze, including Facebook, Twitter and birth blogs.

A new tool allows members to print memberships cards, a “going green” effort that will be available in early October in time for 2010 membership renewals. Lamaze also will be adding a non-member registration process, which will give non-members the ability to more fully participate in discussion forums and different interactive tools on the site. This function also will help Lamaze expand its user base.

EDUCATION COUNCIL REPORT

Caroline Donahue, RN, MA, LCCE, FACCE, Chair

The Lamaze Education Council Governing Body and members of the Board of Directors convened at the strategic planning meeting in January 2009. During this brainstorming session, several new educational and professional development initiatives were identified and are underway for 2010.

Accomplishments in 2008-2009 include:

- The 2010 Study Guide is under development and will be available shortly. In 2010, the committee will complete a major Study Guide revision.
- Completed two new workshops: *The Lamaze Prenatal Yoga Workshop* and *Lamaze Reality Birth: Educate, Advocate, Motivate!* *The Prenatal Yoga* workshop will debut at the Lamaze International 2009 Annual Conference in Orlando, FL. *Reality Birth* was piloted in May 2009 with 38 participants. The license for *Reality Birth* is available for purchase now. LCCE educators also can purchase the “workshop in a box,” a starter kit that helps present the program in local communities. Public workshops also are being planned to launch the new programs.
- In 2008 a total of 14 Lamaze specialty workshops were hosted with nearly 300 participants in attendance to Lamaze specialty workshops. To date in 2009 there have been seven hosted workshops with more than 100 participants.
- The Lamaze International Development Committee awarded one International Development Mini Grant in 2008. The award is being used to assist with the enrollment and certification of new Lamaze childbirth educators at the Austrian Family Care Center in Dubai.
- Nine Lamaze Accredited Childbirth Educator Programs successfully reaccredited in 2008. One program is scheduled for reaccreditation in November 2009. The Michener Institute for Applied Health Science Lamaze accredited program will be closing at the end of 2009.
- The *Program Accreditation Criteria and Guidelines* will be revised to align with the new certification eligibility requirements effective January 1, 2010.
- The Contact Hour Review and Approval Committee reviewed and approved 25 contact hour applications at the end of 2008. The committee has reviewed 16 applications so far in 2009 and has approved the 2009 Annual Conference for 19.5 Lamaze and Nursing Contact Hours in addition to 11 IBLCE L-CERP and 15.5 R-CERP hours.
- Ten homestudy programs based on articles from *The Journal of Perinatal Education* were offered; 414 homestudies were purchased.
- In 2008 Lamaze introduced a series of Webinars each offering one Lamaze contact hour. In the first year, more than 800 participants viewed a series of five Webinars. The Webinars also are available for purchase “on demand” in the Lamaze Online Education Store. The 2009 Lamaze Webinar series included several new sessions which were available to attend live or “on demand.” The next Webinar is scheduled for November 17.

THE JOURNAL OF PERINATAL EDUCATION REPORT

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

The Journal of Perinatal Education (JPE) continues to be the most highly valued benefit of Lamaze membership and serves as a valuable resource for perinatal education professionals worldwide through online access and inclusion in various professional indexes. Here are some highlights from the past year.

- The number of high-quality manuscript submissions continues to increase substantially, which allows us to proceed with the process to be ranked in the Thomson Reuters Impact Factor Listing.
- The *JPE* produced a special issue this past year on ethics and standards of practice.
- The editorial staff produced five homestudies (based on Journal articles from *JPE* issue 18.1) on ethics in order to help candidates fulfill the new Lamaze recertification ethics credit requirement.
- This year, the *JPE* had excellent guest editorials written by Maureen P. Corry and Rima Jolivet (issue 18.1), Debby Amis (issue 18.2), Berna Diehl (issue 18.3) and Susan Hodges (issue 18.4).

