



Board of Directors Nominee Profile 2017 Elections

Desired Board Position: Director

Name: **Nor Kamariah Mohamad Alwi**

Credentials:

- Bachelor of Engineering (B.E.)
- Master of Information Technology (MIT)
- International Board Certified Lactation Consultant (IBCLC)

Current Professional or Volunteer Position:

Private Practice Lactation Consultant

Home Town: Bandar Baru Bangi, Selangor, Malaysia



1. Lactation Support Experience, including experience working with diverse groups in breastfeeding and/or IBCLC advocacy:

- Professional:
 - Private Practice Lactation Consultant
- Volunteer:
 - Created online breastfeeding support forum (susuibu.com) in 2004
 - Co-Founder and President of Malaysian Breastfeeding Peer Counselors

a. How Lactation Support Experience has shaped skills and perspectives:

- Prompted by need to respond to questions on susuibu.com online forum, took courses in Lactation Management and Breastfeeding Counseling
- Began face-to-face consultations
- Trained peer counselors

b. How skills and perspectives would contribute to the social and global diversity of the BOD:

- Unique experiences with multicultural communities in Malaysia, can introduce fresh perspectives for ILCA BOD and help contribute towards ILCA diversity goals.

2. Leadership experience in work and/or community:

- Susuibu.com
 - Web-based forum.
 - Moved to Facebook and has 50,000+ followers
- Personally encouraged friends to sit for IBCLC exam; increased number of non-medical IBCLCs in Malaysia
- Working with IBCLCs to establish Malaysian Lactation Consultant Association
- Mother Support Group representative for the 5th revision of the Malaysian Code of Marketing for Breastmilk Substitutes
- WABA
 - Local Governance Task Force Coordinator

3. Addressing a Specific Challenge in lactation support work:

- Challenge: Increase community breastfeeding support
- Addressed by:
 - Initiating Malaysian Breastfeeding Peer Counselor Project
 - Secured funding from UNICEF
 - Worked with La Leche League International to develop program modules and pilot programs
 - Created trainings for peer counselors
- Outcome:
 - Established the Malaysian Breastfeeding Peer Counselor Association (MBPCA)
 - Have 500+ peer counselors

4. Vision For ILCA

a. General vision for ILCA in the next few years:

- Inclusive and receptive to the various cultural backgrounds of IBCLCs around the world, in line with ILCA diversity goals.

b. One specific goal for ILCA in the next few years:

- Include more representatives from various communities from other regions contributing to the contents of ILCA's knowledge base (JHL, conferences, etc).

i. The Importance of this goal:

- Create a global inclusive platform for ensuring better networking and communication, towards truly empowering each community.