

Breastfeeding USA

Horizons

Breastfeeding Counselor Training ~ Historic Meetings ~ Know Your Rights ~ More about Breastfeeding USA ~ Birthday Wishes

Thank you for supporting Breastfeeding USA (BFUSA) with your membership.

Welcome!

By *Jolie Black Bear*, IBCLC, [BOD President](#)

Breastfeeding USA was founded by a group of experienced breastfeeding counselors who shared both a fundamental belief that breastfeeding is the biological norm, and a common vision for a nation where all mothers have access to evidence-based information, free assistance from knowledgeable counselors, and mother-to-mother support. We understand that mothers are often inundated with the "breast is best" message, but are given little practical assistance once breastfeeding is initiated. Our goal is to provide the necessary information, encouragement, and support to help mothers overcome the cultural barriers and continue breastfeeding for as long as they desire.

After two years of research and planning, on November 17, 2010, Breastfeeding USA was officially incorporated. On December 10, 2010, we launched on Facebook, and soon there were over 800 friends linked to our page. Four days later, the BFUSA website went public. On that day alone, over \$1,000 in donations were received.

Since then, BFUSA Board member Beth Lichy had the good fortune of being present at the January 20, 2011 launch of the [Call to Action to Support Breastfeeding](#), where US Surgeon General, Regina M. Benjamin, shared 20 action items that included suggestions for implementation. The message was clear: everyone can help make breastfeeding easier. We will do our part by providing evidence-based information and greater access to mother-to-mother support, both in the community and online. It is our vision that breastfeeding will become the cultural norm in the USA, and you can help us get there.

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Seleccione "View in Browser" en el rincón superior derecho de la pantalla para acceder a una traducción al español con el enlace "translate."

Please consider volunteering with Breastfeeding USA and help us to make a difference, one mother at a time. [Get involved](#) with Breastfeeding USA!

Breastfeeding Counselor Training Starting Soon!

Many of our new members have expressed interest in becoming Breastfeeding Counselors (BCs). The BFUSA Education Committee will recommend the prerequisites for Applicants who wish to become BC Candidates, train and accredit them, and help them maintain their accreditation through continuing education. All trainings will be online and, in order to achieve the highest standards, will use the most current texts and resources.

Because we are a new organization, our aim is to efficiently accredit BCs so that we may begin helping mothers as soon as possible. We are offering an accelerated course to BFUSA members who, as well as meeting the general prerequisites, have had previous training and experience as breastfeeding helpers. Applicants who wish to apply for this program must pass an online pre-test.

We are also accepting applications from BFUSA members without any previous experience as breastfeeding helpers. Applicants accepted into the general program will complete a comprehensive course which includes counseling skills, anatomy and physiology of the breast, breastfeeding management, critical reading skills, and orientation to BFUSA.

If you are interested in learning more about these programs, please [complete this form](#) and a representative will contact you.

Birthday Wishes from
[Kathleen Kendall-Tackett](#),
Ph.D., IBCLC
Health Psychologist,
Lactation Consultant and
Researcher

“Mother-to-mother support is a key factor for ensuring breastfeeding success—and it is the piece that is frequently missing in more medically based breastfeeding programs. By providing education and support for breastfeeding counselors, Breastfeeding USA is meeting a real need. Their work is essential if we are to realize the goal of establishing breastfeeding as the cultural norm. Congratulations for founding this much-needed organization.”

Messages from Our Facebook Page

How has mother-to-mother support impacted your life?

“It made all the difference in the world to know I was not alone!”

Michelle Inciong Wenis

“It made me the kind of mother my children needed.”

Veronica Garea

Board Member Attends Historic Meetings

By Beth Lichy, [BOD Member-At-Large](#)

On Thursday, January 20, 2011, I had the opportunity to attend the launch of the Surgeon General's [Call to Action to Support Breastfeeding](#) at George Washington University in Washington, DC. Surgeon General Regina Benjamin discussed some of the obstacles for women who want to breastfeed their babies. The *Call to Action* outlines [20 Action Items](#) that identify ways that families, communities, employers and health-care professionals can improve support for breastfeeding.

Many of these actions are in sync with the mission of Breastfeeding USA: "to provide evidence-based breastfeeding information and support, and to promote breastfeeding as the biological and cultural norm." In particular, **Action # 3** calls upon us to "strengthen programs that provide mother-to-mother support and peer counseling" and **Action #4** enlists us to "use community-based organizations to promote and support breastfeeding." Breastfeeding USA aims to promote these goals through a network of Breastfeeding Counselors working in their communities to assist women through support meetings, telephone counseling and online networks.

The next day, January 21, I was privileged to attend the membership meeting of the [United States Breastfeeding Committee](#) as a representative of Breastfeeding USA. The United States Breastfeeding Committee (USBC) is an independent nonprofit coalition of more than 40 nationally influential professional, educational, and governmental organizations, that share a common mission to improve the Nation's health by working collaboratively to protect, promote, and support breastfeeding. Reports on breastfeeding advocacy were given by representatives of the Centers for Disease Control, Office of Women's Health, Federal Department of Agriculture, National Alliance for Breastfeeding Advocacy, Baby Friendly USA, and many other governmental and private agencies that support breastfeeding. Special presentations were given by Surgeon General Regina Benjamin and Deputy Administrator, Wage and Hour Division of the U.S. Department of Labor, Nancy Leppink, a former breastfeeding mother.

Why do you think breastfeeding matters?

"Breastfeeding matters because beyond the health benefits to mother and child, the emotional benefits to our families is tremendous. The long term emotional health of our children improves the world one child at a time."

Kathleen Doerr

"It helped me to bond with my firstborn, a cesarean baby. We were separated for several hours after the birth, and establishing and sticking with breastfeeding helped to bring us back together. Also it's just the natural thing to do, how we were designed to feed, handle, and spend time with our babies. It's one of the most important things that a mother provides!"

Marie Hogan Spoonhower

Email Alert

Check your email inbox for an [invitation](#) to the new Yahoo! discussion group, BreastfeedingUSA_Chat, a benefit for BFUSA members.

From the Editor's Desk

Breastfeeding USA Horizons

Breastfeeding USA hopes to become a member of the US Breastfeeding Committee and to do all we can to promote breastfeeding in the United States.

Know Your Rights!

By *Norma Ritter*, IBCLC, RLC, [BOD Vice-president](#)

A new federal law entitles mothers who work for companies with more than 50 employees to pump their milk at work. Employers with fewer than 50 employees are not subject to the FLSA break time requirement if compliance with the provision would impose an undue hardship.

[*Fact Sheet #73: Break Time for Nursing Mothers under the Fair Labor Standards Act \(FLSA\)*](#)

Did you know that while it is legal to nurse in public in the USA, if the state does not have specific laws protecting your rights, you must comply if you are asked to leave?

[*Lactation and the Law*](#) by [Jake Aryeh Marcus](#)
[*Workplace Pumping and the Law*](#)

Here is a [summary of the individual state laws](#).

More about Breastfeeding USA

- Breastfeeding Counselors (BCs) will complete an online training course that is based on current lactation texts and other up-to-date resources before they are accredited and will fulfill the annual continuing education requirement in order to maintain their accreditation. BCs will be supported by a central organization that will help them to stay current with relevant research and practices.
- As a membership organization, BCs and other volunteers with significant duties qualify to be voting members. They can influence Breastfeeding USA policy by voting for Board members, bylaw amendments, and other important issues.
- Management, staff, and volunteers will abide by the [Code of Ethics](#), which includes tenets that promote respectful

aims to be a source of:

- Inspiration for members
- Information about breastfeeding throughout the United States
- Updates on breastfeeding research throughout the globe

To share comments or ideas for articles, please email

editor@breastfeedingusa.org

Kathy Kerr, Editor

The mission of Breastfeeding USA is to provide evidence-based breastfeeding information and support, and to promote breastfeeding as the biological and cultural norm.

[VISIT OUR WEBSITE](#)

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to help
Breastfeeding USA grow.

communication and transparency.

- Board meetings are open to voting members and the minutes of Board meetings will be shared with voting members.
 - Volunteers, donors, and members are respected and appreciated. The Board of Directors will communicate openly, valuing the importance of all voices, ideas, and opinions.
 - Financial accountability and transparency are considered vital for long term success.
 - The Breastfeeding Resource and Information Department (BRAID) will collaborate with members of the Advisory Committee and provide support for Breastfeeding Counselors through education opportunities and assistance with unusual situations.
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