



Inside Breastfeeding USA

December 2019

I. Greetings from the Board of Directors

From the Board

Director Beth Lichy writes this month....

Thanksgiving and #Giving Tuesday are just the start of a season of gratitude and connection with family and friends. We look both forward and backward at the people who have influenced our lives. As our little ones grow, we are thankful for the help we have received as we parent our children. The Breastfeeding USA board of directors is grateful for the many hours volunteers have devoted to helping breastfeeding families. Breastfeeding USA wouldn't exist if not for your service and input.

Volunteering with Breastfeeding USA has an impact not only in your local area, but across the US. Breastfeeding Counselors come from many different states and include people from a variety of backgrounds. It can be lonely if you are the only BC in your area! Although we may not be geographically close, we hope you will feel more connected by participating at the national level. As the landscape of breastfeeding support in the US changes, we hope to develop new ways of connecting people in addition to in-person meetings and you can help us do that. We have so much potential as an organization that can encourage diversity, reach out to underserved populations and make sure evidence-based information is shared.

Volunteering at the national level is an essential part of creating a successful organization. We have many people volunteering "behind the scenes" who are quietly working to ensure that we function effectively. As an all-volunteer organization, our devoted members fundraise, work on the national website, keep track of data, write articles for our publications, etc. This type of work is both rewarding and interesting. I currently work with the group that reviews applications and does phone interviews. We truly are a team where

each member plays a vital role. I've virtually met a great group of smart and caring people who put a lot of effort and thought into the future of the organization.

Have you considered taking on national-level work? There are a variety of jobs that can take as little as a few hours a month and can help you hone your skills in an area of interest. We can effect greater change and strengthen Breastfeeding USA by supporting each other through national volunteering. Enrich this season of your life by being a part of that.

For more information, contact beth.lichy@BreastfeedingUSA.org.

Items of Interest & Upcoming Events

If you know of upcoming regional or local events that might be of interest to our BCs, please submit to communications@breastfeedingusa.org for inclusion in the next newsletter.

Editor's Note

We are looking for a volunteer to take over (or co-produce) Inside Breastfeeding USA.

This is a great way to learn more about what all of our committees are doing throughout the month and can easily be done around your schedule. If you have interest in taking this on (or helping out), please email meredith.sinclair@breastfeedingusa.org.

II. From Committees

The following committees have updates to share with volunteers this month.

Community Engagement

Interim Chair: Meredith Sinclair (communications@breastfeedingusa.org)

Virtual Helping via Facebook

Our Facebook working group is currently developing guidelines for best practices in running Facebook groups - both our national level groups and chapter level groups. These are helping spaces where breastfeeding moms look for support and community.

We have many active groups and are working on getting those better publicity!

The following Facebook groups are run by BCs at the national level:

- [Working and Breastfeeding - Breastfeeding USA](#) (New Group!)

- [Nursing Beyond Infancy: Breastfeeding USA](#)
- [Nursing Twins/Multiples - Breastfeeding USA](#)
- [Breastfeeding USA: Allergies, Eczema, and Food Sensitivities](#)

Keep an eye out for more advertising of these groups and help us spread the word.

If you love Facebook and would like to be a part of this effort, please contact communications@breastfeedingusa.org. Our goal is to make it easier to provide breastfeeding support in virtual spaces.

New Articles

The following articles have recently been added to the Breastfeeding USA website. Please share!

- [Questions about Milk Production: When Will My Milk Come In?](#)
- [Pump and Dump?](#)
- [What is Breastfeeding on Cue?](#)

Follow Us on Social Media

If your chapter has a presence on Instagram, Facebook, or Twitter, we hope that you'll help broaden our reach by sharing posts made by our national organization accounts ([Facebook](#), [Twitter](#), and [Instagram](#)). And we'll keep an eye out for your chapter's post and share those too!

Want to help our social media efforts? Let us know (communications@breastfeedingusa.org).

Share Your Story! Or Your Photos!

If you would like to submit a breastfeeding story or photos to be featured on our website, in #milkmemos, and/or on Breastfeeding USA's social media platforms, please contact Meredith Sinclair (meredith.sinclair@breastfeedingusa.org). We are also always interested in hearing your stories about your work as a BC or Breastfeeding USA volunteer. And of course breastfeeding photos are always welcome.

Education

Chair: Sharon Knorr (education@breastfeedingusa.org)

Now that we have migrated completely to LearnWorlds, it is time to do a review of our education course to see what changes need to be made. We continue to strive to keep the course relevant to our education mission as well as understandable and easy to navigate for our candidates. We

would like to focus strongly on internal continuing education during the coming year. These modules will be offered at no cost through the new platform and available to all Breastfeeding Counselors.

To support our education initiatives, we are looking for BCs who could serve as teachers for the education course for BC candidates. Education is one of the foundations of our organization as we are grounded in providing evidence-based information. It is rewarding working with candidates, seeing their understanding grow, honing their future skills as counselors, and furthering the mission of Breastfeeding USA. We're also looking for volunteers to help review and update the BC candidate course or to serve on the continuing education workgroup. Contact education@breastfeedingusa.org if you are interested in taking on one of these roles.

Finance

Chair: Amie Hood (Finance@BreastfeedingUSA.org)

As the calendar year is coming to an end, I'd like to express special thanks to the Finance Committee for their work this year: Aimee Teslaw, Patty Jacobs, Nicky Prince, and Beth Laughlin all give generously of their time and expertise to Breastfeeding USA. We are so fortunate to have them.

First quarter reports are available upon request. Please send inquiries to finance@breastfeedingusa.org.

Funding & Development

Chair: Aimee Teslaw (funding@breastfeedingusa.org)

Thank you so much to all the BCs and volunteers who worked to raise money for Breastfeeding USA in celebration of #GivingTuesday! Together we raised over \$2,000 for our mission. A special thank you to Nancy Mohrbacher for donating her books as prizes, and to [Earth Mama Organics](#) for donating products to reward our BCs for participating.

III. Volunteer News & Tips

CCAR Tracking

The new CCAR tracking form is up and running! [Please log your volunteer activities here.](#)

New BCs

We'd like to welcome the following new BC who completed the course in November:

Heather Richardson Willingham from TX

We are so glad you are here and look forward to working with you!!

Volunteer Spotlight

If you would like to nominate a Breastfeeding USA volunteer for the volunteer spotlight, please let Meredith Sinclair (meredith.sinclair@breastfeedingusa.org) know!

****Volunteers Needed****

We hope you will consider the following organization needs for a match with your time and talents. If you have interest in tasks not listed here, please contact Volunteer Services (VolunteerSupport@BreastfeedingUSA.org) or complete [this interest form](#).

All Breastfeeding USA Volunteers are invited to consider how your time and talents might contribute at the national level. Even small jobs can make a big difference! Please feel free to reach out to a committee directly if you have interest in the work they do.

Community Engagement:

The newly formed Community Engagement Committee is looking for folks with a passion or skill set for any of the following areas:

- Visioning outreach and publicity campaigns
- Designing outreach materials for chapter use
- Creating memes, infographics, and other visuals for social media and our website
- Curating external content that may be of interest to our social media followers
- Monitoring our social media accounts for comments and shares; assisting with responses to messages via social media.
- Connecting with like-minded organizations and breastfeeding advocacy efforts

We are also looking for:

- Volunteers with Spanish language skills to work on translation of existing materials and/or creation of new Spanish content
- Volunteers with writing and/or editing experience to join the #milkmemos team to take it to a monthly publication.

If you have questions or are interested in any of the above tasks, please contact communications@breastfeedingusa.org.

The Breastfeeding USA Editorial Review Board (ERB) is seeking new workgroup members. This workgroup is responsible for editing and vetting Breastfeeding USA original content for the website and social media.

We particularly need volunteers who have strong editing skills or who are IBCLCs and able to vet content.

If you have questions or would like to join this workgroup, please contact Gena Ortega (gena.ortega@breastfeedingusa.org).

Funding and Development

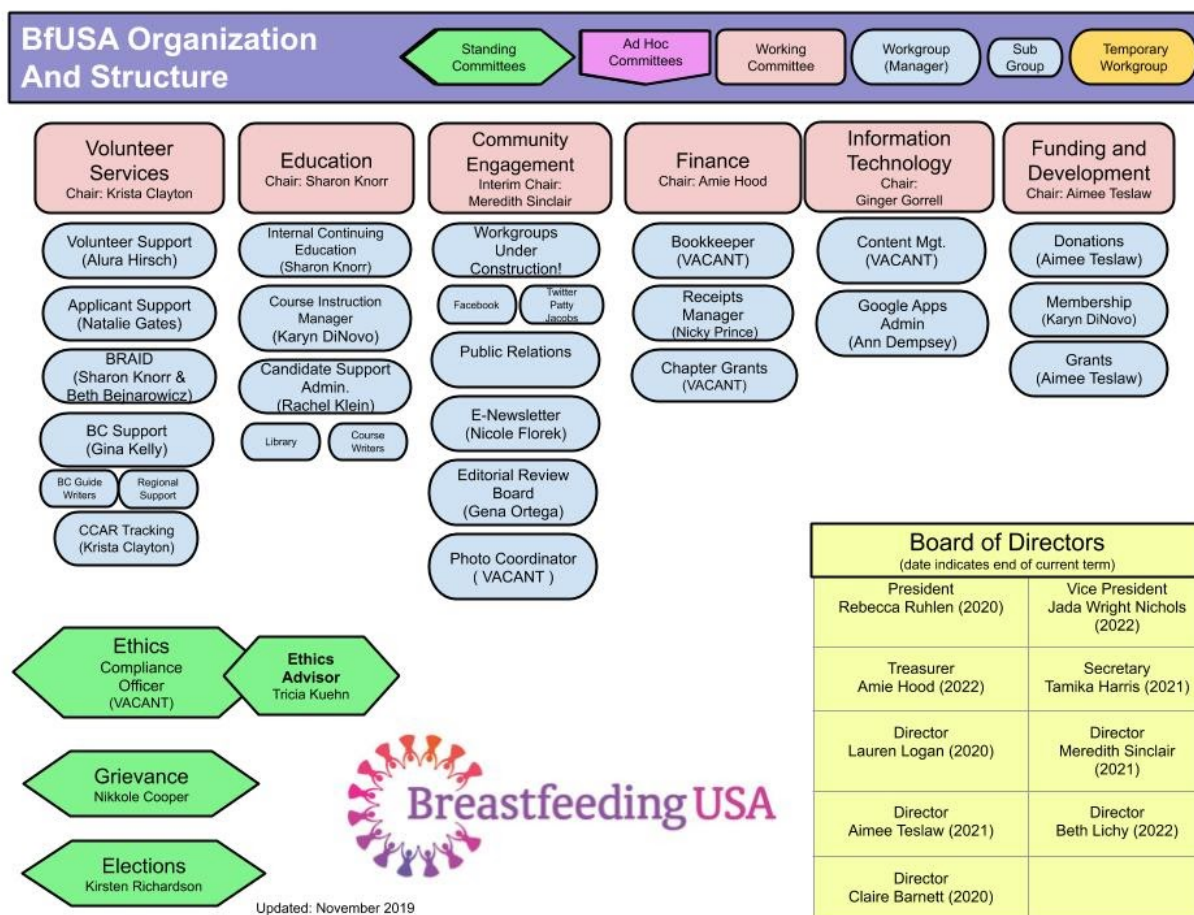
We are looking for a **Grant Writer**. A key goal of Breastfeeding USA's strategic plan is to strengthen the organization's financial position over the next few years, and this includes the development and implementation of a grant writing strategy. If you have skills and experience in this arena, come join us in Funding and Development.

Direct your questions about these positions to Aimee Teslaw (aimee.teslaw@breastfeedingusa.org).

Finance

Finance is seeking volunteers experienced in **bookkeeping, accounting, and/or non-profit finance**, or who would be interested in learning the ropes. Contact Amie Hood (Finance@BreastfeedingUSA.org) to learn more.

Organization Contacts



Committee	Email	Current Chair*	Board Liaison**
Community Engagement	communications@	Meredith Sinclair	Beth Lichy
Education	education@	Sharon Knorr	Claire Barnett
Elections	elections@	Kirsten Richardson	Tamika Harris (S)
Ethics	ethics@	Tricia Kuehn	Rebecca Ruhlen (P)
Finance	finance@	Amie Hood (T)	Amie Hood (T)
Funding & Development	funding@	Aimee Teslaw	Aimee Teslaw
Grievances	grievance@	Nikkole Cooper	Rebecca Ruhlen (P)
Information Technology	website@	Ginger Gorrell	Lauren Logan
Volunteer Services	volunteersupport@	Krista Clayton	Jada Wright Nichols (VP)

*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 Hood, Treasurer

Aimee Teslaw

Meredith Sinclair

Lauren Logan

Beth Lichy

Claire Barnett