



# Inside Breastfeeding USA

## February 2020

### I. Greetings from the Board of Directors

#### From the Board

Hi Friends - This issue of *Inside Breastfeeding USA* marks the one year anniversary of these internal monthly updates. We hope you've found them useful and that you feel better connected with the day-to-day operations of our organization.

Several times in this space, we've asked for your help in filling the many volunteer roles that keep our organization running and able to serve and support breastfeeding moms. As always, you'll find a list of some specific needs throughout the newsletter. If you aren't sure how your time and talent might fit with our needs, you can always contact [volunteersupport@breastfeedingusa.org](mailto:volunteersupport@breastfeedingusa.org).

This month I'd like to put a special call out for a **chair for our Community Engagement Committee**. I have been serving in this role in an interim capacity since the committee was created last fall. This committee has some great new energy (thanks to the new team members, many of whom are newer BCs) and lots of potential to grow and help us reach even more breastfeeding moms. To keep the momentum going, it does need a committed chair (or co-chairs!) who can help to organize the various efforts underway. If you have interest in or questions about this position (whether you are currently on the committee or not), please email me ([meredith.sinclair@breastfeedingusa.org](mailto:meredith.sinclair@breastfeedingusa.org)).

I also wanted to remind everyone that you need not be a BC to volunteer with Breastfeeding USA! If you have members of your chapter who have time and talents they would like to share

with us, please let us know. There are many roles that non-BCs can take on. Maybe you know a great graphic designer or writer or social media wiz? Or perhaps someone who loves spreadsheets and organizing? We can find ways to utilize any willing hearts and hands.

Thank you for all you do to help both breastfeeding mothers and the work of our organization.

Meredith Sinclair  
Breastfeeding USA Director  
Director

## Items of Interest & Upcoming Events

### Events

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

### In The News

Aimee Teslaw of the Barrington/Lake Zurich chapter [was recently featured in her local paper](#) for her work to support breastfeeding.

Have you or your chapter been in the news? Let us know!

## 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](mailto:meredith.sinclair@breastfeedingusa.org). The time commitment is about 1-2 hours a month.

## II. From Committees

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

# Community Engagement

**Interim Chair: Meredith Sinclair** ([communications@breastfeedingusa.org](mailto:communications@breastfeedingusa.org))

Write for Breastfeeding USA

The Editorial Review Board is currently auditing our online breastfeeding articles and needs your help.

**We have an immediate need for authors with capacity to write articles on the following topics:**

- Milk calculator (as on Kellymom) - amounts to bottle feed breastfed babies
- How to pace feed
- How to choose the right flange size
- Storing your milk safely
- Nursing strikes

These articles are particularly important to the work of our Working & Breastfeeding Facebook support group (linked below).

**If you are willing to take up these or any other breastfeeding related topic, please contact Gena Ortega ([gena.ortega@breastfeedingusa.org](mailto:gena.ortega@breastfeedingusa.org)).**

Virtual Helping via Facebook

Do you love Facebook? Do you love supporting breastfeeding from wherever you happen to be?

**Please consider volunteering your time with our Facebook team!**

We currently have 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](#)

And we have more in the works. **But we need you to make it happen!**

If you would like to be a part of this effort, please contact [communications@breastfeedingusa.org](mailto:communications@breastfeedingusa.org).

## 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](mailto: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](mailto: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.

## Ethics

**Ethics Advisor: Tricia Kuehn ([ethics@breastfeedingusa.org](mailto:ethics@breastfeedingusa.org))**

At Breastfeeding USA we take our commitment to providing volunteer peer breastfeeding support to families seriously. We have created a set of ethics that guide our organization to ensure that we are all upholding the mission of BfUSA with integrity.

Please remember to separate your role as a volunteer for BfUSA from any paid roles you may have. This can be especially tricky for those who work in women's health or provide breastfeeding related services. As an example of our expectations, when listing yourself on a website as a BfUSA BC, do not add any professional credentials or job titles after your name, or reference your business or website. If you ever have any questions about how to separate these roles, please reach out. I have attached an example for clarity.

Thank you for all that you do!

Tricia Kuehn  
Ethics Advisor

From the Code of Ethics:

“Individuals shall not promote other causes when representing Breastfeeding USA or use Breastfeeding USA materials, resources, programs, and activities to promote other causes.”  
“Disclose any financial or other conflicts of interest in relevant organizations providing goods or services. Ensure that judgment is not influenced by any commercial considerations.”

Example 1:

Tricia leads monthly Breastfeeding USA support groups at the public library. Drop in 9:30-11:00 AM the first Monday of each month.

Contact her at [Tricia.kuehn@breastfeedingusa.org](mailto:Tricia.kuehn@breastfeedingusa.org)

Example 2:

Tricia Kuehn, BC, CD(DONA), CLC, leads monthly Breastfeeding USA support groups at the public library. Drop in 9:30-11:00 AM the first Monday of each month.

Contact her through her website [www.theTreeofLifeDoula.com](http://www.theTreeofLifeDoula.com)

Example 1 is more appropriate for a BfUSA volunteer. The second example is problematic because it is 1) more likely to cause a mom to seek out the BC's paid services than the first; 2) could create a power differential between the BC and the mom, remember we are a PEER support organization; 3) may present a conflict with whose insurance is responsible for this BC (BfUSA or her personal lactation insurance?); 4) does not use the BfUSA email for BfUSA work.

## Finance

**Chair: Amie Hood ([Finance@BreastfeedingUSA.org](mailto:Finance@BreastfeedingUSA.org))**

Financial reports are available upon request at [Finance@breastfeedingusa.org](mailto:Finance@breastfeedingusa.org).

## Information Technology

**Chair: Ginger Gorrell ([website@breastfeedingusa.org](mailto:website@breastfeedingusa.org))**

BfUSA has been implementing CiviCRM for the last few years to help manage our volunteer, donor, and membership information. We chose Civi because of how customizable it is; we continue to find features that help the backend run more smoothly. It is powerful for its search capabilities. It's quick and easy for our Membership Manager, Karyn, to search for expired members, sort them by expiration date, and send reminder emails. It's easier to send digital membership cards, which cuts down on hours of volunteer time. Candidate support can quickly double check when fees have been paid. Funding and Development is able to see donations come in and quickly send thank yous, and also track that the thank you was sent. Using technology in this way is a major focus of the 2018 Strategic Plan.

## III. Volunteer News & Tips

### CCAR Tracking

Are you up-to-date on your CCARs?? [Please log your volunteer activities here.](#)

### New BCs

We'd like to welcome the following new BCs who completed the course in January:

Sara Bennett (KY)

Ashley Brown (APO)

Bethany Winstead (TX)

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

### Volunteer Spotlight

This month we'd like to recognize **Ginger Gorrell** for her contributions to the organization!

Here's what she shared about herself:

Ginger has been volunteering with Breastfeeding USA since August of 2011. Over the years she's held various roles including BC, bookkeeper, Director, Treasurer, Vice President, and is currently Chair of the IT Department. She works as a high school math tutor and enjoys reading and doing all sorts of number puzzles. She lives in Apex, NC with her husband, Wil, and their three children Annabel (12), Clara (11), and Alan (9).

**Thanks for your dedication to Breastfeeding USA!**

If you would like to nominate a Breastfeeding USA volunteer for the volunteer spotlight, please let Meredith Sinclair ([meredith.sinclair@breastfeedingusa.org](mailto: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](mailto: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 Community Engagement Committee is always 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](mailto: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](mailto:gena.ortega@breastfeedingusa.org)).

## Funding and Development

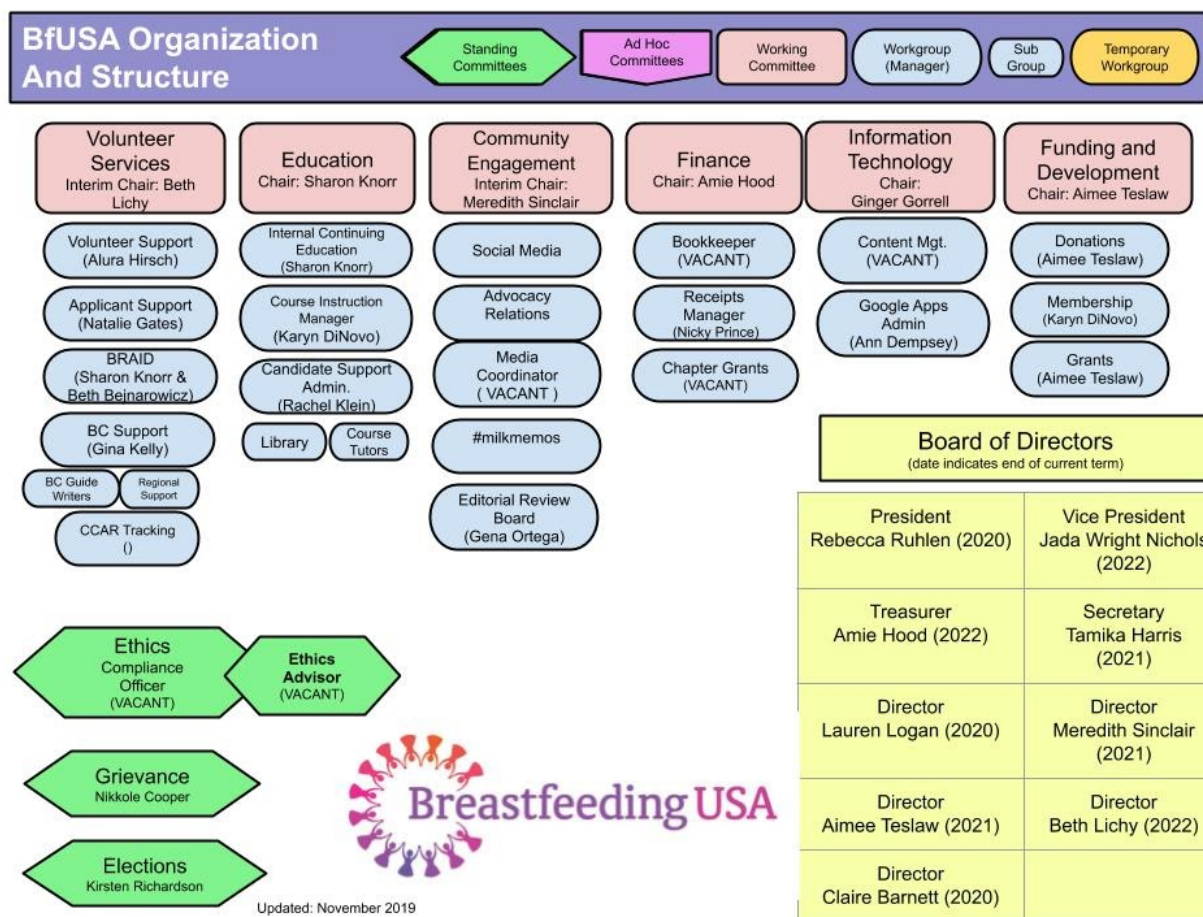
We are looking for a **Grant Writer**. A key goal of Breastfeeding USA's strategic plan is to strengthen the organization's financial position over the next few years, and this includes the development and implementation of a grant writing strategy. If you have skills and experience in this arena, come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

Direct your questions about these positions to Aimee Teslaw ([aimee.teslaw@breastfeedingusa.org](mailto: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](mailto: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@	Beth Lichy	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](mailto: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