



# Inside Breastfeeding USA

## July 2020

### Greetings from the Board of Directors

Hello Summer!

Amid the chaos, life is soldiering on. Among or with all that is stalled, Breastfeeding USA is still here to help families on their parenting journey.

World Breastfeeding Week is approaching. This year will certainly look different in size and scale from the past, but we can still reach out to our communities to celebrate breastfeeding, one ounce at a time.

While the nation is gearing up for a big fall election, in our little corner, Breastfeeding USA is putting out a call of our own. Serving as both past Elections chair and now on the Board, I can tell you much work goes into each. Thank you to those working in those roles, past and present. We are looking for volunteers to run for the three open seats to our Board of Directors this fall. If you are interested or know someone who would be a good fit, please see the nomination information below.

Additionally, our Volunteer Services has several projects running in order to encourage connection and get a better picture of which BCs are active. Please look for their correspondence and respond accordingly to help their efforts.

Lauren Logan, BOD Director

### **SAVE THE DATE!**

Please mark your calendars for the first board meeting of 2020 as required by the bylaws. The meeting will take place on **Monday, August 10 at 8:30pm ET**. An email will follow containing a Zoom meeting link and a form to submit questions to the board prior to the meeting.

## CASE STUDY

This month, we are starting a new informal learning opportunity for BCs! We will share a case study and encourage all of you to share your ideas for approaching the situation. Next month, we will share your ideas and how the case was resolved. Send your comments to [VolunteerSupport@BreastfeedingUSA.org](mailto:VolunteerSupport@BreastfeedingUSA.org).

### 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?

## Committee Updates

### Elections

To all BC's and Volunteers,

It has been brought to our attention that the automatic renewal email that BCs receive the month their membership is due to expire may not have been sent in June. As such, we needed to allow extra time for BCs to pay their renewal fees so they are eligible to vote in the 2020 election.

During the July 13th board call, the board voted to approve the following revisions to the elections schedule for the 2020 election season. Changes to the schedule are noted in red.

July 31, Update your eligibility to vote.

Be fully paid up on your membership, **AS OF JULY 31** (EVERYONE)

August 10: Nominations due to [elections@breastfeedingusa.org](mailto:elections@breastfeedingusa.org). Individuals may nominate themselves, or another person. If you nominate someone, please ask their permission first.

August 15: Responses to the Nominee Questions (below) and photo due to [elections@breastfeedingusa.org](mailto:elections@breastfeedingusa.org)

September 1: Voting opens

September 15: Voting closes

October 1: New board terms begin

Please make note of these changes and adjust accordingly.

Elections Committee  
Kirsten, Keyana and Elise

## **Education**

From Sharon Knorr, Education Chair: We again have online access to CTNM and BAMS plus a new librarian to aid in getting BCs enrolled into LearnWorlds to access these resources, Rachel Nowakowski. I am looking forward to working with Rachel to get this program going again. We also have a group of volunteers being trained as new tutors for the education course. In addition, we are in the process of setting up a total review of the education course with the goal of updating the presentation and material to make it more accessible and relevant to our candidates.

## **Funding and Development**

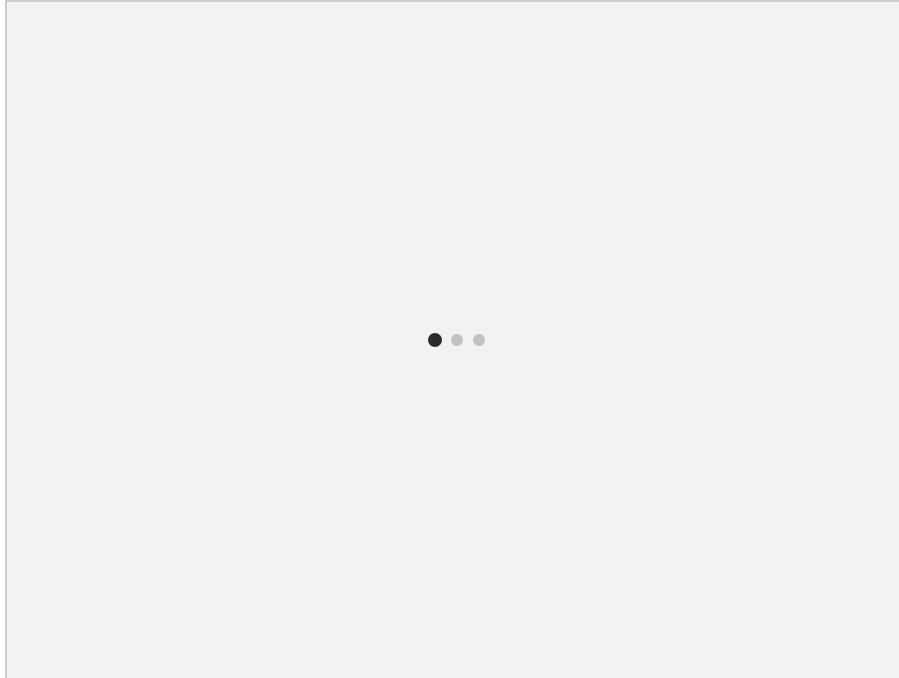
Membership is a vital component for running Breastfeeding USA. Recently, a few technical issues have occurred with the automated renewal reminder emails being sent to your inbox, which our very talented IT people are working on fixing. In the meantime, we have re-implemented a manual process to send reminder emails. The following information is a gentle reminder on how to renew your membership.

Membership to Breastfeed USA is required annually, and your anniversary is the date you first purchased a membership. For example, if you purchased a membership on June 25, 2015 your renewal date annually is June 25 annually, regardless if you renew early or late from year to year.

To view your membership or renew, log into your Breastfeeding USA website account. Your account username is the email address you first used to sign up with Breastfeeding USA, or your first & last name with a space, ex: Jane Doe.

Here is how to check your membership status:

Below is a screenshot of an account page

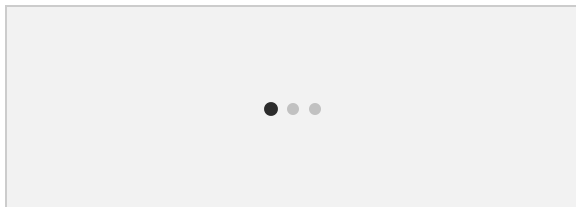


The purple arrow shows your membership status. (If you are in **grace** your account will continue to say "Current member" in bold at this place on the page. Grace lasts for 2 weeks post your expiration date.)

The Yellow box contains a link for you to RENEW your membership. If you are logged in to your account you will also see a "Renew" link in the main menu bar across the top between "Breastfeeding Info" and "Donate" (not shown). If you don't have a renew link on your account page, you can use the JOIN link, located in the main menu just below the Breastfeeding USA logo at the top of Breastfeeding USA website page (not shown).

The red box contains your membership expiration date. If there is a date in the box you are current, as shown.

If you are **expired** or in **grace**, the box will look like the image below. This may look contradictory for those in grace, who still see "Current Member" in bold at the purple arrow. Since CiviCRM links directly with our payment system, it shows "No current memberships" for those in grace because the annual payment has expired. Your status in the red box will change once you have made your annual membership payment.



Here is how to renew your membership:

1. go to [Breastfeeding USA](#)
2. click on "[Sign-In](#)" in the upper right corner
3. Click "[RENEW](#)", if you don't see renew, click "[JOIN](#)" in the main menu bar just below the Breastfeeding USA logo
4. If you wish the membership to auto-renew annually, check the box **"Please renew my membership automatically"**
5. Fill-out the payment information, then click the **Join** button at the bottom

If you need to change any personal information or your email address please email [membership@breastfeedingusa.org](mailto:membership@breastfeedingusa.org)

Thank you all for your continued support of Breastfeeding USA.

Karyn DiNovo

Membership Manager

## Finance

We wrapped up the 2019-2020 fiscal year on June 30th. As soon as reports are available, we will share them with membership. With the help of the Finance Committee and approval from the Board of Directors, the budget for 2020-2021 was approved before the new fiscal year started. We are anticipating more spending than income this year, due to the pandemic and economic downturn; however, we spent well below budget for similar reasons in the prior fiscal year, and the organization is on solid financial footing. The Finance Committee and BOD agreed that we have the flexibility to meet community needs during this time of crisis.

## Focus on Our BCs

\*Hi, my name is Jessica Miller and I'm the California, Riverside Chapter Breastfeeding Counselor. I'm bilingual, Spanish speaking. I have been hosting my monthly meetings through Zoom since the COVID 19 epidemic caused our Governor to issue the stay at home orders and have had wonderful attendance. I'm listed on our local Breastfeeding Coalition, WIC office, and free Breastfeeding support line website under their community support available. I'm grateful to be able to help mom's not feel so alone.

\*I just started the Chapters in Gulf Shores, AL and Palm Bay, FL, last week. I am working towards starting email and future zoom meetings. As far as breastfeeding news, I have not got any people asking but I will be getting the word out on a Facebook group.

I hope to have more later but for now that is my reality.

Also, I am starting a new position as Breastfeeding USA librarian.

Sincerely,

Rachel Nowakowski

# National Breastfeeding Month 2020

On August 6, 2011, the USBC officially declared that [August is National Breastfeeding Month](#).

The 2020 National Breastfeeding Month theme is **Many Voices United**. Now, more than ever, we must come together to identify and implement the policy and systems changes that are needed to ensure that every family that chooses breastfeeding has the support and resources they need to succeed.

While 83 percent of U.S. infants receive breast milk at birth, only 25 percent are still exclusively breastfed at six months of age. Unequal access to breastfeeding supportive policies and environments have created persistent racial and ethnic disparities in breastfeeding initiation and duration. **Our nation's families deserve better. Together, we can forge a brighter future.**



The USBC serves to amplify and support the efforts of the field. Click the links below to explore and engage directly with each week's theme and host organization. **Throughout the month of August, the USBC will host "[NBCC Reimagined](#),"** a robust series of webcasts that will be available on-demand and free of charge.

Week 1 (August 1-7): [World Breastfeeding Week: Support Breastfeeding for a Healthier Planet](#)

Week 2 (August 9-15): [Native Breastfeeding Week](#)

Week 3 (August 16-24): [Spotlight on Infant and Young Child Feeding in Emergencies](#)

Week 4 (August 25-31): [Black Breastfeeding Week: Revive. Restore. Reclaim](#)

## Calling All Volunteers!

If you would like to nominate a Breastfeeding USA volunteer for our volunteer spotlight, please contact [beth.lichy@breastfeedingUSA.org](mailto:beth.lichy@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.

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

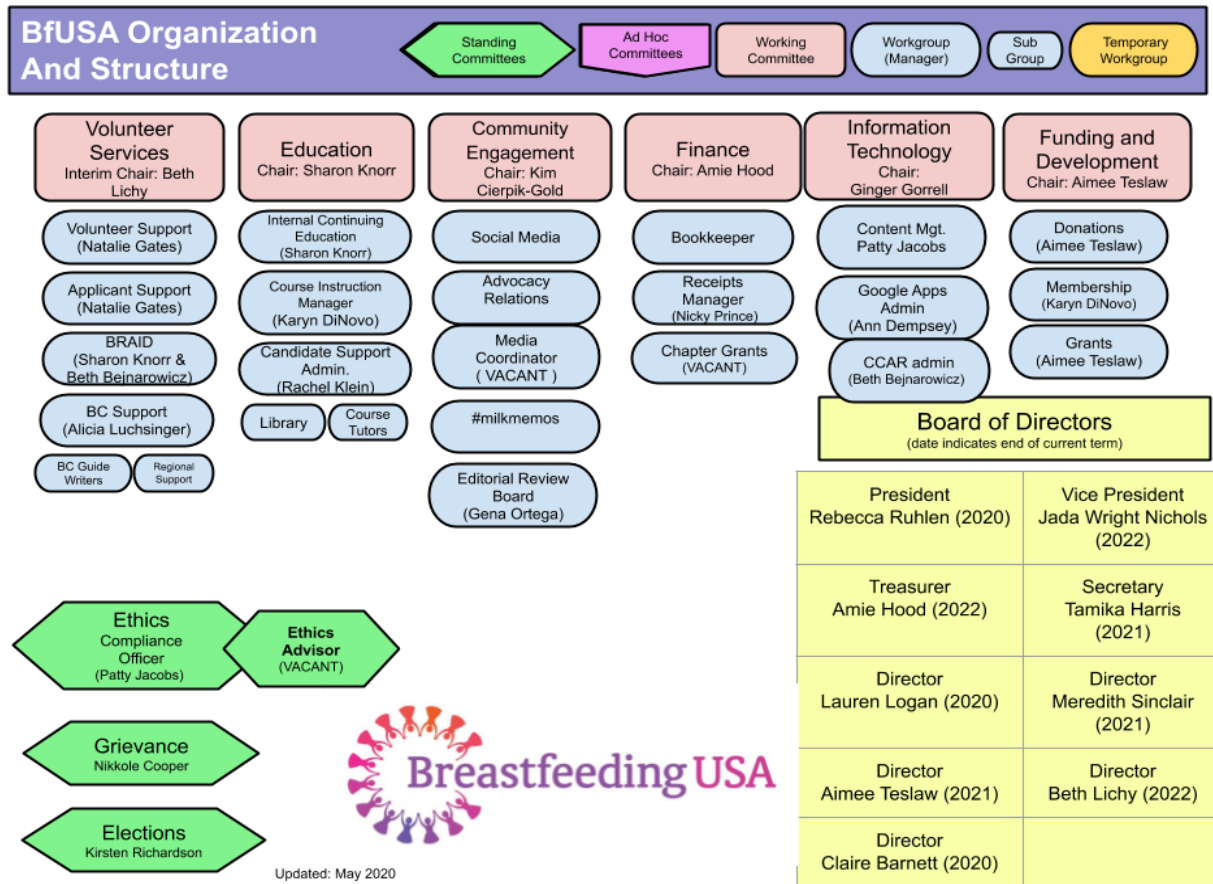
We are also looking for:

- Volunteers with Spanish language skills to work on translation of existing materials and/or creation of new Spanish language 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)).

## Organization Contacts



Committee	Email	Current Chair*	Board Liaison**
Community Engagement	communications@	Kim Cierpiak-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](mailto: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