



Inside Breastfeeding USA

July/August 2019

I. Greetings from the Board of Directors

From the Board

In the world of breastfeeding support, the summer is conference season. Just among our board, three directors attended six conferences in June and July alone, representing Breastfeeding USA as well as other organizations in which we play leadership roles. Betwixt and between this work and the usual family travels, kids out of school, etc. -- the time has flown by, and August is upon us.

The best thing about August, of course, is World Breastfeeding Week! In the U.S., it's even better, with all of August designated National Breastfeeding Month. The themes of the two celebrations align beautifully this year, with WBW urging everyone to "Empower Parents, Enable Breastfeeding" and NBM proclaiming "Support Changes Everything."

They are singing Breastfeeding USA's song, aren't they? Our tagline is "Empowering you with mother-to-mother support." While many of us will no doubt attend or even host everything from a [Global Big Latch-On](#) event this Saturday, a "Lift Every Baby" event during [Black Breastfeeding Week](#) at the end of August, or a screening of "[Chocolate Milk: The Documentary](#)" sometime this month, others may simply continue doing their week in and week out as BCs: offering evidence-based breastfeeding information and support to whomever we can, and promoting breastfeeding as the biological and cultural norm however we can. Know that all of our efforts, together, are making a healthier, more peaceful, more just world for families everywhere, and that we recognize and applaud your work.

Statement on the Border Crisis

Earlier this month, the board issued a [public statement](#) about the treatment of breastfeeding dyads and other migrants at the southern US border.

We extend a big thank you to Annabel Gorrell, BC Ginger Gorrell's daughter, who created the artwork for our statement.

Here's the full statement in case you missed it:

As breastfeeding advocates, we are outraged by the US government's ongoing [mistreatment of mothers and children](#), including breastfeeding mothers and their children. Breastfeeding USA joins the call to #closethecamp and end the [unlawful](#) and immoral treatment of children and families.

Given our [mission](#) to support breastfeeding as the biological and cultural norm, we cannot look away from these gross violations of human rights. All children deserve to be treated with love and dignity. All mothers deserve conditions which support the full range of their mothering.

In an [interview with The Texas Observer](#), Dr. Dolly Lucio Sevier reported:

"The other thing which has not been covered in the news much is breastfeeding moms. All they got was a liter and a half of water a day, which is holding them all mildly dehydrated. Average size adults need 2 liters a day, breastfeeding moms need three liters a day. There were six breastfeeding moms I spoke to; only one of them reported adequate milk supply. The other five reported inadequate milk supply; they are not getting enough water and food really to feed a baby. There was a baby that was losing weight, breastfeeding mothers that were saying they were losing weight."

[Previous media reports](#) have addressed the adverse physical and mental health effects of separating breastfeeding mothers from their babies. Breastfeeding USA reiterates our [prior condemnation](#) of the current US policy of separating migrant families and housing migrants in deplorable conditions in detention facilities.



Families belong together. All migrants deserve to be treated with dignity and housed in clean, safe conditions with access to food, water, and other basic physical needs.

For more information on our position, please see our [Statement on Breastfeeding](#). It is the mission of Breastfeeding USA to provide evidence-based breastfeeding information and support, and to promote breastfeeding as the biological and cultural norm.

Breastfeeding USA Board of Directors

Items of Interest & Upcoming Events

August is National Breastfeeding Month!

- Week 1: [World Breastfeeding Week](#) - Theme: "Empowered Parents & Partners"
 - [Global Big Latch On](#) (August 2-4)
- Week 2: Investing in our Future
- Week 3: Workplace & Work life (or school life)
- Week 4: [Black Breastfeeding Week](#) - Theme is "The World is Yours: Imagine. Innovate. Liberate"

You can participate in activities this month in several ways:

- Keep an eye on Breastfeeding USA's social media ([Facebook](#), [Twitter](#), and [Instagram](#)) and help us celebrate and spread awareness. We invite you to tag us in your posts and events as well. Let's spread the message!
- Share photos and stories with us about the work your chapter does this month - this can be anything from tabling at an event, hosting an event, or just working with moms in the way you do year-round. If you have a story or photo to share, please email communications@breastfeedingusa.org.
- Volunteer to host a social media event on one of our social media platforms. This can be as simple as volunteering to monitor and interact with those who respond to one of our post.
- Suggest content - we are always happy to have links and other shareable content sent our way.

2nd board meeting of 2019: Sep 17, 2019 8:30 PM Eastern

- Meeting will be conducted [via Zoom](#) and is open to all Breastfeeding USA members.
- Meeting agenda will be shared prior to the meeting.

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.

Editor's Note

We are naming this issue July/August so that we can switch to a first week of the month publication schedule instead of last week of the month.

Also, 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.

II. From Committees

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

Community Engagement

Interim Chair: Meredith Sinclair (communications@breastfeedingusa.org)

Introducing Our New Committee!

We are excited to announce the creation of a new committee - Community Engagement!

Community Engagement will take up the work previously done by Communications and Advocacy; those committees are being retired. We are in the process of finalizing our new workgroup structure.

We held our first meeting of the new committee last week. Anyone interested in working with this new team is invited to join.

Overview of the Community Engagement Committee's Purpose

Breastfeeding USA's mission, programs, and people are awesome, and we want the world to know it.

In keeping with our current strategic plan goal of fostering a more supported and engaged breastfeeding community beyond currently active volunteers (Goal 3), we are revamping the

Communications and Advocacy committees to create a single, outward-facing Community Engagement Committee.

Its mandate will be to pursue the second half of our mission statement -- to promote breastfeeding as the biological and cultural norm by:

- Representing Breastfeeding USA in the broader sphere of national breastfeeding advocacy organizations;
- Grounding outward-facing messaging in awareness of cultural, societal, and other systemic barriers to breastfeeding;
- Mainstreaming inclusivity, health equity, and a reproductive justice orientation in all of Breastfeeding USA's community engagement work;
- Disseminating Breastfeeding USA's core values, mission, program opportunities, and breastfeeding information to all its stakeholders, through our website, social media platforms, and emailed newsletters;
- Designing and creating all manner of informational and promotional content for the above;
- Identifying and networking with like-minded organizations to amplify our organization's voice and impact on society;
- Mobilizing stakeholders at all levels for grassroots advocacy efforts.

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!

If you would like to submit a breastfeeding story 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.

Elections

The following announcement went out via email to all volunteers on July 22.

This email serves as 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:

- **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 (below) and photo due to elections@breastfeedingusa.org
- **September 1:** Voting opens
- **September 15:** Voting closes
- **October 1:** New board terms begin

Some of the immediate needs of the Board include those who have experience in any (but certainly not all!) of these areas:

- Human Resources: Regarding compliance matters
- Project Management
- Legal background
- Diversity of Age, Ethnicity, Race and Background
- Information Technology and Social Media
- Fundraising and Resource Development
- Public Relations
- Mediation

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

First, 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 will know you better, please answer the following and email them to elections@breastfeedingusa.org by August 15. Please 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.

- A. Eligibility questions:
 1. Are you at least 18 years of age?
 2. Is your membership paid in full as of July 1?
 3. If you are not a BC:
 - a. Have you completed orientation?
 - b. Can your Committee Chair confirm you have served for 6+ months?
 - c. Are you volunteering as of May?
- A. Narrative Questions (Please be sure to proofread before you submit! In order to remain impartial, we will publish these as submitted, even with typos or other errors.):
 1. What skills and personal qualities will you bring to the board of Breastfeeding USA?
 2. What position(s) have you held in Breastfeeding USA? How will those experiences inform your work on the board?
 3. What are your hopes and dreams for Breastfeeding USA during your three-year term as director?
 4. Do you have experience in non-profit governance? If so, describe. If not, describe experiences you've had in other areas, formal or informal, that may prepare you for this role.

Elections will run from September 1-15.

Want to nominate yourself or someone else? Get permission first, then submit names to elections@breastfeedingusa.org by August 1.

Warmly,
Kirsten Richardson, Sarah Penquite & Elise Fulara
for the Elections Committee

Finance

Chair: Amie Hood (Finance@BreastfeedingUSA.org)

July 1st marked the beginning of fiscal year 2019-2020.

Looking back over the last fiscal year, we:

- Achieved 100% board giving
- Opened memberships to the entire Breastfeeding USA community and increased the fee to \$35
- Began the restructuring of our Education Fee to a one-time \$125 payment

Already this fiscal year, we have:

- Opened a CD, holding one year of operating expenses, at an institution that shares our values
- Initiated a move to Quickbooks online
- Voted to increase Chapter Grants to \$125/year

All of these changes are in keeping with our Strategic Plan and support our Mission. We owe a debt of gratitude to all of the volunteers who helped meet these goals. It took hours of dedication from folks across committees and workgroups. You are all a valuable part of the work we do!

Chapter grants of \$125 per year are available. Please email Finance@breastfeedingusa.org with questions and prior approval if you have a special need for additional funding.

Reimbursement forms are on the website at:

<https://breastfeedingusa.org/content/expense-reimbursement-forms>

We value ongoing transparency of our organization finances. Please don't hesitate to email finance@breastfeedingusa.org if you'd like to see the most recent financial reports.

Funding & Development

Chair: Aimee Teslaw (funding@breastfeedingusa.org)

Per our strategic plan, we are opening up membership to the general public (yes, your chapter moms can now belong to Breastfeeding USA!), and as a BC you can help! Look for our upcoming membership campaign during National Breastfeeding Month. We will have easy items for you to share with your chapters to encourage moms to join us on our mission to provide evidence based breastfeeding information and mother-to-mother support and to promote breastfeeding as the biological and cultural norm.

III. Volunteer News & Tips

New BCs

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

Rebecca Searles, IL

April Gordon, TX

Maria Florencia Cravello, IL

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 Krista Clayton of Volunteer Services (VolunteerSupport@BreastfeedingUSA.org) or complete [this interest form](#).

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.

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).

Funding and Development

Do you enjoy communicating with and motivating others? Join the Funding and Development team! We are looking for a **Funding and Development assistant**, and while fundraising experience is a bonus, much of this work can be learned on the go with the right attitude and some excellent communications skills. The assistant will spearhead funding campaigns like #GivingTuesday and the end-of-year campaign from start to finish, creating emails, social media posts, and working with fun incentives, all with the aim of sharing our enthusiasm for Breastfeeding USA and encouraging our stakeholders to donate to the organization. This is a great position for anyone looking to have a future leadership role in the organization.

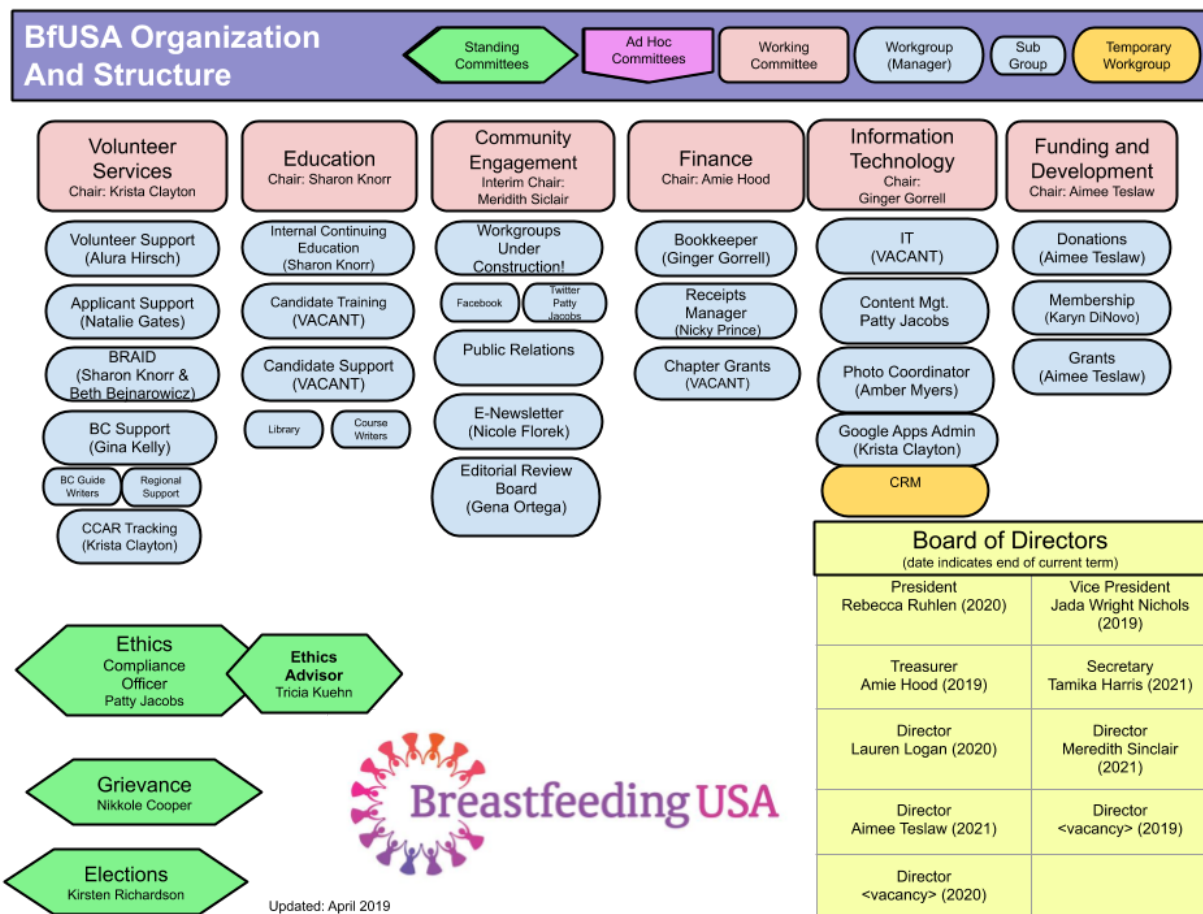
We are also looking for a **Grant Writer**. A key goal of Breastfeeding USA's strategic plan is to strengthen the organization's financial position over the next few years, and this includes the development and implementation of a grant writing strategy. If you have skills and experience in this arena,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

Direct your questions about these positions to Aimee Teslaw (aimee.teslaw@breastfeedingusa.org).

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) to learn more.

Organization Contacts



Committee	Email	Current Chair*	Board Liaison**
Community Engagement	communications@	Meredith Sinclair	Meredith Sinclair

Education	education@	Sharon Knorr	Rebecca Ruhlen (P)
Elections	elections@	Kirsten Richardson	Tamika Harris (S)
Ethics	ethics@	Tricia Kuehn	Ginger Gorrell
Finance	finance@	Amie Hood (T)	Amie Hood (T)
Funding & Development	funding@	Aimee Teslaw	Aimee Teslaw
Grievances	grievance@	Nikkole Cooper	Tamika Harris (S)
Information Technology	website@	Ginger Gorrell	Lauren Logan
Volunteer Services	volunteersupport@	Krista Clayton	Tamika Harris (S)

*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 Hood, Treasurer

Aimee Teslaw

Meredith Sinclair

Lauren Logan