



*Waukesha  
County  
BreastFeeding  
Coalition*

## **Waukesha County Breastfeeding Coalition (WCBFC) Charter**

**Revised April 24, 2024**

**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 of 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 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 Leadership Team is comprised of the following members:

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

The WCBFC comprises 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 quarterly in the months of January, April, July, and October. Meetings will be held virtually on the second Tuesday of the month at 7:30am.
- Leadership meetings are held monthly, with frequency adjusted as needed. Meeting location and format will be determined by the Leadership Team.
- Committee meetings will occur as needed. Meeting location and format will be determined by individual committees.
- Meeting minutes and/or notes will be taken at the Coalition Membership, Leadership Team, and Advisory Committee meetings. Committee chairs or committee representatives are responsible for reporting at the Membership meetings. Membership meetings are also recorded at this time.

### **Decision Making:**

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

### **Leadership Team and Committee Co-Chair Selections:**

- The Chairs will each serve a three-year term (one year each as Past Chair, Chair, and Vice-Chair). The Secretary and Treasurer will serve a 2-year term. Terms will begin June 1<sup>st</sup> and end May 31st.
- Vice-Chair, Secretary, and Treasurer are selected by (self) nomination and then approved by the current Leadership Team. 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 Leadership Team has the authority to fill the vacancy.
- Committee Co-Chairs are selected by committee members and will serve as ad hoc members on the Leadership Team. Committee Co-Chair positions are reviewed annually.

### **Leadership Team 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 Leadership Team meetings.

The Chair, with the support of the Leadership Team 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 Leadership Team 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 Leadership Team 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, Leadership Team, or the Advisory Committee.

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

The **Secretary** shall be responsible for taking Coalition Membership, Advisory Committee and Leadership Team meeting minutes. The Chair will be responsible for 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 donations received and disbursed. The Treasurer is additionally responsible for providing information to the Leadership Team and Advisory Committee as needed.

**Committee Co-Chairs** responsibilities provide oversight of committee work including:

- o scheduling and facilitating meetings
- o emailing meeting agendas and minutes

**Membership:**

- Membership is open to professionals, agencies, groups, businesses, and individuals who support the mission and vision of the WCBFC.
- 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.

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

**Voting** - Members will be given advance notice of voting topics via agenda, email, etc. If unable to attend a meeting, members can share their vote with a Leadership Team member prior to the meeting. Committee Chairs will be determined by Committee members.



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## **Addendum A: WCBFC Committee Descriptions and Potential Project Work**

### **Advisory Committee:**

- Work in concert with the Leadership Team and coalition members to advance the coalition's mission and goals
- Provide strategic advice to the Leadership Team 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 for collaboration in supporting the WCBFC mission and vision
- Develop relationships with dignitaries, legislators on behalf of WCBFC
- Facilitate collaborations between similar community coalitions/agencies to support breastfeeding within the community
- 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
- Provide support to employees/public in identifying that a business or community group is breastfeeding friendly (E.g. window decal, certificate, logo for website/social media)
- Share the WCBFC toolkit "Creating a Lactation Space: A Guide for Local Libraries and Businesses"
- Collaborate with the Outreach Committee to promote and support breastfeeding friendly businesses and community groups.

### **Events:**

- Identify and connect potential lactation consultants/counselors with existing training/certification courses

- Support the continuing education of existing lactation consultants/counselors.
- Encourage medical practices that provide prenatal care to offer in-house lactation education and support
- Plan and host the Breastfeeding Awareness Month Activities
- Participate in health fairs and community events as decided on by the committee.

**Marketing/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
- Work with other committees to carry out marketing tasks, for example, promoting the Breastfeeding Awareness Month activities and promoting breastfeeding friendly businesses and community groups.