



Inside Breastfeeding USA

November 2020

Greetings from the Board of Directors

Did you attend the Annual Meeting on Nov.16? What a wonderful way to kick off the tenth anniversary of Breastfeeding USA! We will celebrate our past accomplishments and begin a number of new initiatives over the coming year. The isolation so many of us are feeling during the past months has been stressful. It's time for us all to pull together and create a stronger sense of community within Breastfeeding USA. We plan to offer more opportunities to come together through Facebook Live, Zoom and other venues and to offer you free webinars on breastfeeding topics. Our new Equity Committee is beginning to take a long, hard look into our current policies and procedures to see how we can improve and grow. Our new warmline is almost ready to launch! Many of you have found new ways to reach families during the pandemic.

With your help, we can make the next ten years even better than the last ten years have been. Wishing you and your families a Happy Thanksgiving,

Beth Lichy
BOD member

Annual Meeting

If you were unable to attend the Annual Meeting, you can listen here:

<https://drive.google.com/file/d/1kb2G62f86PFzzBUQBUid6uc1FqZKp1IY/view?usp=drivesdk>

CONGRATULATIONS!

Welcome to our newest BCs who were accredited in October:

Courtney Hayes (AZ),

Whitney Wooster (WA)

Michelle Builes (NJ)

CASE STUDY

You get a call from the mother of a 3 month old baby. She tells you that she is frequently engorged and uncomfortably full. This has led to several plugged ducts and one bout of mastitis. Baby is falling off her growth curve. Mom reports she gets several ounces in her Haakaa at each feed. She asks you what she can do. What suggestions would you make to her?

Send your suggestions to VolunteerSupport@BreastfeedingUSA.org and we will share them in next month's issue.

Learn with us! Submit an interesting case for next month's edition.

Responses to Case Study:

From BC Amanda Gresham

In the case of the 3 month old baby falling off the growth curve and mother frequently feeling engorged with having mastitis and clogged ducts, my recommendations are as follows: find out if baby previously showed a downward trend on growth chart, ask about the current feeding schedule, evaluate baby's latch, ask about the use of a shield, ask if baby has been bottle feeding, ask if there is any pain associated with baby's latch, suggest a provide check for ties while educating the mother on hand expression and the use of sunflower lecithin (with approval from provider) to prevent future clogs. Encourage this mom to continue with breastfeeding, let her know she is doing a great job while offering continued support and empathy.

From BC Sharon Knorr

This sounds like a case of oversupply - mother is making too much milk. So one of the first things I would ask this mom (after some time spent helping her to relax and just talk about herself and her baby), is whether she is pumping and if so, how much. Many mothers now think that they must start pumping right away to ensure a good supply. What happens is that they may quickly overstimulate their production to much more than their baby requires. Other moms pump to relieve engorgement, but instead of just taking out what is needed to relieve pain or hardness, they keep pumping until the breast is soft, thereby driving the production of even more milk. Mom needs to understand the role that pumping is playing in milk production. Some mothers produce too much no matter what. They may need to change their nursing routines. The first suggestion is usually to nurse on one side only for each feeding or for two or more feedings in a row. It is better to start slowly and to express milk from the un-nursed breast just enough to relieve pain or hardness, but not enough to soften it. This should tamp down the milk

supply over a period of a week or two. Often the milk is ejected very quickly at the beginning of the feed - letting that initial flow go into a towel and then latching baby when it slows, gives baby a better chance to get a deeper latch and also some fattier milk. Keeping baby more upright or using a laid back position while nursing can also help baby be more comfortable during a strong let-down.

From BC Beth Lichy

The Haaka has become very popular and many new mothers purchase one even before the baby is born! As BCs, it is important to understand how the Haakaa works, and what it is used for. Although the Haakaa can be useful in some instances, for some moms, it can cause an oversupply due to the continuing stimulation of the breast. This article provides further insight into the pitfalls using a Haakaa may cause:

<https://milkandmotherhood.com/2020/07/how-not-to-use-a-haakaa.html>

The mom in the case study reports using the Haakaa at each breastfeed. In addition to the suggestions shared above, I would ask if she is offering both breasts at each feed, and if the baby is actually get less milk at the breast due to overuse of the Haakaa. That could be the cause of the low weight gain even though mom has an oversupply.

Committee Updates

Community Engagement

Welcome to our new Community Engagement Co-Chairs, Carmen Valverde and Amanda Gresham!

From Carmen: Hello! My name is Carmen Valverde. I started Divine Design Birth Services in Southwestern Kansas. Through Divine Design Birth Services, I provide doula services, breastfeeding support, and childbirth education. As a volunteer with Breastfeeding USA, I am a breastfeeding counselor, create graphics, co-lead community engagement and help moderate the Facebook page Lactancia Materna Breastfeeding USA.

From Amanda: This year has been full of blessings. In August, I welcomed my 3rd child and embarked on another unique breastfeeding journey. Since then I have become a human milk donor and continue to exclusively breastfeed.

In November, I stepped into the role of Co-Chair for Community Engagement. I continue to lead the photo management team and enjoy creating designs/ memes for Breastfeeding USA's social media. I manage my local chapters Facebook & Instagram pages while moderating several of the National Facebook groups. I am looking forward to volunteering more of my time with the warmline, as we prepare for a soft opening.

Additionally, I was recently invited to join the local lactation professions from my area on monthly zoom calls. I am eager to volunteer my counseling services more widespread within the local online communities.

Funding and Development/Membership

Funding and Development is under the new leadership of Co-Chairs Carmen West and Teddie Genter. Carmen will work on the donor management and relations side of things, and Teddie will work at fundraising.

Our year-end fundraising campaign will tie in to our 10th anniversary this year. The ask is direct and simple—donate \$10 for 10 years! We will have the opportunity for BCs to help us fundraise through Facebook on Giving Tuesday, and the top 3 fundraisers will earn themselves a copy of Nancy Mohrbacher's new textbook Breastfeeding Answers 2.

If you don't participate in our Facebook Fundraisers, please consider sharing posts from our national page. We will also be running a social media raffle—every \$10 donated to Breastfeeding USA through ???? will earn an entry for one of three great prize packs. Look for these three raffles in the first 3 weeks of December. BCs qualify if they donate, too!

If you are interested in volunteering with Funding and Development (fundraising, grant writing, and more) please contact funding@breastfeedingusa.org.

New! Equity Committee

Chairs: Melissa Becce and Christy Sharer

In accordance with our strategic goals, Breastfeeding USA is committed to advance a culture of inclusion, diversity and equity within the organization and in our outreach to the communities we serve.

Plans include hiring a racial equity consultant to analyze both internal and external structures, culture and policies. This includes advising Breastfeeding USA on best practices and future work.

The committee will include antiracism work, such as acknowledging personal privilege, confronting racial discrimination and systemic oppression of marginalized groups. The committee will work with the consultant and report to the organization on a regular basis.

If you are interested in volunteering on this committee, please contact VolunteerSupport@BreastfeedingUSA.org.

Volunteer Support

WE NEED YOU! As a volunteer membership organization, we depend on our volunteers. We have lots of openings and would love to work with you to find a position that meets your current needs. Areas of need include Volunteer Support, BC Support, Education and Community Engagement. It's a great time to get involved and help us grow! Contact VolunteerSupport@BreastfeedingUSA for more information.

Finance

Volunteer Spotlight

Nicky Prince is a long-time volunteer with Breastfeeding USA, serving in the Connecticut Chapter, posting to our Instagram account, and managing Accounts Receivable in Finance. Nicky is reliable and committed to the mission of Breastfeeding USA, especially as we work toward making the organization more equitable.

Beth Laughlin is a BC Candidate and has been a volunteer on the Finance Committee since July of 2019. In her day job she is a Senior Accountant at the Healthcare Association of New York State, Inc., and she has spent her time on the Finance Committee sharing her expertise as we examined and changed finance policy and searched for a new financial institution. She was the first to suggest that Breastfeeding USA look into joining the New York Council of Nonprofits, an action which the board undertook early in this board term in order to take advantage of the wide range of services (legal, financial, educational) the group has to offer to nonprofits registered in New York, like ours is.

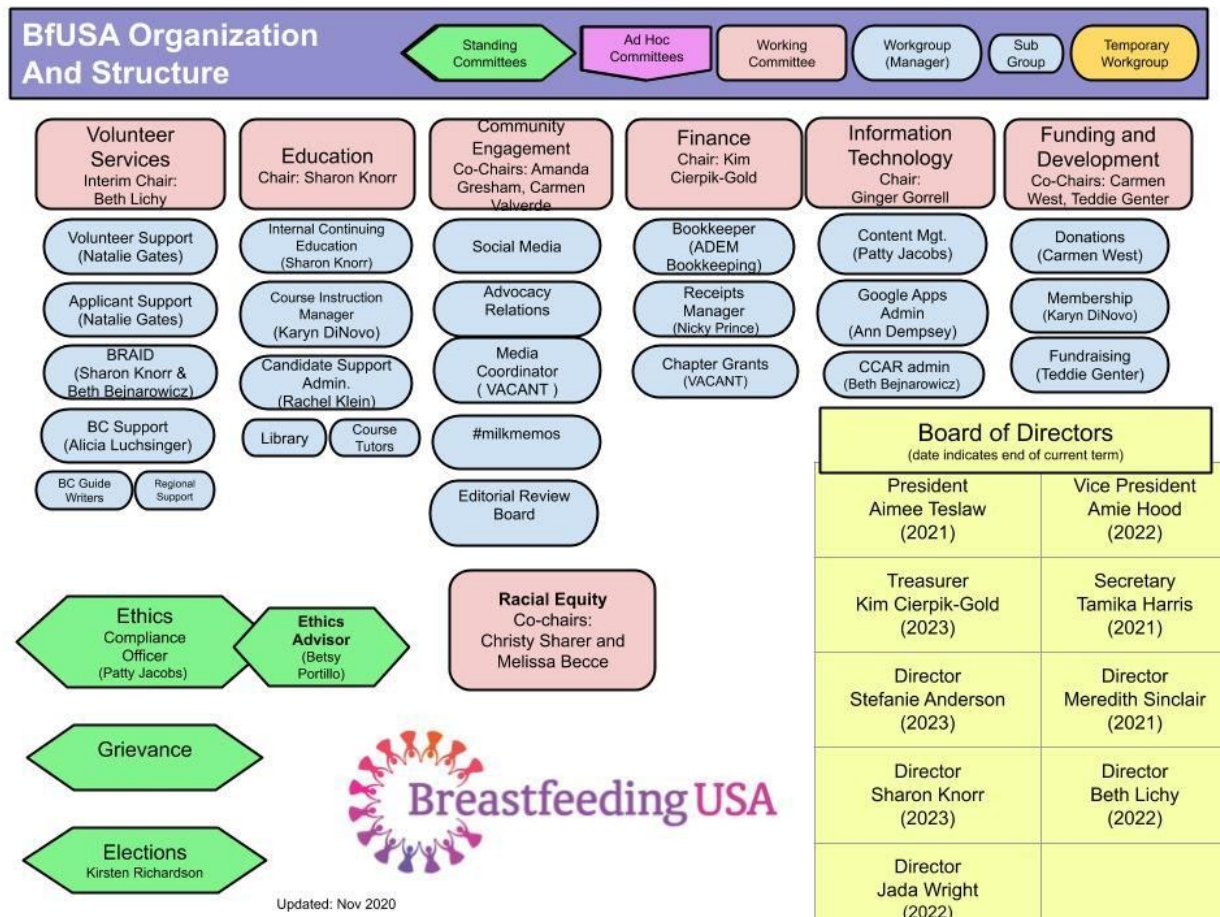
When asked why she wanted to be involved with Breastfeeding USA, Beth replied, "I wanted to get involved because I experienced a gap in knowledge and information across all the continuum's of healthcare when it came to breastfeeding. It's been a passion of mind to fill that gap, and connect all professionals so that mothers do not receive contradictory information. Often times this leads to unnecessary stress for a mother trying to mother through breastfeeding. I feel that breastfeeding USA is providing mothers with the necessary lifeline when it comes to accurate, irrefutable information that can give mothers peace of mind about the decisions they make while breastfeeding. It's integrity among the volunteers is what I gravitated towards. Helping this organization grow and thrive is ultimately helping mothers be successful at breastfeeding to natural term which, in my opinion is more important in this current environment than ever before. Immunity for infants and beyond is invaluable at this unprecedented time in our lives, and anything we can do to facilitate that is key."

Throughout the pandemic and various family needs, Nicky and Beth have continued to dedicate their valuable free time to the needs of breastfeeding families. I'm so thankful for their wisdom, dedication, forethought, and kindness.

Focus on Our BCs

We'd like to focus on YOU! Please send us a few liners about yourself and your work with Breastfeeding USA for the next issue! Mail submissions to VolunteerSupport@BreastfeedingUSA.org.

Organization Contacts



Committee	Email	Current Chair*	Board Liaison**
Community Engagement	communications@	Carmen Valverde/Amanda Gresham	Jada Wright
Education	education@	Sharon Knorr	Beth Lichy
Elections	elections@	Kirsten Richardson	Tamika Harris
Ethics	ethics@	Patty Jacobs	TBD

Finance	finance@	Kim Cierpik-Gold	Amie Hood
Funding & Development	funding@	Aimee Teslaw	Aimee Teslaw
Grievances	grievance@	TBD	Amie Hood
Information Technology	website@	Ginger Gorrell	Meredith Sinclair
Volunteer Services	volunteersupport@	Beth Lichy	Stefanie Anderson

*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:

Aimee Teslaw, President

Amie Rakosky Hood, Vice-President

Tamika Harris, Secretary

Kim Cierpik-Gold, Treasurer

Jada Wright

Meredith Sinclair

Stefanie Anderson

Beth Lichy

Sharon Knorr