

## **New Mexico Breastfeeding Task Force Basic Membership Information & Regional Chapter Policies**

### **What is the New Mexico Breastfeeding Task Force?**

The New Mexico Breastfeeding Task Force (NMBTF) is a statewide non-profit that was established in 1988 to remove barriers to breastfeeding and to promote breastfeeding-friendly policies through advocacy and building local capacity. The Task Force works with individuals, hospitals, policy makers, organizations, communities, businesses, providers, and other support programs to ensure that breastfeeding rights, support and information are a public health priority in our state and in our country.

The Task Force has a small and dedicated team of people who work to ensure that its mission is fulfilled. In addition to the staff body, the Task Force is guided by its Board of Directors and a statewide body of chapters representing almost every region in New Mexico.

NMBTF chapters, named after their region or county, are made up of breastfeeding moms (past and present), breastfeeding advocates, breastfeeding professionals, and families that support breastfeeding. Our chapters are diverse, community oriented, local cohorts of people who have decided to come together under the strong umbrella of this nearly 30-year-old organization, to improve breastfeeding rates, rights, and policies in the great state of New Mexico.

The New Mexico Breastfeeding Task Force holds Quarterly Meetings throughout the year in Albuquerque (and one host region) and coordinates an annual lactation professional conference bringing people from all over the country, and the world, together to increase

the sharing of skills, information, and resources.

The mission of the New Mexico Breastfeeding Task Force is to improve the health of New Mexico families by creating supportive environments in which breastfeeding is the cultural norm. We strive to bridge the gap in breastfeeding disparities and are committed to making sure that all families have the support they need to reach their breastfeeding goals. Thank you for taking the time to read about your task force and what it means to be a participating member and chapter.

### **Member Benefits**

The benefits of being a New Mexico Breastfeeding Task Force member include:

- Task Force education and promotional materials
- IBCLC exam reimbursement opportunities
- Regional and statewide networking
- Member rates at Task Force sponsored events
- Free childcare at Task Force Quarterly Meetings
- Travel reimbursement opportunities, based on need, to attend Statewide Quarterly Meetings
- Access to lactation information, professionals, and resources
- Technical assistance and tool kits
- Regular updates regarding evidenced-based breastfeeding practices, advocacy efforts, resources, and upcoming events
- Leadership, voice, and vote in determining the future direction and focus of the New Mexico Breastfeeding Task Force

There are several different membership options all found on the membership application available at:

<http://www.breastfeedingnewmexico.org/membership/become-member>

Membership fees can be paid online and average \$10-20 per person for an individual annual membership. Chapter participation is made up of individual NMBTF members, unless chapter members belong to an organization that has a NMBTF membership and lists them as the participating representative. All chapter members are required to be NMBTF members.

### **The Power of Local Chapters**

NMBTF chapters exist in several counties and work to normalize breastfeeding throughout our state by: improving breastfeeding policies, increasing support resources, bringing stakeholders together, and providing safe and supportive environments for breastfeeding moms and families.

Forming a local chapter of the New Mexico Breastfeeding Task Force is a fairly simple process that requires the steps and commitments outlined in this document. Chapters may be formed to help:

- Assess\* breastfeeding rates in your community and identify areas that could use the most support
- Collaborate with stakeholders in your community for well-organized breastfeeding support resources and effective client referrals
- Bring about more effective and efficient delivery of programs and services while forging new partnerships
- Pool resources of organizations and individuals in your region, in order to accomplish tasks while reducing the duplication of efforts
- Increase communication among groups thereby breaking down silos and stereotypes
- Plan and launch community-wide breastfeeding related initiatives
- Normalize breastfeeding by being a visible voice for change

- Connect local families with a network of breastfeeding moms and the people and organizations that support them
- Reduce health disparities and increase health equity

***\*Note: Data may already be available on breastfeeding and other related health outcomes in your area. NMBTF can help you to access the data that already exists.***

### **Chapter Benefits**

Having a local chapter can support your community in increasing the initiation, exclusivity, and duration of breastfeeding in your region. Breastfeeding is a public health priority because it lowers the risk of many acute and chronic diseases for breastfeeding children and mothers. Not breastfeeding can pose serious health risks for moms and babies. There are also many social and economic benefits that come with breastfeeding.

If you are participating in New Mexico Breastfeeding Task Force chapter (or considering joining or starting one) you must become a member of the New Mexico Breastfeeding Task Force. In addition to helping to create a supportive infrastructure in our state for breastfeeding families, and receiving the individual member benefits listed above, chapters also receive:

- Ongoing technical support
- Dedicate Task Force staff to help with strategy development
- Community Action Plan and Implementation funding
- World Breastfeeding Week event stipends
- Regional and statewide promotion of your chapter's breastfeeding efforts and events
- Communications and media support and training

To establish a New Mexico Breastfeeding Task Force Chapter, you must:

- Become a NMBTF member
- Complete the NMBTF chapter application
- Select a chairperson
- Select a co-chairperson (optional, but recommended)
- Select a treasurer (following the rules included in this document)
- Become familiar with this document
- Contact [info@breastfeedingnm.org](mailto:info@breastfeedingnm.org) to open a chapter bank account

The NMBTF chapter application can be found at:

<http://www.breastfeedingnewmexico.org/chapter-application>

### **Chapter Bank Accounts & Funding**

To fully access NMBTF chapter funding opportunities for action planning and World Breastfeeding Week, each chapter must have a NMBTF bank account. Our accountant and staff will support you in this process and will provide you with the required start-up funds. NMBTF bank accounts allow for easy record keeping, and transfers of stipends and funds related to chapter activities that are enacted in your local community to promote, support and normalize breastfeeding.

To open an account, you will need to designate a treasurer for your chapter who will function as the primary signer for the account. Signers must be current NMBTF members, regularly attending chapter participants and cannot be WIC peer counselors. WIC peer counselors can hold other important positions in the chapter. Signers must commit to a full year of service. We strongly recommend that each chapter

assign 2 signers for ongoing ease of access to funds.

The form required to open a new bank account or change your current signer is available on our website. To open a chapter bank account, please complete the form and email it to [info@breastfeedingnm.org](mailto:info@breastfeedingnm.org). Once your form has been submitted and reviewed, our Accountant will contact you to complete the process and additional paperwork.

All new NMBTF chapter bank accounts will receive an initial deposit of \$50. This \$50 is a "loan" from NMBTF that must stay in the account to avoid finance charges and is to be repaid if the account is closed.

Funding for chapters includes action planning and implementation funding along with world breastfeeding week event funding. All chapters in good standing can apply for and receive this funding which will be deposited directly into the chapter bank account and spent by the chapter to fulfill their action and event plans. Only the initial \$50 mentioned above is meant as a loan and cannot be spent by the chapter. Bank accounts, action planning, implementation funding and world breastfeeding week event funding are available to NMBTF chapters and are not allocated to individual NMBTF members.

### **Fundraising Guidelines and Support**

In addition to the chapter funding opportunities listed above, chapters are encouraged to fundraise locally to support their efforts to increase breastfeeding rates throughout New Mexico. The fundraising guidelines outlined here, provide guidance to the entire organization to allow us all to maximize funding to support all of our efforts. Grants should adhere to the same protocol as sponsorships/corporate gifts. If you intend to apply for a grant for your chapter that is \$500 or larger,

please be sure to contact our Development Manager, at [Suzanne@breastfeedingnm.org](mailto:Suzanne@breastfeedingnm.org) , within 30 days of the grant deadline. In the event that you become aware of a grant within that 30-day period, please contact our Development Manager immediately and she will follow-up with you to offer support and procedure.

To avoid overlap in fundraising requests and the confusion that it can create with potential funders, we request that chapters limit their local requests to \$500 or less. If your chapter would like to make a request of \$500 or more you will need to complete the “Chapter Sponsorship” form. FYI, some corporations call their donations “grants”. We ask that chapters track all “in-kind” donations with estimated value, including donated meeting space, copies, supplies, etc.

When seeking grants please remember that chapters are not independent 501c3’s, but part of the NMBTF which carries the legal burden in case of mismanagement. Therefore REPORTING is required both to NMBTF on the Action Plans (to receive funds) and, of course, to the funder(s) on all grants. NMBTF requires 10% of all grants for central operating costs (accounting, bank and other fees, management and oversight, office, promotions/marketing, sustainability, etc.). Please ensure that funding pursued by your chapter is sought in alignment with Chapter Action Plans that should allocate funding amounts for specific activities.

NMBTF is currently working to create a fundraising toolkit for local chapters. This toolkit will include templates that can be utilized to request cash or in-kind donations (of any size), thank you letters, tracking spreadsheets, financial documentation, etc. We anticipate that this toolkit will be available to Chapters by July 2017.

## **Chapter Names**

In an effort to represent each region thoughtfully and to maintain consistency across chapters, each chapter will be named “The **(insert county or region)** Chapter of the New Mexico Breastfeeding Task Force.” Please note that chapters are not individual task forces. When you submit your chapter application, provide 2 preferred name choices that you’d like, for your chapter, within the above perimeters. Upon receipt of your application we will respond confirming your chapter’s name. All official documents will be listed under your chapter’s name. NMBTF chapters are part of the New Mexico Breastfeeding Task Force. They are not separate entities or separate regional task forces. NMBTF chapters are not eligible for 501c-3 status and are subject to NMBTF bylaws and policies (please review, available on the NMBTF website).

## **Chapter Meetings and Membership**

Hosting chapter meetings is a way to gather like-minded people in your community to work on the common goal of normalizing and increasing breastfeeding rates and success throughout New Mexico. Anyone can join a local NMBTF chapter by becoming an NMBTF member and participating in local chapter initiatives. NMBTF contractors and staff members may not hold officer positions in chapters. All chapter members are expected to adhere to the policies outlined in this document and to support the mission of the NMBTF.

It takes some effort to secure a space and put the word out but most chapters are successful at both, and gather over food (often a potluck and sometimes donated by a local business) to build community, plan activities and work on action plans. Whatever your meeting schedule, it helps retention and focus to offer your chapter participants a regular



schedule and agenda. Functioning in this way also helps newcomers get on-board quickly and with ease. Diversity of chapter membership is important and can look a number of ways. We encourage you to build and grow a chapter that is diverse in all demographics, including having a good mix of professionals and lay people.

Here are some suggestions for new members you may want to invite if you are starting or growing your chapter:

- Breastfeeding moms' and families
- Local mother's groups
- Expecting moms and families
- Local advocates
- CHWs, IBCLCs, RNs, Midwives, Pediatricians & OB/GYN Providers
- County Health Office Staff (WIC Nutritionists and Public Health Nurses)
- La Leche League Leaders
- Home visiting professionals
- Local Business People with interest in health or children

The size of membership and time needed to plan current projects will determine how frequently meetings need to be hosted. Most chapters meet once a month. There are many places that may allow local chapters to host meetings for free. Some places to consider include: a conference room in health office, hospitals, birthing centers, libraries, community centers, schools, coffee shops and homes. Consider the ways that your meeting schedule invites inclusion or hinders it. Chapters are encouraged to reach out to their community to let them know that there are resources available and to use meetings, in part, to share these resources freely. For example, hosting a new and expecting

mom's breastfeeding support group on a quarterly basis during your meeting time, may help to recruit new participants and to increase breastfeeding success and knowledge of resources in your community. Chapters can also increase participation and visibility, thereby normalizing breastfeeding, by participating in events sponsored by the local chamber of commerce, local parks and rec department, community centers, schools and daycares, newspapers, local La Leche League groups, church groups, and other local organizations.

### **Chapter Reporting**

All reports described below are to be submitted to [info@breastfeednm.org](mailto:info@breastfeednm.org)

#### **Annual Reports:**

Financial reports will need to be completed by each chapter annually. Each Chapter's Chair is responsible for completing this report and s/he may designate anyone in the chapter to assist them in the process. All reporting instructions and forms are available on the NMBTF website, by August 15<sup>th</sup> of each year, and are due by email submission to [info@breastfeednm.org](mailto:info@breastfeednm.org) by September 5th. Annual report narratives will be featured at the September Quarterly Meeting.

#### **Quarterly Reports:**

Quarterly reports are required to be submitted by each chapter by email on the **first Friday of the month in March, June, September, and December** and must include the following for a chapter to stay in good standing: a narrative highlighting the chapter's meeting dates and agendas, attendance and member status, chapter successes, challenges, lessons learned, and support needed. **Chapters with funded action** plans, between January 2017-December 2021, must also include action plan updates and up-to-date action plan budgets with their

quarterly reports.

### **Staying in Good Standing**

NMBTF Chapters in good standing will:

- Manage their chapters in accordance with the policies in this document
- Submit reports as outlined in this document
- Have an active chair and treasurer
- Adopt the NMBTF mission statement
- Convene a minimum of 6 chapter meetings per year
- Participate in virtual collaborative meeting with chapters from around the state

NMBTF chapters will be rendered inactive for failure to report in the time and manner described above, mismanagement of funds, noncompliance with the NMBTF mission and strategic plan, and/or prolonged vacancies of chapter officer positions. Effective on June 30, 2017, chapters who are unable to maintain good standing will be subject to having their bank accounts closed within 90 days' notice of non-compliance.