



Inside Breastfeeding USA

March/April 2020

I. Greetings from the Board of Directors

From the Board

On March 3 -- just six weeks ago -- [I emailed BC-discussion about COVID-19](#). I knew by then that the disease would spread more widely in the mainland United States, but I was not capable at that time of imagining just how profoundly everyone's lives would be disrupted, whether by direct impact of the illness within our families or by the upheavals, uncertainties, and economic losses of closures, shutdowns, and stay-at-home orders.

My thoughts have been constantly with essential workers on the frontline of our healthcare, food supply, and public safety systems, and with their families, who together face either the increased risk of exposure or the hardships of separation. I think of those hospitalized, with COVID-19 or another diagnosis, or in nursing homes or other facilities, who cannot have visitors for everyone's safety. Of employed parents who must somehow juggle the demands of their newly work-from-home jobs with the pressing needs of their active children. Of families whose jobs have disappeared overnight and are facing bills they can't pay, worrying about how to put food on the table or keep a roof over their heads.

And, like all of you, I can't stop thinking about the expectant and new parents. They are giving birth and starting to breastfeed during a pandemic, with patchy systems of support that were already stretched thin. Too many of our mothers were already being traumatized by their birth

experiences and facing economic hardship and dangerous isolation in a society without guaranteed paid parental leave. How much worse must it be now?

Wherever you are in this mix of concerns, challenges, hardship, and upheaval: Breastfeeding USA cares about you, and we want to be a part of the support network that gets you and your family through this time. For some of you, just getting through each day is all you should expect to accomplish. We will cheer you on in that. For others, you may be feeling anxious to do more to help but uncertain where to start, how to make a difference. We have ideas and opportunities for new kinds of volunteer work that you can do from home.

Above all, I encourage you to stay grounded in the values and skills that already make you a good breastfeeding support counselor. Connect with folks where and how you can. Listen to them empathetically and with compassion. Discern and share reputable, evidence-based information in a media environment that excels at circulating the bad kind.

And, please: as you do what you can to help others, put your own care at the top of your daily priority list. More than ever before, your family and community NEED you to stay healthy and resilient.

With love and good wishes,
Rebecca Ruhlen
President of the Board of Directors

Resources on Breastfeeding & COVID-19

- ABM: [STATEMENT ON CORONAVIRUS](#)
- USBC: [Infant & Young Child Feeding in Emergencies Including COVID-19](#)
- CDC: [Considerations for Inpatient Obstetric Healthcare Settings](#)
- WHO: [Q&A on COVID-19, pregnancy, childbirth and breastfeeding](#)
- Simple Graphic: [COVID-19 & Breastfeeding](#)

From the USBC Weekly Update

Special Section on Coronavirus Disease (COVID-19)

As communities around the nation respond to the global [Coronavirus disease 2019 \(COVID-19\) pandemic](#), the USBC has continued to serve as a communication hub for the breastfeeding field. View the updated "[Infant and Young Child Feeding in Emergencies](#)" webpage for key

resources on COVID-19 and infant feeding. See the [Staying Abreast: Weekly Wire archive](#) for previous compilations of COVID-19 resources and updates. [Submit additional resources for consideration via the online form](#). Highlights from the field include:

- AAP:
 - The American Academy of Pediatrics has published a report titled "[Initial Guidance: Management of Infants Born to Mothers with COVID-19](#)." The guidance addresses the care of infants whose mothers have confirmed or suspected COVID-19.
 - The American Academy of Pediatrics has published a webpage titled "[FAQs: Management of Infants Born to Mothers with Suspected or Confirmed COVID-19](#)." The FAQs provide initial guidance for the management of infants born to mothers with confirmed or suspected COVID-19.
- CBC: The California Breastfeeding Coalition has released the recording and slides from a webinar titled "[COVID-19: Infant Feeding During the Postpartum Period](#)." The presentation discusses World Health Organization and Centers for Disease Control and Prevention guidelines and recommendations for infant feeding and COVID-19.
- Congress: Senator Robert Casey (D-PA) has introduced the "[Food Assistance for Kids and Families During COVID-19 Act of 2020](#)" (S.3563). The bill would modify nutrition programs to address the Coronavirus disease, including permitting state agencies administering the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) to extend the infant certification periods and women's postpartum eligibility to two years.
- COVID-19 Health Literacy Project: The [COVID-19 Health Literacy Project](#), developed in collaboration with Harvard Health Publishing, has launched a series of fact sheets with accessible COVID-19 information to help all patients know when, and how, to seek care. The fact sheets have been translated into 35 languages and dialects. Media highlights include:
 - STAT: "[New effort aims to provide Covid-19 resources to non-English speakers in U.S.](#)"
- DoD: The U.S. Department of Defense, Defense Health Agency has published guidance titled "[DoD COVID-19 Practice Management Guide Clinical Management of COVID-19](#)." The guidelines reflect the best information available to guide decision making in the management of COVID-19 patients. Included is information on screening and triage, infection prevention, specimen collection, clinical management, treatment options, telemedicine, emergency medical services, and ethical considerations. The guidance specifically addresses postpartum care and breastfeeding.
- EmbraceRace: EmbraceRace has published a webpage titled "[Disproportionate racial impacts of COVID](#)." The webpage compiles news links and resources addressing the uneven impact of COVID-19 on communities of color.
- HealthConnect One:

- HealthConnect One is hosting a webinar on Thursday, April 30, from 12-1 p.m. ET titled "[Supporting Birthing Families During COVID-19](#)." The Executive Director of the African-American Breastfeeding Network will present on the importance of continuity of support from trusted peers in the community and how to adapt services during the pandemic.
- HealthConnect One has launched a story tool titled "[Share your COVID-19 experience with us / Comparta con nosotros su experiencia con el COVID-19](#)." Individuals are invited to share about the needs and experiences of birthing families during the pandemic.
- HMBANA:
 - The Human Milk Banking Association of North America has published a webpage titled "[COVID-19](#)." The webpage includes updated statements from HMBANA and resources regarding milk banking and donor milk.
 - The Human Milk Banking Association of North America has released a statement titled "[Why Donor Human Milk is an Essential Need During COVID-19](#)." The statement describes the crucial role of donor human milk during the COVID-19 pandemic.
- IBLCE: The International Board of Lactation Consultant Examiners has published a document titled "[IBLCE Advisory Opinion on Telehealth](#)." The advisory addresses the provision of lactation consulting services via telehealth, particularly in light of COVID-19, and whether such services can be offered in accordance with IBCLC practice.
- KFF: The Kaiser Family Foundation has published a report titled "[Novel Coronavirus 'COVID-19': Special Considerations for Pregnant Women](#)." The report outlines considerations for how the pandemic may specifically impact pregnant women and summarizes what is known about pregnancy and COVID-19, including information on breastfeeding.
- *The Lancet*: *The Lancet* has published an article titled "[US NICUs and donor milk banks brace for COVID-19](#)." The article describes the adjustments that neonatal intensive care units and donor milk banks in the United States are making to address challenges related to the COVID-19 pandemic.
- NACHW: The National Association of Community Health Workers has published a webpage titled "[COVID-19 Resources](#)." The webpage compiles essential materials for community health workers addressing COVID-19.
- NCAI: The National Congress of American Indians has published a webpage titled "[COVID-19: Resources for Indian Country](#)." The webpage includes a database of letters sent by NCAI to the Administration on behalf of tribal nations in response to COVID-19, as well as other news and resources.
- UCSF: The University of California San Francisco has announced the [PRIORITY \(Pregnancy CoRonavirus Outcomes RegIsTrY\) study](#), a nationwide study of pregnant or recently pregnant women who are either under investigation for COVID-19 or have been confirmed to have COVID-19.

- ZERO TO THREE: ZERO TO THREE has published a state initiative report titled "[States Modify Home Visiting Services in Response to COVID-19](#)." The report tracks various steps states have taken to support home visiting programs during the pandemic.

COVID-19 News & Views

HealthConnect One blog: "[Doulas are not visitors; birthing moms need support](#)"

KIRO 7: "[Coronavirus: Milk bank takes extra steps to protect babies amid COVID-19 pandemic](#)"

Lactation Matters (ILCA blog): "[Providing Lactation Support During the COVID-19 Pandemic: Q&A With Annie Frisbie, Practicing in New York, US](#)"

NWA blog: "[Blog Post: WIC Shopping in the COVID-19 Emergency](#)"

The Cut: "[They Separated Me From My Baby' Hospitals are keeping newborns from their parents over coronavirus fears.](#)"

The New York Times: "[Should You Breastfeed if You Have the Coronavirus?](#)"

Women's eNews: "[Covid-19 Restrictions on Birth & Breastfeeding: Disproportionately Harming Black and Native Women](#)"

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 for inclusion in the next newsletter.

In The News

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. 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

Co-Chair: Kim Cierpik-Gold & Interim Co-Chair: Meredith Sinclair
(communications@breastfeedingusa.org)

New Co-Chair

We are delighted to announce that Kim Cierpik-Gold has agreed to serve as the co-chair of Community Engagement. Meredith Sinclair will continue as interim co-chair.

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 have a NEW national level Facebook Group to announce:
Breastfeeding USA: Support During Infancy

<https://www.facebook.com/groups/breastfeedingusainfantsupport/>

Thanks to the many BCs who have stepped forward to make this happen!

These Facebook groups are run by BCs at the national level:

- [Working and Breastfeeding - Breastfeeding USA](#)
- [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.

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).

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.

Finance

Chair: Amie Hood (Finance@BreastfeedingUSA.org)

Great News! We now have a spreadsheet for tracking Held Chapter Funds and have updated our accounting to accurately reflect those balances. If your Chapter has done local fundraising, please send an email to finance@breastfeedingusa.org for a current balance.

As always, financial reports are available upon request at the above address.

Information Technology

Chair: Ginger Gorrell (website@breastfeedingusa.org)

Website Updates

Looking for a great breastfeeding video to share? Check out our new video resource page on the Breastfeeding USA website:

<https://breastfeedingusa.org/content/article/our-favorite-breastfeeding-videos>

Thanks to Patty Jacobs for creating this resource!

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 February & March:

Alyssa Peri (TX)

Sarah Graham (FL)

Amy Lozano (CO)

Sara Cousins (MO)
Bridget Gores (TX)
Dominique Lee (KS)

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).

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.

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.