



Inside Breastfeeding USA

June 2020

Greetings from the Board of Directors

These past few months have turned the world upside down! For some, the world has become a smaller place due to stay-at-home orders and social distancing. For others, the focus has moved outwards to a better understanding of systemic racism and our own biases.

Living through these turbulent times can help us clarify our own values. Listening can be a great way to learn and focus. How does breastfeeding and parenting fit into the picture? During this time, we can live in the moment, notice the pleasures close to home, the sights on our own streets, the increased sound of birds chirping and the blossoming of flowers and trees. Breastfeeding can be a safe haven for our children and ourselves. The comfort of a parent's arms and the calm that oxytocin brings during a nursing session can help us create a circle of love and security during troubling times.

Listening is also key to understanding the racial injustice in our society. Listening to the pain of those experiencing racial discrimination, and learning about the sad past and current inequities BIPOC people are facing can help people become better allies and actors for change. As an organization, BreastfeedingUSA too, must look both inward and outward to plot our current and future course. How can we make each and every volunteer and family we help feel welcomed and valued in our larger "family?" What are we doing to create a diverse organization that hears the voices of its volunteers? To that end, we are looking at new ways to reach our goals. We welcome your input and ideas, so please volunteer and let us know how you'd like to help!

Beth Lichy
BOD Director

Congratulations!

We'd like to welcome the following new BCs who were accredited in July:

This month, we are starting an informal learning opportunity with BCs.

Case Study:

Chapter News

In Fall 2019, the Connecticut Chapter of Breastfeeding USA offered its first local Breastfeeding Counselor Sponsorship. With the goal of increasing breastfeeding support for all women across CT, and particularly for underserved populations, the chapter sought to sponsor local BIPOC (Black, Indigenous, Person of Color) community members to become Breastfeeding Counselors with Breastfeeding USA. Any BIPOC CT resident who met the breastfeeding experience requirements to become a Breastfeeding USA counselor was welcome to apply for the sponsorship. The intention is for sponsorship recipients to become accredited Breastfeeding Counselors with Breastfeeding USA and to contribute to the organization's work in Connecticut as much as they are able. The three inaugural recipients of this sponsorship are eligible to have their BFUSA membership (required to apply to become a BC) and/or the BC education fee (whenever they are accepted into the training program) directly covered by CT BFUSA chapter funds. The CT Chapter plans to offer this sponsorship on an annual basis as chapter funds allow. From the CT Chapter of Breastfeeding USA

Committee Updates

Elections

On behalf of Breastfeeding USA, the Elections Committee is excited to kick off the 2020 elections season. The following includes information on voting eligibility and extends a call for nominees for our annual election of members of the Board of Directors. The Bylaws allow for 13 Directors. Currently there are three open seats on the current board. Board members serve for a term of three years.

Dates to Remember:

- July 1, Update your eligibility to vote.
In order to vote in this upcoming board elections in September, you will need to:
 - Be fully paid up on your membership, AS OF JULY 1 (EVERYONE)
 - Note that there is no CCARs or CERP requirement for this election season.
 - If you are not a BC, your active volunteer status will be verified by Volunteer Services AS OF JULY 1.
 - Check membership status by logging into the Breastfeeding USA website, then clicking on My Account.

- August 1: Nominations due to 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 and photo due to elections@breastfeedingusa.org
- September 1: Voting opens
- September 15: Voting closes
- October 1: New board terms begin

Job Responsibilities of a Breastfeeding USA Director:

- Has overall responsibility to ensure that the organization is working in fulfillment of its mission
- Establishes the strategic plan for the organization
- Establishes policies for the organization and ensures that policies are implemented effectively
- Reviews and approves annual budget, provides appropriate financial oversight, and ensures the financial viability of the organization
- Reviews and approves operational and program/service plans, confirms that the plans are consistent with the strategic plan, and ensures that plans are implemented effectively
- Accepts reasonable share of board tasks (including serving as committee liaison), reports on assigned tasks, and fulfills them in a timely fashion
- May be asked to serve as ex officio on committees
- Regularly attends and participates in Board of Directors meetings
- Participates in appropriate Director development programs and remains up-to-date on issues relevant to the governance of the organization
- Contributes financially to Breastfeeding USA

Board Member Job Requirements

- Active member of Breastfeeding USA for at least six months before election to the Board of Directors
- Has experience with and understands issues relative to non-profit governance
- Works collaboratively and communicates effectively
- Is at least 18 years of age
- Estimated Time Commitment: 5-10 hours per week

For Nominees

Please take a moment to ensure that you are in good standing with Breastfeeding USA and eligible to run for the board. Next, so that the voting members of Breastfeeding USA can get to know you better, you will receive a set of nominee questions. Email your responses to elections@breastfeedingusa.org by August 15. Also attach a photo to create a better personal connection with you. All nominee questions and photos will be posted to the volunteer group at the same time prior to the election.

We hope more Breastfeeding USA BCs and volunteers will be active in Elections this year.

Volunteer Support

Per the BC Guide (<https://breastfeedingusa.org/.../bc-guide-requirements...>), every BC is required to "regularly communicate with the organization and report her activities and community contacts." We do this through the monthly CCARs. The recent survey showed that only 18% of the 93 BCs who responded fill out their CCARs on a monthly basis. Since the response rate to CCARs and previous regional support e-mails has been low, we told you last month that "BC Support has a team of volunteers who are calling each BC individually to check in, see how you are doing and how Breastfeeding USA can further help you. Please use these calls as an opportunity to share your thoughts." Since we are also receiving a poor response rate to calls, we are working on additional ways to communicate with you. Please check your organization email on a regular basis. Let us know how you'd prefer to keep in touch. Contact BCSupport@BreastfeedingUSA.org with your ideas!

Funding and Development

Amazon Smile is now available via Amazon's apps! Follow these steps if you want to use the app:

1. Open the Amazon Shopping app on your device
2. Go into the main menu of the Amazon Shopping app and tap into 'Settings'
3. Tap 'AmazonSmile' and follow the on-screen instructions to complete the process

Using the Smile program does not change the prices of items you purchase. It just means a small percentage goes to Breastfeeding USA. So far this year, Breastfeeding USA has received \$554.60 in donations through the Smile program. Making it available in the app, a more convenient shopping experience for many, will potentially allow us to raise more money through AmazonSmile!

Finance

Budget Update:

We are wrapping up the 2019-2020 fiscal year this month, and we're putting the finishing touches on the budget for 2020-2021. The budgeting process includes input from committee chairs, recommendations from the finance committee, and review and approval from the board. Many thanks to all of you who have taken time to talk about needs for this year and answered questions when I've reached out. Extra thanks especially to the wise and dedicated folks on the Finance Committee: Aimee Teslaw, Patty Jacobs, Nicky Prince, and Elizabeth Laughlin.

Chapter Grant Reminder:

Breastfeeding USA has funds available for Community Chapters to deliver Breastfeeding USA services in their local areas. This fiscal year, Breastfeeding USA has budgeted \$125 per Chapter for Community Chapter grants. Breastfeeding Counselors may use these grants for any Chapter-related expenses, including postage, books, BC continuing education, and other general items. Please contact the Finance Committee to activate your Community Chapter grant. To be eligible for a grant, all Breastfeeding Counselors in the Chapter must be up-to-date with the organization.

A few Chapters who have participated in their own fundraising in the past also have held Chapter funds available. Those balances are available upon request.

Financial Reports:

As always, financial reports are available upon request. Send inquiries to finance@breastfeedingusa.org.

Education

Good news! Breastfeeding USA Counselors can have online access to “Breastfeeding Answers Made Simple” (BAMS) by Nancy Mohrbacher.

BCs with existing LearnWorlds accounts have already been enrolled into BAMS. Those without current access will be enrolled in the near future. Membership accounts must be up to date to obtain access.

We are seeking a **Librarian** for Breastfeeding USA. Here is the job description:

a. Job Responsibilities:

- Grants access to BAMS, once candidate is accredited
- Management of library and textbook lending

b. Job Requirements:

- Accredited Breastfeeding Counselor in good standing (Current on Dues and CCARs) or National Volunteer (having completed volunteer orientation)

Please contact education@BreastfeedingUSA.org if you are interested!

Community Engagement

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

Community Engagement is starting to think about Breastfeeding Month, Black Breastfeeding Week and World Breastfeeding Week. If anyone wants to help plan, or if they are doing anything locally that we can announce, please contact communications@breastfeedingusa.org

Calling All Volunteers!

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

If you would like to nominate a Breastfeeding USA volunteer for our volunteer spotlight, please contact 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

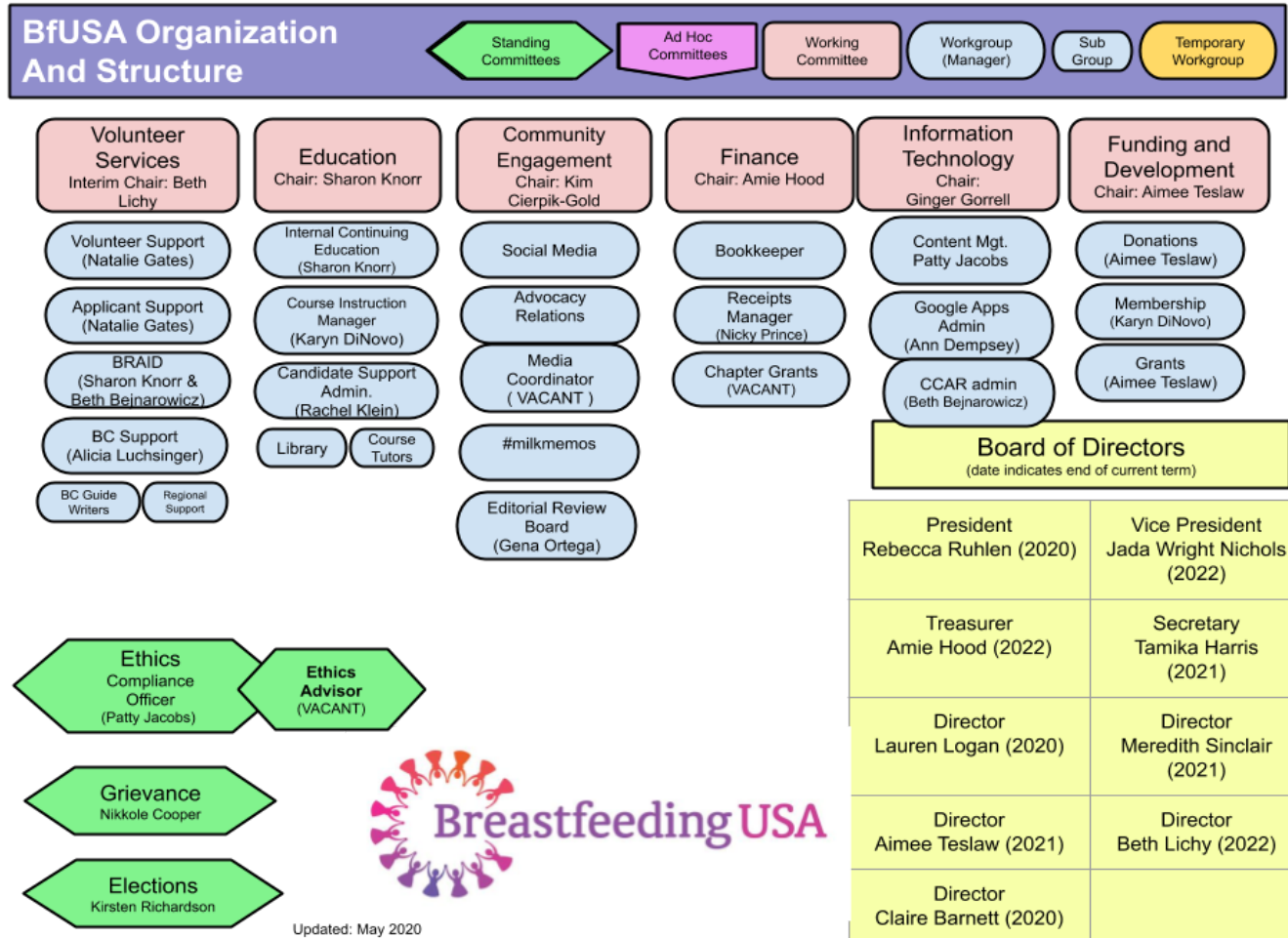
We are also looking for:

- 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.

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).

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.

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