

**Christine Staricka, BS, IBCLC, RLC, CE**  
**Board-Certified Lactation Consultant, Lactation Career Coach & Educator**  
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### Mission

As an International Board-Certified Lactation Consultant since 2009 and trained childbirth educator since 2007, I provide clinical lactation care and education to pregnant and lactating individuals. I provide clinical instruction to hospital maternity staff both inside and outside the hospital environment. I am an experienced instructor and writer, including via multiple social media platforms. I believe in peer support as the cornerstone to individual lactation success, and I am committed to providing evidence-based, practical clinical instruction to healthcare providers and the community. I have extensive experience managing and contributing to effective, national social media campaigns and day-to-day communications through multiple nonprofit organizations.

### Education

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| <b>2005</b> | <b>Bachelor of Science in Business Management, University of Phoenix</b>           |
| <b>2001</b> | <b>Certified Lactation Educator, University of California at San Diego</b>         |
| <b>2007</b> | <b>Certified Childbirth Educator, Academy of Certified Birth Educators</b>         |
| <b>2009</b> | <b>Initial Certification as International Board Certified Lactation Consultant</b> |
| <b>2019</b> | <b>Re-certified as International Board Certified Lactation Consultant</b>          |

### Professional & Volunteer Experience

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|-----------------------|---|
| <b>2020 - Present</b> | <b>Host, Publisher of The Lactation Training Lab Podcast</b>      |
| <b>2018 - Present</b> | <b>Central Valley Lactation Association Marketing Coordinator</b> |

- All aspects of event planning and coordination of logistics for educational events hosted by CVLA, including all marketing and social media promotion to increase attendance.
- Collaboration with Board of Directors to implement the organization's educational initiatives and objectives.
- All operational and administrative management of Baby Café Bakersfield, including public relations, social media management, and community outreach.
- Fundraising, membership, and association management.

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|-----------------------|---|
| <b>2014 - Present</b> | <b>Baby Café Bakersfield Clinical Care Provider and Facilitator</b> |
|-----------------------|---|

- Facilitated the opening of California's first licensed Baby Café location, now serving as location's Facilitator reporting to Baby Café USA, a non-profit organization
- Building a social media presence from the ground up, managing all social media accounts for the organization since 2014
- Coordinating volunteer IBCLCs and other breastfeeding supporters, marketing the service, maintaining all appropriate documentation
- Providing IBCLC services during Baby Café drop-ins, providing basic breastfeeding support in a group setting and via Telehealth as well as clinical consultation to individual dyad
- Outreach to the community regarding available services and opportunities for collaboration with other providers

## **2016 - Present    Baby Café USA Social Media Manager**

- Coordinating and scheduling posts for all social media platforms to advance the social media mission of Baby Café USA
- Assist licensed Baby Café locations with disseminating information about their services
- Create and share unique and original content for Baby Café USA
- Monitor and update website
- Coordinate Social Media Committee

## **2015 - 2021    Board Service - U.S. Lactation Consultant Association**

- Facilitation of all Board activities, including meetings
- Supervision/management of paid organizational staff and Executive Director
- Representation of organization to multiple groups nationwide
- Management of and updates to organization's Policies and Procedures Manual
- Financial oversight for organization

## **2013 - 2020    California Advanced Lactation Institute Course Director**

- Developing and presenting a LEAARC-recognized, 45-hour Integrated Lactation Counselor training for healthcare professionals and volunteers
- Creating a website, blog, online presence, and social media campaign to connect lactation support services and providers in Kern County, CA and California's Central Valley
- Developing and presenting a 45-hour Advanced Lactation Series for lactation care providers and others wishing to prepare for the IBCLC Exam
- Facilitating a community support group for breastfeeding mothers
- Writing and presenting a comprehensive teaching strategy for lactation care during baby's first 100 hours of life with the objective of increasing breastfeeding duration

## **2016 - 2018    BreastfeedLA Education and Policy Program Manager**

- All aspects of event planning and coordination of logistics for educational events hosted by BreastfeedLA, including all marketing and social media promotion to increase attendance.
- Collaboration with Steering Committee and Board of Directors to implement the organization's educational initiatives and objectives.
- Working with a multi-disciplinary team which is geographically diverse throughout the southern California area; telecommuting.
- Program Manager for Workplace Lactation Accommodation, Lactation Accommodation in Schools, Paid Family Leave Advocacy.

## **2014 - 2015    International Lactation Consultant Association Medialert Team**

- Social media team contributor for ILCA presence on Facebook, Twitter, Pinterest
- Blog author/contributor/editor
- Pinterest Team Leader and content contributor
- Live Twitter stream coordinator/contributor at ILCA Annual Conference 2014 (Phoenix, AZ)

## **2006 - 2016    Bakersfield Memorial Hospital & Mercy Hospitals Parent Educator**

- Providing clinical care as an IBCLC to breastfeeding dyads in Labor & Delivery, Family Care, Pediatrics, Level II NICU, and PICU
- Outpatient Lactation Consultation
- Childbirth and Prenatal Breastfeeding Instructor
- Daily Mother/Baby Discharge Instructor
- Support Group Facilitator
- Certified Birth & Beyond California (BBC) Instructor
- Data collection/interpretation for facility Baby-Friendly certification process
- Assisting with development of curriculum for clinical education of healthcare providers, including community

pediatric practices and other physicians

- Maintaining hospital breastfeeding statistics, developing forms and methods of tracking for patient care provision, attending multi-disciplinary rounds for NICU

## **2001 - 2006 Kern County Breastfeeding Promotion Coalition Comfort Line**

- Answering phone calls from local breastfeeding mothers to provide basic breastfeeding management information and referrals as needed
- Documenting phone calls appropriately for provision of care as well as tracking and statistics purposes
- Facilitating a peer support group for breastfeeding mothers
- Editing and writing for lactation newsletter "Lactation Link" in 2003-2004

## **1994 - 1997 Hertz Equipment Rental Corporation Branch Clerk**

- Performing accounting tasks including accounts payable and purchase order reconciliation
- Performing basic administrative tasks such as preparing correspondence, filing, and data entry

## **1992 - 1994 Airman, United States Navy**

- General military service; stationed at HSL-42 Mayport, FL
- Honorably discharged July, 1994

### **Articles Available Online**

- "A Day in the Life of US Hospital-Based IBCLC," Lactation Matters blog. Oct 9, 2012. <http://lactationmatters.org/2012/10/09/a-day-in-the-life-of-us-hospital-based-ibclc/> A catalog of the responsibilities and perspective of the IBCLC practicing in the hospital setting.
- "A Look Inside A Work In Progress," Lactation Matters blog. April 25, 2013. <http://lactationmatters.org/2013/04/25/a-look-inside-a-work-in-progress/> An in-depth description of the process behind writing lactation curriculum and properly referencing teaching materials intended for professionals and parents.
- "Breastfeeding Interventions," Lactation Matters blog. Feb 19, 2015. <http://lactationmatters.org/2015/02/19/breastfeeding-interventions-miriam-labbok-md-mph-facpm-fabm-ibclc/> An interview with Dr Miriam Labbok, MD, MPH, FACPM, FABM, IBCLC.
- "Great Lactation Consulting," Lactation Matters blog. March 16, 2015. <http://lactationmatters.org/2015/03/16/great-lactation-consulting-diana-west-ba-ibclc-and-lisa-marasco-ma-ibclc-filca/> An interview with Diana West, BA, IBCLC and Lisa Marasco, MA, IBCLC, FILCA on What Mothers Want From an IBCLC.
- "Making An Impact: IBCLCs Answering the Call," USLCA eNews article co-written with Debi Ferrarello, RN, MS, IBCLC. Feb 2012. A feature on local lactation professionals meeting the U.S.Surgeon General's Call to Action.
- "New Strategies for Relieving Engorgement," Lactation Matters blog. Dec 8, 2014. An interview with Maya Bolman, IBCLC. <http://lactationmatters.org/2014/12/08/new-strategies-for-relieving-engorgement-tips-and-tools-from-maya-bolman-ba-bsn-ibclc/>
- "The Bridge Between Past and Future: IBCLC© Day 2021," Amplify! Blog from USLCA. March 2021. <https://uslca.org/amplify/ibclcday2021/>