

PENNSYLVANIA BREASTFEEDING COALITION

Policies & Protocols October 2014

The name of the organization shall be the Pennsylvania Breastfeeding Coalition hereafter referred to as the "Coalition."

A. Membership

Members of the Coalition may be individuals and/or represent an organization. There will be responsibilities and rights of all members of the Coalition.

Member Responsibilities are:

- To attend one half of the meetings annually or meet an alternative requirement.
- To participate in one committee or meet an alternative requirement.
- To participate in the Coalition by contributing resources such as, but not limited to, expertise, and in-kind services.
- To provide financial support through the payment of annual dues.
- To sign a declaration of support for the Coalition mission.
- To notify the Coalition of any address changes and related contact information.

Member Rights are:

- To participate in the decision making process of coalition.
- To have one vote.
- To be informed of Coalition meetings and activities.
- To receive counsel and support for efforts related to the mission of the Coalition.
- Annual dues will be established by the Steering Committee.

B. Financial

The treasurer and auditing committee will be jointly responsible for execution of legal/financial obligations for the PABC as established in Exhibit A (Letter from Rhoades & Owen, Jack R. Owen, Attorney dated October 10, 2014).

C. Subcommittees

Committees may or may not include the following as deemed necessary by the membership. Adhoc committees will be added as need. Subcommittees meet during regularly scheduled **Coalition** meetings unless otherwise decided by the subcommittee or individual members of the subcommittee in the interest of a time-sensitive project.

1. Membership:

To identify, recruit, and retain active and supporting members.

- Contact prospective members by phone or email to invite them to join
- Contact all new active members personally by phone or email to welcome them, invite them to the next meeting and extend the Coalition's resources.
- Respond to membership concerns and participate in problem solving.
- Contact inactive members prior to cancellation and encourage them to renew.
- Greet and introduce new members and prospective members at Coalition meetings.
- Visit and present to groups to educate on what PABC does.
- Schedule members to represent the Coalition at trade shows and meetings.
- Plan and implement an annual member-get-a-member campaign

Develop/Revise Annual Membership Recruitment and Retention Plan

Establish and implement goals of membership recruitment and retention plan, including the state level agencies of all entities, government and private sector, represented on the United States Breastfeeding Committee.

Determine and respond to members' needs

- Develop and review satisfaction surveys. Determine and implement new ways to increase member satisfaction.
- Contact lapsed members to evaluate and respond to needs not being met by the Chapter.
- Identify new member benefits and services that are needed based on member feedback collected, as well as enhancements to existing member benefits.

Determine and implement methods to recognize and reward members.

Determine and implement methods to involve members in PABC committees, programs, and activities.

2. Audit Committee or Taskforce

To provide accountability for independent audit.

- Hires and oversees independent auditor(s) when needed.
- Implements recommendations made by the auditor.
- Addresses complaints about financial management.
- Identified in the Whistleblower policy as having the board-delegated authority to review complaints about financial management.
- May be a function of the executive committee or subset of the executive committee, or a temporarily formed taskforce appointed annually or as needed.
- Committee members may not be paid employees of the Coalition.

3. Education

- To facilitate lactation education of health care professionals.
- To provide breastfeeding education to the community.

4. Public Policy

To assist breastfeeding advocates in communicating with policymakers on issues relevant to breastfeeding. Including but not limited to:

- Workplace lactation support legislation
- Licensure of International Board Certified Lactation Consultants

5. County(ies) Coalition Relations

To facilitate reciprocal communication among breastfeeding advocates at the community level and oversee adherence to the Guidelines for Contracted County (ies) Breastfeeding Coalitions, and to promote the ***Pennsylvania Breastfeeding Coalition*** and its mission.

6. Communications

Continual oversight of the Coalition website and other social media pages, including but not limited to:

- www.pabreastfeeding.org
- PABC Facebook page
- Member Newsletter

7. Recognitions Committee

Establish criteria for nominations and awards

Review nominations for annual awards; recognize awardees with certificates, possibly including onsite ceremonies

Provide updates for social media

Recognition categories including, but not limited to:

- Baby Friendly Hospital
- Ban the Bags
- Breastfeeding Friendly Workplace
- Breastfeeding Friendly Establishment
- Neonatal Intensive Care Units with donor human milk

D. Conflict of Interest

PABC shall strive to have integrity in its organizational activities. This is a key component of our ability to establish trust with health care professionals, organizations, and individuals.

Significant conflicts of interest by PABC members, and particularly within the PABC steering committee, must be monitored and managed to remove both actual and perceived conflicts of interest.

Conflicts of interest arise when PABC members have competing duties:

Conflict of interest arises when an individual with a formal responsibility to serve the public participates in an activity that jeopardizes his or her professional judgment, objectivity and independence. Often this activity (such as a private business venture) primarily serves personal interests and can potentially influence the objective exercise of the individual's official duties.

The following are the most common forms of conflicts of interest:

- When a member's role in PABC conflicts with her/his role in other organizations or employment
- When a member's role in PABC conflicts with the role of close family members or friends.
- When a member is offered business agreements, monetary incentives, or other gifts from organizations or companies whose interests compete or are not in alignment with PABC's mission.

PABC's policy is to require Steering Committee members to disclose in writing all actual and perceived conflicts of interest that may arise in the performance of PABC duties. An appointed ad hoc committee, with members appointed by the Nominating Committee, will review the written statement and advise the PABC in writing of any suggested course of action that may be needed to protect the integrity of PABC. This may include, but is not limited to, the following possible steps:

- Removal of the member from the steering committee.
- Require open disclosure of conflicting activities so that the Steering Committee can monitor the situation.
- External evaluation by an independent third party of any significant conflicts of interest.

E. Publications

1. All publications of the Coalition, digital, hardcopy or otherwise, shall be approved by the Steering Committee or Website Committee, or a majority of the Coalition as time allows.
2. All statements, endorsements, public support, and publications will be evidenced-based, that is, based on information currently available in the field of lactation.
3. Publications of the Coalition may include newsletter content, website content, postal or digital responses to outside requests, replies to media statements, letters of support, as well as informational and advocacy statements regarding breastfeeding.

F. Meetings

Meetings of the Coalition are held quarterly. The January meeting is held as a teleconference.

Agendas are determined by the Coalition Chair with voluntary input from the Coalition members.

G. Travel Reimbursement

The Coalition at times assigns a member as its representative to attend meetings or events. The Coalition will reimburse assigned representatives for travel expenses with prior approval when attend meetings events.

- Fuel – calculated by MapQuest for actual cost of fuel
- Road tolls – with provision of receipts
- Lodging – to be pre-approved by the Steering Committee based on location of activity
- Meals – a maximum of \$35 per day with itemized receipts provided