



# Inside Breastfeeding USA

## January 2020

### I. Greetings from the Board of Directors

#### From the Board

Director Beth Lichy writes this month...

What made you decide to become a Breastfeeding Counselor (BC)? Did you lack a "mom village" to support you in your breastfeeding journey?

Some of us felt the need to create a new village in our own communities; others wanted to give back to those who encouraged them. Villages are not easy to come by in these hectic times. People have less time and energy to leave their homes and families to engage with others. Online communities increasingly fulfill the needs we all have to interact with like-minded people.

What makes us want to reach out to find our village? We want to connect to others who understand our struggles and celebrate our milestones. We want a safe place where we won't be judged for the choices we make. Our village can give us renewed energy and new perspectives on the challenges of breastfeeding. We might even venture outside of our comfort zones to learn about new ideas and strategies for handling the stresses of parenthood.

As Breastfeeding Counselors, we are a diverse group with many different backgrounds and experiences. We serve breastfeeding families around the US in myriad ways. Do we have a Breastfeeding USA village that binds us together? Do you feel connected to other BCs around the country? We can create that Breastfeeding USA village for ourselves. Sharing our own challenges and successes with our fellow BCs can boost us and help us feel more invested in our work. We can accomplish more and make greater changes to the breastfeeding landscape in the US by promoting our national organization in addition to our local Chapters. We can increase the impact of our work by teaming up as members of the many national work groups

that make Breastfeeding USA a successful organization. We can participate in the BC Discussion and FB group. We can virtually "hang out" with our fellow BCs to chat, learn from each other, and refresh our dedication to our goals. We are developing a mentorship program to help those new to breastfeeding counseling interact with our more experienced BCs.

Building a village takes effort and investment, but the joy it can bring adds so much to our lives. Join us!

## 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](mailto: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](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.

## Finance

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

For the first time, we have hired an outside bookkeeper! I want to thank Ginger Gorrell for her service as bookkeeper and Treasurer. She has been an excellent steward of our finances. She will continue working in her role as IT Chair.

Our new bookkeeper is Amy McLaughry with ADEM Bookkeeping. She has extensive experience with nonprofit finance, and she has hit the ground running.

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

## 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 December:

**Christine Herrera (NY)**

**Amanda Gresham (GA)**

**Lori Nigrosh (MA)**

**Kaley Griswold (FL)**

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

### Volunteer Spotlight

This month we'd like to recognize **Tricia Kuehn** for her contributions to the organization!

Thanks to Patty Jacobs for the nomination and recognition of Tricia's work as ethics advisor in particular.

Here's what Tricia shared about herself:

Tricia Kuehn is a labor and delivery nurse at a community hospital outside Chicago. She worked for eight years as a labor and postpartum doula before transitioning to nursing. She has three kids that she breastfed. It was during that journey that she found Breastfeeding USA and loved the emphasis on evidence-based support. Tricia has been a BC four years and ethics advisor just short of two years. She is happy to be part of an organization of passionate people who endeavor to support the biological norm for breastfeeding families.

### **Thanks Tricia 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 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](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)
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\*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