



Inside Breastfeeding USA

August 2020

Greetings from the Board of Directors

As the summer comes to an unofficial close at the end of the month (even though Autumnal Equinox isn't until September 22) and the season changes once again, I am reminded of some advice I received as a soon-to-be new mom not too long ago: everything is a phase.

At the time, I had no idea how often I would return to this advice during the early days of parenting. From learning how to breastfeed amid sleepless nights to temper tantrums and answering every kid's favorite question ("but why?"), some days it felt like playing this mantra on repeat in my mind was the only thing that kept me sane. So when I found myself tested by all of the challenges that 2020 has presented to us (so far) and uncertain of what would come next and how or when it would end, I knew exactly what words would guide me through the turmoil.

With this in mind, I want to thank each of you for your steadfast commitment to Breastfeeding USA and the families that we serve. As an organization entirely powered by volunteers, I would be remiss if I did not acknowledge how all of you have contributed to maintain our internal and external consistency while also powering yourselves, your families and the families that rely on your support through unprecedented times.

Please continue to take good care of yourselves and each other, and remember that this season, too, will pass.

Yours in lactation,

Tamika Harris, Secretary

CONGRATULATIONS!

Welcome to our newest BCs who were accredited in July:

Sam Farrell (SC/VA)
Shawna Junior (GA)
Raven Thomas (GA)

CELEBRATE Black Breastfeeding Week, August 25-31.

It's the 8th year of Black Breastfeeding Week. This year, the theme is Revive. Restore. Reclaim! For more information, visit: <http://blackbreastfeedingweek.org/> and follow <https://www.facebook.com/BlackBreastfeedingWeek/> for some great virtual events!

CASE STUDY

Learn with us! Submit an interesting case for next month's edition!

July Case Study:

The baby was seen at one month of age by an IBCLC. Second child, older child nursed into toddlerhood. Nipple damage started day 5. Parent noticed compression of the nipple at that time, which resolved with improved positioning, but nipple cracks wouldn't heal. She tried lanolin, hydrogels, nipple shield, exclusively pumping to give nipples a break. Persistent pain, including between feedings, shooting pains through breast, purulent exudate. Baby was gaining normally, transferred 2.5oz at the observed feeding, no medical or behavioral concerns. Normal tongue function besides diminished lateralization. Some tension in the cheeks but no oral restrictions noted.

The mom contacts her local BC for additional suggestions. What suggestions would you make to her?

BCs submitted the following suggestions:

#1 Given the purulent discharge this has become a medical problem, she needs to see her physician. The literature suggests bacterial infection is likely with this type of pain (rather than yeast).

I would spend time empathetically listening to her story. Discuss how the latch is now on both sides to help determine if ongoing latch problems need to be fixed. Explain that the symptoms (Especially the purulent discharge!) she is experiencing need to be looked at by a doctor in case she needs treatment to resolve this. Offer ongoing latch help and informational support.

#2 I would suggest this mother take her baby to have body work done, such as CST and/or chiro due to the lack of lateralization (which I wouldn't say is "normal tongue function.") While the baby's mouth might have grown and the nipple doesn't look as compressed, the fact that mom is still having lingering pain after feedings indicates a few concerns. Thrush could be present from the nipple cracks that won't heal. Since the pain is happening deep in her breast, it could have advanced and should be addressed by a doctor ASAP. There's no mention of baby having signs of thrush, but baby should be treated too, of course.

Deep pain can also be vasospams, which often occur because of a poor latch either due to poor positioning, tongue restrictions or both. So, again, I'd refer to the pediatrician, IBCLC, an oral surgeon, SLP or ENT to rule out a restriction such as a posterior tongue tie that is often missed. Poor lateralization is often a sign of posterior restriction.

Solution: The BC asked if the parent likes wool sweaters and she said definitely not. The BC suggested discontinuing lanolin, and replacing with Medihoney, as well as adding saline soaks. Cracks fully healed in one week! Contact dermatitis from lanolin, likely complicated by secondary bacterial infection.

*Please note that some families will need IBCLC care *in conjunction with* our support as BCs.

Committee Updates

Elections

Board of Director elections will be from September 1-15.

There are three open board seats, and you can vote for up to three candidates. The three nominees are:

- Stefanie Anderson
- Kim Cierpik-Gold
- Sharon Knorr

You can see their faces and read their words about why you should vote for each of them in this year's [Meet the Nominees](#) document (You will need to be logged in with your Breastfeeding USA email in order to view.) and via Zoom on Friday, August 28th at 8pm EST. *Zoom details below.*

If you are eligible to vote, you should have received confirmation of your eligibility in early August. Eligible voters will receive a ballot in their Breastfeeding USA email accounts on September 1 and will have until 11:59 PST on September 15 to vote.

Thank you in advance for taking part in this year's Board of Directors election!

Kirsten, Elise and Keyana
2020 Elections Committee

Topic: Board Candidate Introductions
Time: Aug 28, 2020 08:00 PM Eastern

Join Zoom Meeting

<https://us02web.zoom.us/j/81051237801?pwd=SE9ZL0cwZXdkZjEzNDVqNGNpR2M3QT09>

Meeting ID: 810 5123 7801

Passcode: 370810

One tap mobile

+13017158592,,81051237801# US (Germantown)

+13126266799,,81051237801# US (Chicago)

Dial by your location

+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

+1 929 436 2866 US (New York)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

Meeting ID: 810 5123 7801

Find your local number: <https://us02web.zoom.us/j/81051237801>

Attachments area



Community Engagement

Breastfeeding USA's Redbubble Shop!

- Looking for some fabulous Breastfeeding USA swag? Shop our new Breastfeeding USA shop on RedBubble: <https://www.redbubble.com/people/breastfeedusa/shop>
- Profits from the shop go to support our work.
- Much thanks to Candice Killinger for drafting the designs for the store. Most designs are available on multiple products so make sure to check out the listing for the designs you like.
- Have a design you'd like to see? Let us know via email ([communications@](mailto:communications@bfusa.org)).

Social Media:

- Patty and Amie have been posting on FB for National Breastfeeding Month (I've reposted in the Colorado BFUSA group and the Lakewood/Golden CO Chapter page with great feedback as well!).
- Our Instagram page has been on target with posting this week. If anyone is on Instagram but is not following BFUSA, I'd suggest they check it out.

Graphics & More for You To Use:

- We have a new Google drive folder for approved graphics. It's in the process of being populated right now. It's under "Shared Drives" -> BC Resources -> Graphics for Social Media. These will be "read only" files.
- If you have suggestion for a graphic, handout, etc., please let us know.
- Have skills and want to create? Even better! We'd love to have your help in creating resources for all BCs to use. We'd especially love to have materials for meetings.

Advocacy:

- BfUSA signed the letter from USLCA urging the AAP to reconsider its partnership with Nestle Nutrition Institute
- BfUSA signed the letter from USBC to Congress requesting funding continue for the CDC's breastfeeding program in hospitals. If the budget passes, it will amount to \$13 million of breastfeeding support across the U.S.

*****Community Engagement is seeking a manager for a BreastfeedingUSA Warm Line*****

Warm Line Manager Position Description: The Warm Line Manager will be responsible for accepting incoming messages and redirecting them to BCs, tracking messages using a platform such as Google forms and/or Excel, and reporting to Community Engagement. The Manager can answer questions, but it is expected that all volunteers seeking to support the warm line will have equal opportunity to respond to inquiries.

Ideally, all incoming responses will be answered within 24 hours. Because of this, the voice message box must be checked at least once per day. We understand that this is a volunteer position, and we will make every effort to provide enough support to meet this goal. As Manager, being able to communicate effectively with the team on availability and schedules will be key to the success of this launch (targeted for late-September).

The process is still in development, and the Manager will be included in this development and testing efforts. All BCs participating in the Warm Line will be responsible for submitting their time answering the warm line messages in their personal monthly CCARs. Time managing the warm line should be reported as national volunteer time. The tracking information gathered by the Warm Line Manager messages will help fine-tune the program to make it more efficient and a more useful tool to families seeking BFUSA support. Contact kim.cierpik.gold@BreastfeedingUSA.org if you'd like to apply.

Finance

Financial reports are available upon request at finance@breastfeedingusa.org

Funding and Development/Membership

This is a gentle reminder to please pay your membership fee on time or within the grace period offered. Our policy is to remove a BC's contact information from the website after your membership is 90 days overdue. (Log on to your Breastfeeding USA account to see the policy: <https://breastfeedingusa.org/content/breastfeeding-counselor-requirements-policy>) You are welcome to reinstate your membership at any time.

Our membership manager sends reminder emails to the email account with which you originally signed up to join Breastfeeding USA. If this is no longer a valid email for you, please contact

Karyn DiNovo at membership@breastfeedingusa.org and she can change your account. We also offer a recurring membership option so you can set your membership to automatically renew on your membership date each year.

Volunteer Support

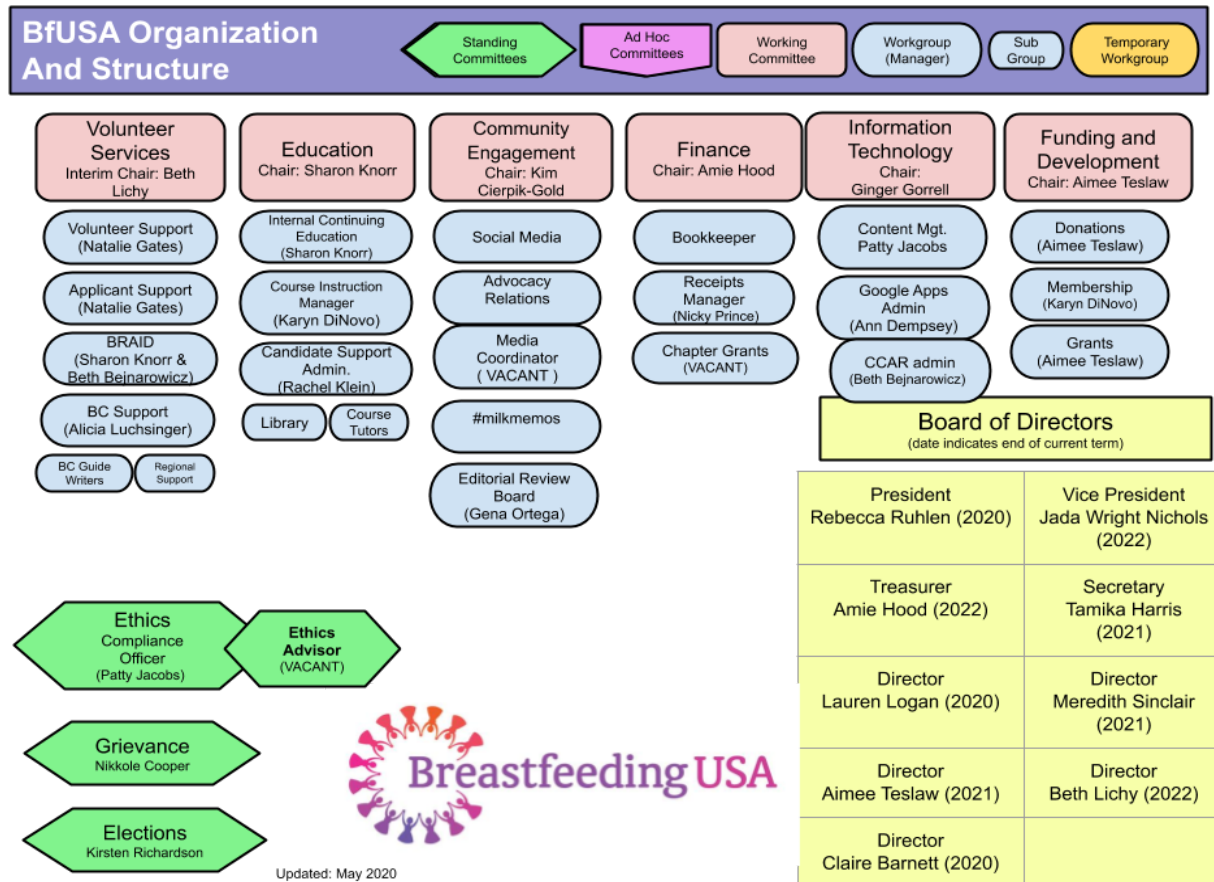
Our team has been hard at work entering the data from the recent survey and calls to our BCs. We are reading the information many of you shared and making plans for better communication. Thanks to all those who took the time and effort to respond -it is greatly appreciated! Although the survey is over, you can still contact VolunteerSupport@BreastfeedingUSA.org to share your information!

We've been seeking volunteers for several upcoming projects, including the warmline, social media, newsletter, etc. If you'd like to discuss finding a position that fits your schedule, let us know! Especially in this time of isolation when we are not meeting in-person a national volunteer position is a great way to connect. We need you!

Breastfeeding Support In the Time Of Covid

A special shout-out to all of our Breastfeeding Counselors for continuing to help families during this time of stress and uncertainty. You are making a difference! We'd love for you to share your experiences, how you are coping, and new ideas for supporting your communities. Our "Focus on Our BCs" section will continue next month with your stories!

Organization Contacts



Committee	Email	Current Chair*	Board Liaison**
Community Engagement	communications@	Kim Cierpik-Gold	Meredith Sinclair
Education	education@	Sharon Knorr	Claire Barnett
Elections	elections@	Kirsten Richardson	Tamika Harris (S)
Ethics	ethics@	Patty Jacobs	Rebecca Ruhlen (P)
Finance	finance@	Amie Hood (T)	Amie Hood (T)
Funding & Development	funding@	Aimee Teslaw	Aimee Teslaw
Grievances	grievance@		Rebecca Ruhlen (P)
Information Technology	website@	Ginger Gorrell	Lauren Logan
Volunteer Services	volunteersupport@	Beth Lichy	Rebecca Ruhlen (P)

*Board policy is to have most committees chaired by volunteers not currently serving on the board. When another suitable volunteer cannot be found, however, a board member may serve

as interim chair. Our bylaws require that the Treasurer serve as the chair of the finance committee.

****Board liaisons are informal positions designated by the board and intended to facilitate communications between committees and the board.**

Contact the Board of Directors via email: bod@breastfeedingusa.org.

Breastfeeding USA Board of Directors:

Rebecca Ruhlen, President

Jada Wright Nichols, Vice-President

Tamika Harris, Secretary

Amie Rakosky Hood, Treasurer

Aimee Teslaw

Meredith Sinclair

Lauren Logan

Beth Lichy

Claire Barnett