



Waukesha County Breastfeeding Coalition (WCBFC) Charter

Revised February 4th, 2020

Mission: Encourage collaboration among breastfeeding advocates and agencies serving childbearing women and their families within the community to provide a unified message in protecting, promoting, and supporting breastfeeding within Waukesha County.

Vision: Leading the way to promote, support, and protect breastfeeding as the culture in Waukesha County.

History: We are a countywide coalition, established in June of 2018 to identify and address gaps in services for breastfeeding mothers throughout Waukesha County. We support businesses and agencies in promoting and protecting breastfeeding as a culture of Waukesha County. We provide education related to the economic and philosophical benefits that breastfeeding offers to the health and well-being of our community.

Guiding Principles:

- We believe breastfeeding is the optimal and customary means of providing infants with nutrients essential for ideal growth and development.
- We believe that breastfeeding is a natural extension of pregnancy and childbirth that is essential for the optimal physical, emotional, and spiritual well-being of the breastfeeding dyad of mother and infant/child.
- In alignment with the World Health Organization and the Surgeon General, we support exclusive breastfeeding for 6 months of age with continued breastfeeding along with appropriate complementary foods up to two years and beyond.
- We support the collaborative efforts among community agencies, health care organizations, individual partners, breastfeeding families, and private institutions in creating a landscape of breastfeeding support within Waukesha County.
- We seek to understand and respect diverse cultural perspectives and personal values and invite opportunities for expanding breastfeeding knowledge within the community.

Structure:

The WCBFC Executive Board is comprised of the following members:

- Chair
- Vice-Chair
- Past Chair
- Secretary
- Treasurer
- Committee Co-Chairs (ad hoc members)

The WCBFC is comprised of the following committees; additional committees may be formed as needed. Each committee has two co-chairs.

- Advisory
- Advocacy
- Events
- Outreach

**See Addendum A for Committee Descriptions*

Meetings:

- General membership meetings are to be held every other month in even numbered months. Meetings will be held on the first Tuesday of the month at 7:30am.
- Executive Board Member meetings are to be held quarterly in January, April, July and October, and more often as needed.
- Committee meetings will occur every other month at a minimum. Meeting location will be determined by individual committees.
- Meeting minutes and/or notes will be taken at the Coalition, Executive Board, and Committee meetings. Committee chairs or committee representatives are responsible for reporting to members at the coalition meetings.

Decision Making:

Decisions are made by majority of the Executive Board or put to a vote by the larger coalition membership, with a majority vote needed for decision-making.

Executive Board Member Elections:

- The Chairs will each serve a three-year term (one year as Past Chair, Chair, and Vice-Chair). The Secretary and Treasurer will serve a 2-year term. Terms will begin June 1st and end May 31st.
- Vice-Chair, Secretary, and Treasurer are selected by (self) nomination and then elected by the majority vote as received by the coalition. In the event that the Chair cannot fulfill the term, the Vice Chair will assume the role of the Chair. In the instance that a vacancy occurs mid-term, the Executive Board has the authority to fill the vacancy.
- Committee Co-Chairs are selected by committee members and will serve as ad hoc members on the Executive Board. Committee Co-Chairs will serve a one-year term and may serve two consecutive terms. The term of a Committee Co-Chair is from January to December.

Executive Board Duties and Responsibilities:

The **Chair** shall be the organizational representative of the coalition. S/he will be responsible for calling and presiding over the Coalition, Advisory Committee, and Executive Board meetings. The Chair, with the support of the Executive Board and Advisory Committee will:

- lead the planning, implementing, and evaluating of coalition activities
- provide general oversight of committee activities
- set agendas for the Coalition, Advisory Committee, and Executive Board meetings
- communicate effectively with members to promote collaboration, negotiation, problem solving and decision-making
- ascribe to the coalition mission, vision, and goals

The **Vice-Chair** shall preside over the Coalition, Advisory Committee, and Executive Board meetings and assume responsibilities in the absence of the Chair. S/he will consult Committee Chairs as needed and perform other duties as requested by the Chair, Executive Board, or the Advisory Committee.

The **Past Chair** will serve as an advisor.

The **Secretary** shall be responsible for taking Coalition and Executive Board meeting minutes, disseminating the minutes within two weeks of the meeting to the members, and disseminating agendas within two business days prior to upcoming meetings. S/he will find a substitute in the event they are not able to attend a scheduled meeting.

The **Treasurer** shall be responsible for maintaining accurate accounting records of all monies received and disbursed. The Treasurer shall report the state of the treasury at least quarterly at Coalition meetings either in person or by submitting a report to the Chair and Vice-Chair. The

Treasurer is additionally responsible for providing information to the Executive Board and Advisory Committee as needed.

Committee Co-Chairs responsibilities include over-sight of committee work. Responsibility includes:

- Co-Chair 1: schedules meetings, facilitates meetings
- Co-Chair 2: emails meeting agendas, records and emails meeting notes
- Co-Chairs communicate to draft agendas

Membership:

- Membership is open to professionals, agencies, groups, businesses, and individuals who support the mission and vision of the WCBFC.
- Members are encouraged to attend a minimum of three meetings within a 12-month period.
- Members may contribute to the agenda of the Coalition meetings.
- Members are encouraged to participate in a committee and/or at least one event throughout the year.
- All members are required to be on an email list for one committee. Members do not need to participate in committee work, but need to be informed about the activities for at least one committee. A commitment of one calendar year to a committee is expected of members.

Membership Dues – the decision has been made to waive membership dues at this time

Voting will occur at the Coalition, Committee, and Executive Board meetings. Individuals that are unable to attend may submit their vote to the Secretary by the beginning of the meeting. Members will be given advance notice of voting topics via agenda, email, etc. Voting for Executive Board members will occur by ballot. Voting for Committee Chairs will be determined by Committee members. A quorum is needed for voting to occur.

Quorum – a minimum of five members must be present at Coalition meetings in order for voting decisions to occur. For Executive Board and Committee meetings, half of the members must be present for voting decisions to occur.



Addendum A: WCBFC Committee Descriptions and Potential Project Work

Advisory Committee:

- Work in concert with the Executive Board and coalition members to advance the coalition's mission and goals
- Provide strategic advice to the Executive Board and coalition membership to supplement the expertise of the existing board
- Contribute professional expertise, personal experience and perspectives when relevant situations or concerns arise
- Provide and share resources with the coalition
- Assist with the relationship building to support the coalition by serving as ambassadors to community partners
- Serve specific functions of the coalition based upon identified needs and deficiencies

Advocacy:

- Outreach other community partners that may have similar interests
- Develop relationships with dignitaries, legislators on behalf of WCBFC
- Facilitate collaborations between similar community coalitions/agencies to support breastfeeding within the community
- Participate in work groups and contribute to material development in response to hot topics in the media or proposed legislation (strategies to be determined by topic, need, and expertise)
- Educate local businesses and community groups on the importance of being breastfeeding friendly
- Support businesses and community groups in their transition to become breastfeeding friendly
- Create a way for employees/public to identify that a business or community group is breastfeeding friendly (E.g. window decal, certificate, logo for website/social media)
- Adapt the already created *Breastfeeding Friendly Business Toolkit* to Waukesha County
- Correspond with the media and the Outreach Committee to promote and support breastfeeding friendly businesses and community groups.

Events Committee:

- Identify and connect potential lactation consultants/counselors with existing training/certification courses
- Support the continuing education of existing lactation consultant/counselors.
- Encourage medical practices that provide prenatal care to offer in-house lactation education and support
- Plan and host the Global Big Latch On Event
 - Register the event and submit post-event information to the Global Big Latch On website.
 - Coordinate the event with the host site-the Brookfield Farmers' Market, or another chosen event location
 - Solicit donations and/or sponsorships for food, beverages, giveaways, etc.
 - Explore the possibility of having vendors at the event pertinent to breastfeeding families
 - Utilize the *Global Big Latch On Host Handbook* as needed
 - Comply with WHO International Code of Marketing Breastmilk Substitutes
 - Collaborate with the Outreach Committee to promote the event
- Host one additional professional development or community event annually.
- Participate in health fairs and community events as decided on by the committee.

Outreach:

- Maintain Facebook page and group
 - Make regular posts to the Facebook page that are congruent with the mission and vision of the WCBFC
 - Encourage positive engagement from the community on the page
- Website development
 - Seek input from coalition members for website content
 - Maintain website with current information and resources
- Address correspondences from the community from Gmail account and Facebook Messenger. Direct electronic correspondences to appropriate committee or board member.
- Work with other committees to carry out marketing tasks, for example, promoting the Global Big Latch On Event and promoting breastfeeding friendly businesses and community groups.