

Jeanette McCulloch, IBCLC

Improving maternal and infant health - and the way we talk about birth and lactation - by connecting birth and lactation professionals, volunteers, and advocates to new media tools and strategic communications skills

Contact

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Positions and Employment

Principal, *BirthSwell*, 2010-present

Improving maternal and infant health - and the way we talk about birth and lactation - by strategically connecting birth and lactation pros, volunteers, and activists to effective communications strategies and new media tools

Board Member, *Citizens for Midwifery*, 2010-present

National organization ensuring consumer representation on policy issues regarding access to midwifery

Director, *Birthways Labor Support and Postpartum Doula Care*, 2003-2012

Overseeing day-to-day operations of an organization providing care to more than 400 families per year

Organizer, *BirthNet of the Fingerlakes*, 2007-present

Consumer-led organization working to ensure a wide variety of birth options for women in the Fingerlakes region

Account Supervisor, *Valerie Denney Communications*, 1996-2003

Overseeing all aspects of strategic public relations campaigns for public interest groups

Legislative Aide and Campaign Assistant, *State Representative Judy Erwin*, 1993-1996

Providing legislative and campaign support to one of the most diverse districts in Illinois

Select presentations and professional memberships

2019:

Co-presenter, *Implementation of Childbirth-Specific Patient-Reported Outcomes Measures in the Hospital Setting*. 2019 PCORI Annual Meeting Poster Presentations. Washington DC. September 2019.

Co-presenter, *Co-creating a Midwifery Model of Quality Improvement in California*. California Association of Licensed Midwives. San Leandro, California. January 2019 & Vacaville, California, November 2019.

Planning Committee, *Birth Equity Summit IV, Addressing Our Shared Responsibility to Ensure Equity, Safety, and Respect*. Santa Fe, New Mexico. April 2019.

Plenary co-presenter, *There Is Something Wrong On The Internet: Combatting Inaccurate Health Information Online*. Pittsburgh, Pennsylvania. April 2019.

Co-presenter, *There Is Something Wrong On The Internet: Combatting Inaccurate Health Information Online*. United States Lactation Consultant Association. Scottsdale, Arizona. May 2019.

Co-presenter, *Sustainability Through Collaborations with Researchers and Knowledge Translation*. Oregon Doula Summit. Corvallis, Oregon. October 2019.

2018:

Citizens for Midwifery representative, *CPM Symposium*. Potomac, Maryland, May 2018

Facilitator, Sessions *Racial Equity: A Call to Action and Social context: Social media*. Breastfeeding and Feminism International Conference.

Representative for the International Lactation Consultant Association, *World Alliance for Breastfeeding Action*. Penang, Malaysia. September 2018.

Presenter, *Love Makes A Family: Supporting LGBTQIA+ and Gender Non-Conforming Families*. Gold Learning Online Continuing Education. April 2018

2017:

Co-presenter, *Creating Connection: Communication Skills for Lactation Educators*. Gold Learning Online Continuing Education. Sept 2017.

Presenter, *#thestrugglesisreal: How to Build Understanding and Empathy with Millennial Families*. Regional Association of Childbirth Educators of Puget Sound. Puget Sound, Washington. March 2017.

Co-presenter, #thestruggleisreal: How to Build Understanding and Empathy with Millennial Families. United States Lactation Consultant Association. San Antonio, Texas. May 2017.

Facilitator, LGBTQI Network Session. International Lactation Consultants Association. July 2017.

Plenary co-presenter, #thestruggleisreal: How to Build Understanding and Empathy with Millennial Families. Midwives Alliance of North America. Long Beach, California. November 2017.

2016:

Co-lecturer, Social Media and Breastfeeding Mothers. Lactation Education Resources. Online course. Updated October 2016.

Co-presenter, Social Media and Breastfeeding: Understanding Common Practices and Ethics for Breastfeeding Professionals. United States Lactation Consultants Association. May 2016.

Facilitator, LGBTQI Network Session. International Lactation Consultants Association. July 2016.

Co-presenter, The Care and Feeding of Your Social Media. American Association of Birth Centers. Pittsburgh, Pennsylvania. September 2016.

Co-presenter, Using Social Media to Disseminate our Messages and Actions. Breastfeeding and Feminism International Conference, Chapel Hill, North Carolina. March 2016.

2015:

Presenter, Reaching The Millennial Mom Where's She At: Online Breastfeeding Promotion. Breastfeeding and Feminism. Chapel Hill, NC. March 2015.

Co-speaker, The Care and Feeding of Your Breastfeeding Practice's Social Media. International Lactation Consultant Association Annual Conference. Washington DC. July 2015.

Plenary speaker, Changemakers Unite! How To Build Lasting, Effective Partnerships Between Midwives and Consumers. Midwives Alliance of North America Annual Conference. Albuquerque, NW. Oct 2015.

Half-day preconference session, Social Media Smarts: Strategic Online Marketing for the Busy Childbirth Professional. Lamaze International/ICEA Annual Conference. Las Vegas, NV. September 2015.

Co-presenter, Social Media and Breastfeeding: Understanding Common Practices and Ethics for Breastfeeding Professionals. Maryland Coalition of Lactation Consultants. Baltimore, MD. September 2015.

Presenter, Rainbow Families: Supporting Lactating LGBTQIA Families. Maryland Coalition of Lactation Consultants. Baltimore, MD. September 2015.

Presenter, Getting on Google's Good Side: Top SEO Strategies For Getting Found Online. Lamaze International/ICEA Annual Conference. Las Vegas, NV. September 2015.

2014:

Co-speaker, #SocMed? So What? Creating and Growing an Online Presence for your Private Practice. Lactation Consultants in Private Practice Conference. Philadelphia, PA. March 2014

Moderator, Breastfeeding and Social Media, The Good, The Bad, and The Ugly. Breastfeeding and Feminism International Conference. University of North Carolina Chapel Hill, March 2014

Discussion Session, Involving Men and New Fathers In Breastfeeding Support. Breastfeeding and Feminism International Conference. University of North Carolina Chapel Hill, March 2014.

Co-speaker, Meeting the Needs of the Digital Age Mother - Online Resources That Enhance Your Birth Business. Lamaze/DONA joint conference, Kansas City, MO. September 2014.

Birth Your Online Presence: Online Marketing That Builds Birth and Breastfeeding Practices and **Birth Your Online Community: Online Organizing For Birth and Breastfeeding Changemakers.** Bay Area Birth Center, Oakland, CA. September 2014.

Plenary Panel, Making Sense of HIPAA. Midwives Alliance of North America, St. Louis, MO. October 2014.

Half day preconference session, Birth Your Online Presence. Midwives Alliance of North America, St. Louis, MO. October 2014.

Speaker, Supporting Non-Traditional Families. La Leche League of New York. Syracuse, NY. November 2014.

2013:

Co-speaker, Defeating the Formula Death Star, One Tweet at a Time: Using Social Media to Advocate for the WHO Code. Breastfeeding and Feminism Symposium, University of North Carolina Chapel Hill, March 2013

Co-speaker, Cracking The Code Of Social Media, DONA International Virtual Conference. May 2013

Co-speaker, Building Ally Communities Using Social Media, Inequity In Breastfeeding Support conference, June 2013

Co-speaker, Reaching Women Where They Are At: Demystifying Online Marketing For Birth Professionals, half day preconference session, Lamaze International, October 2013

Co-speaker, Teaching to the Plugged In Mom: Using Today's Digital Tools in the Classroom and Beyond, Lamaze International, October 2013

The Care and Feeding of Your Organization's Social Media, Midwives of North America Annual Conference, October 2013

Webinars:

Series for International Lactation Consultant Association, with Amber McCann:
Today's Mothers Are All Thumbs

Facebook 101 for Lactation Professionals & Volunteers

Twitter 101 for Lactation Professionals & Volunteers

Pinterest 101 for Lactation Professionals & Volunteers

For Midwives Alliance of North America:

Facebook 101 for Midwives

Past:

Caucus Facilitator, *Midwives Alliance of North America Annual Conference*, 2012

Coordinate and lead the social media caucus at the 30th annual national conference of the Midwives Alliance of North America. The caucus is a learning and strategy session designed for midwives wanting to learn to how use social media strategically to spread evidence-based information, build business, and change birth policy.

Facilitator, “How To Craft Your Strategic Message” sessions, 1996-Present

For consumers and non-profit advocates. Select groups include: BirthNet of the Fingerlakes (birth consumers); Crescent Ridge Project (local rural residents advocating for wind farm); Chicago Public Schools (local parent leaders); Illinois Caucus for Adolescent Health (teen girls advocating for health education); Girls Best Friend Foundation (teen girls granting program); United Power for Action and Justice (Chicago-based IAF community organizers)

Instructor, *Community Media Workshop*, 2000-2003

Teaching message development and communications skills to nonprofit organizations

Presenter, *Making Media Connections Conference*, 2001

Community Media Workshop, “Crafting Your Strategic Message for Advocacy and Policy Efforts”

***DONA (Doula of North America)*, trained and current member, 2005-present**

***United States Lactation Consultants Association*, member, 2008-present**

Consumer representative, panel soliciting consumer input, *Womanly Art of Breastfeeding*, 2009

Delegate, *Homebirth Consensus Summit*, 2013 and 2014

Co-moderator, *#BirthGenius*, 2010-present

A community of birth professionals gathering online to learn about using social media tools to spread evidence-based information about birth

Participant in *One World Birth* project, 2011

(interactive documentary project designed to spread evidence-based information about birth using social media)

Select publications

2019

Gregory, KD, Korst, LM, Saeb, S, McCulloch, J, Greene, N, Fink, A, & Fridman, M. **Childbirth-specific patient-reported outcomes as predictors of hospital satisfaction.** American Journal of Obstetrics and Gynecology, 220(2), 201.e1-201.e19.

2017

McCulloch, JE, McCann, AD. **Communicating to Connect - Reaching Today's New Families.** Journal of Human Lactation.

2012

McCann, AD, McCulloch, JE. **Establishing an online and social media presence for your IBCLC practice.** Journal of Human Lactation. 2012 Nov;28(4):450-4.

Citation: [J Hum Lact](#). 2012 Nov;28(4):450-4. doi: 10.1177/0890334412461304. **Establishing an Online and Social Media Presence for Your IBCLC Practice.** [McCann AD](#), [McCulloch JE](#).

Jennie L. Bever Babendure PhD, IBCLC, Amber McCann IBCLC, Lara Audelo CLEC, Jodine Chase, Bettina Forbes CLC, Michelle Hickman, Katy Linda IBCLC, Jeanette McCulloch IBCLC, Danielle Berg Rigg JD, CLC, Marsha Walker RN, IBCLC, Amy West CLC. **Friends of the WHO Code: Using Social Media to Defend the International Code of Marketing of Breastmilk Substitutes.** Poster presented at the United States Lactation Consultants Association Annual Conference; April 2013; St Louis, MA

Honors

Silver Trumpet Award, *Publicity Club of Chicago*, 2003, for website creation, for MacArthur Justice Center

Silver Trumpet Award, *Publicity Club of Chicago*, 2003, for event promotion, Chicago Public Schools, Successful Schools Project

***The New York State Association of Licensed Midwives (NYSALM), Outstanding Service to the Midwifery Profession*, 2010**

Education and certification

B.A., Connecticut College, 1992, graduated with honors and distinction, philosophy
International Board Certified Lactation Consultant, 2010