

NCBC Meeting

**MINUTES**

North Carolina Breastfeeding Coalition

January 28<sup>th</sup>, 2021 11-12 pm

Region IV

Virtual Meeting

**Vision:** Vibrant communities where breastfeeding and human milk feeding are part of the fabric of life.

**Mission:** To facilitate collaborative community work through education and advocacy that creates an environment of genuine breastfeeding support for all families.

*\*\*Note—In an effort not to use email addresses in our minutes at the advice of our website administrator, '@' in email addresses has been replaced with '-at-'*

**Upcoming Conferences**

\*To post conferences on the Triangle Breastfeeding Alliance website – email trianglebreastfeedingalliance-at-gmail.com

**Next Meeting**

March 20<sup>th</sup>, 12-1pm

Virtual Meeting

**Attendance**

**Phone Participants:** Brittany Brown, Connie McLendon, Love Anderson, Ellen Chetwynd, Jenny Jensen, Jessie Gentz, Laura Sinai, Kathy Parry, Natalie Ward, Cara Mowery, Alina Mantha Rivera

**Announcements**

- The new lactation **resource map** on the NCBC website is now live!
- Have transitioned from using ZipMilk as a resource, we have an interactive resource map on website
- **Join NCBC/NCLCA**
- The **Making It Work Tool Kit** is available online
- On our website homepage there is a button on the top with a link to the NC updated telemedicine policy for reimbursement for medical lactation support

## Website

- Monthly Newsletter is on our website: go to **About** section and then **Our Updates**
- On our website homepage there is a button on the top with a link to the NC updated telemedicine policy for reimbursement for medical lactation support
- Information about membership: how to join and benefits can be found on website homepage

## NCBC Updates

Connie McLendon

- Introductions
- Welcome to NCBC meeting
- Region IV: Alamance, Caswell, Chatham, Durham, Franklin, Granville, Johnston, Lee, Orange, Person, Vance, Wake, Warren
- Meetings will now only be 1 hour
- NCBC Board Overview
- ZipMilk is no longer being used. We now have an interactive map on our website that is divided up into 6 Regions. Each county has a list of resources available in that county. To add a resource or make a change to a listed resource please click on the [Suggest Edits](#) button on the resource map webpage and fill out form.
- NCBC Grant work: Transforming Clinics for Better Breastfeeding Outcomes: PAN (Physical Activity and Nutrition) Grant through the state that is awarded by the CDC
  - Currently moving into Year 3, Location: Piedmont Health Services
  - Negotiations for extending grant work for 2 more years through collaborating with our HVCUs, pathway 2 programs in NC. We have been in discussion with state department and program directors of both universities.
  - Year 1 we were in Wilmington, Year 2 Eastern Band of Cherokee
  - Focus on getting breastfeeding support in the communities we are working in. Primarily in populations with low breastfeeding rates.
  - This work centers on our Mother/Baby Friendly Clinic Award. With this grant we help clinics go through the process of transforming to be able to get this award and maintain the practices implemented.
  - Through this grant we: coach primary clinicians, increase accessibility of support, attain prestigious clinic award, and improve relationships with IBCLCs
- New Grant Opportunity: [Public Health Grant Opportunities](#)
  - Community Health Worker-Doula Program: goal is for 2 doula health care workers, looking for this to be developed in perinatal region: 1, 2, 3, 4, 6

## **Treasurer report**

**Update not shared at meeting**

## **Membership report**

Connie McLendon (provided by Laura Sinai)

**Contact:** NCBC Membership-at-gmail.com

### **Updates:**

Total 2017 NCBC Members: 100 (7 Lifetime members)

Total 2018 NCBC Members: 104 (7 Lifetime members)

Total 2019 NCBC Members: 96 (9 Lifetime members)

Total 2020 NCBC Members: 70 (9 Lifetime members)

NC Lactation Consultant Association 2017 Members: 74

NC Lactation Consultant Association 2018 Members: 82 (7 lifetime members)

NC Lactation Consultant Association 2019 Members: 80 (9 lifetime members)

**Total 2020 NCBC and NCLCA Members: 33 (9 Lifetime members)**

### **Annual Membership: Join the Family!**

- Annual summit discount
- Intimate networking with other BF parents, advocates, and professionals
- Professional and leadership opportunities
- Volunteer positions

### **How to Join NCBC**

- The new membership fee is \$25 effective 01/01/2020
- Members may join at any time during the calendar year on the website. Paypal is preferred
- Membership is open to everyone (no credentials required); members have voting privileges.
- All members are automatically a member NCLCA.
- When you become an organizational member one person in your organization is joined for free and all other members are half off (\$12.50)
- If anyone has trouble logging into the website or needs to check membership standing, contact NCBCMembership-at-gmail.com

## **Awards**

### **Golden Bow**

**\*\*We are considering phasing out this award as it is not as needed anymore. Many places have attained this already. Also there are other groups that are doing this work.\*\***

**Chair:** currently an available position

**Contact:** nbcchair-at-gmail.com

**Purpose:** To stop the distribution of formula discharge bags and to recognize healthcare facilities which do not give out formula samples. Applications are accepted twice a year. Updated mapping reveals 89% of live births occur at birthing facilities that have banned the bags. There have been hospitals that have received stars for banning the bags but have not received the Golden Bow award from NCBC. National registration ([National Registry for Ban the Bags](#)) needs to be done in addition to receiving an NCBC Golden Bow award. NCBC would like for NC to reach 100% participation. Applications are checked on **February 1<sup>st</sup> and July 1<sup>st</sup>**

 **Awards this cycle:** None this cycle

### **BF Friendly Business (customers) and Employers**

**Chair: open position**

**Contact:** ncbchair-at-gmail.com

**Purpose:** NCBC recognizes local companies that support breastfeeding families. In doing this, we distinguish between “Breastfeeding-Friendly Businesses” and “Breastfeeding-Friendly Workplaces”. Breastfeeding Friendly Businesses are businesses that welcome breastfeeding mothers as customers. This can be as simple as treating breastfeeding mothers well, never asking them to leave, cover up, or move. Businesses that have been granted the Breastfeeding-Friendly Business Award can proudly display the Breastfeeding-Friendly window cling. Breastfeeding-Friendly Workplaces are workplaces that have made accommodations to support breastfeeding mothers as employees. This can be as simple as allowing employees to have flexible breaks and access to a private room for expressing milk or nursing. The room needs to have a comfortable chair and a lock on the door. Plaques are awarded to businesses who meet application qualifications. Awards (plaque and window sticker) are presented twice per year - **February 1, 2019 and July 1, 2019** are dates for submitting applications. Award winners are also listed on the website. Apply online. Business cards are available to use when speaking to businesses. DPH Webinars on Business Case can be found on the website.

- 83 of 84 North Carolina WIC Programs are now Breastfeeding Friendly Workplaces

**Update:** 21 applications for the last award cycle. Anticipate notifications by 4/15/2021

**Thank you** to Love Anderson and BFFC for the design of the new window cling

### **Mother-Baby Clinic**

**Contact:** Caroline Healy, NCBC.ClinicAward-at-gmail.com

**Purpose:** On October 8, 2014, the North Carolina Breastfeeding Coalition launched the “**Mother-Baby Friendly Clinic Awards Program**” now called “**Mother Baby Award for outpatient healthcare clinics**”. Awardees represent the best our state has to offer in terms of support for the breastfeeding family. The award is open to any outpatient medical clinic serving pregnant and postpartum women, infants and/or children in North Carolina. Applicants may include Health Departments, Family Medicine, Pediatric, Obstetric, Midwifery, or other types of clinics serving these populations. Criteria for the award are very closely based on the “Baby-Friendly USA Guidelines and Evaluation Criteria,” and the Academy of Breastfeeding Medicine’s “Clinical Protocol #14: Breastfeeding-Friendly Physician’s Office: Optimizing Care for Infants and Children.” As such, the act of reviewing criteria is, in and of itself, an opportunity to identify evidence-based best practices for the care of pregnant and/or postpartum women and children. Applications are available on the NCBC webpage. **Application deadlines are February 1<sup>st</sup> and July 1<sup>st</sup>.**

**Updates:**

- If anyone is interested in joining the committee, please contact the Committee Chair at [NCBC.ClinicAward-at-gmail.com](mailto:NCBC.ClinicAward-at-gmail.com)
- No applicants for February 2021 Cycle
- Currently working on getting in touch with all past awardees to encourage them to continue to follow the highest practices and policies that allowed them to achieve the award in the first place and reminding them that now is a great time to keep up with annual training. Also plan on sharing the best resources for Covid and breastfeeding we have on our website with the past awardees.

**Parent Advocacy Updates**

**Chair, Love Anderson:** [ncbparent-at-gmail.com](mailto:ncbparent-at-gmail.com)

Updates from NC counties or region:

- Most of the parent peer to peer support groups have been moved online and continue to function
- A lot of parent concerns, currently, are around childcare.
- CGBI and Shape NC Grant have been working to continue to advocate for breastfeeding friendly practices in childcare centers across the state. They are still offering training classes for childcare providers even while the state designation is on hold. It is listed on the CGBI website. Some of the parent advocacy groups are talking about locally designating the childcare facilities. Chiara Phillips and the entire state has been supportive in working with them to coordinate a group effort.

**We are looking for this year's parent advocates.** Because all NCBC meetings have transitioned to a digital format in 2021, NCBC is removing the regional aspect of the meeting. However, would you or someone you know like to present any information/updates from your region or county as a "Parent Advocate" at an NCBC meeting this year? Presentations must be limited to less than five minutes. And presenters must be ["official" members](#) of NCBC (financial assistance available upon request). Or please email me your updates to NCBC Parent Advocate <[ncbparent@gmail.com](mailto:ncbparent@gmail.com)>.

Which meeting date(s) works best for you?

1. Thursday, May 6th 12-1
2. Wednesday, June 2nd 12-1 (Erin Crites <[scrunchymamawellness@gmail.com](mailto:scrunchymamawellness@gmail.com)>)
3. Monday, August 9th 12-1
4. Meeting: October 2021 TBA

**Regional Parent Liaison**

NCBC has created 2 new volunteer positions, one parent liaison to represent each region in North Carolina and one or two people that represent each county. We live in an incredibly diverse state and there is a huge amount going on in each region, and we know that a person who lives, works, volunteers, or supports parents in each region and community would have a better understanding of the needs of that region. Each parent volunteer is asked to show up to one meeting per year. If you're interested in being the point person for any of the regions or counties in North Carolina, then e-mail Love Anderson <ncbcparent-at-gmail.com>

If you're already volunteering as a parent support person or working as a parent support person, then attending an NCBC meeting should feel empowering and useful. The goal is for parent liaisons to become a point person for parents in your area, and then to be able to voice parent concerns to professionals and advocates across the state.

- **Statewide Parent Liaison Coordinator:** for the NC Breastfeeding Coalition,
  - Love Anderson, 919-622-8787, <ncbcparent-at-gmail.com >
- **Region I:** Buncombe, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, McDowell, Mitchell, Polk, Rutherford, Swain, Transylvania, Yancey (Region 1)
  - All of Region 1, Kim Neiheisel [kimneiheisel@gmail.com](mailto:kimneiheisel@gmail.com)
- **Region II:** Alexander, Alleghany, Ashe, Avery, Burke, Caldwell, Catawba, Davidson, Davie, Forsyth, Guilford, Iredell, Randolph, Rockingham, Rowan, Stokes, Surry, Watauga, Wilkes, Yadkin
  - **All of Region 2: Unfilled**
- **Region III:** Anson, Cabarrus, Cleveland, Gaston, Lincoln, Mecklenburg, Stanly, Union (Region 3)
  - All of Region 3: Kate Doughty [doughka@outlook.com](mailto:doughka@outlook.com)
- **Region IV:** Alamance, Caswell, Chatham, Durham, Franklin, Granville, Johnston, Lee, Orange, Person, Vance, Wake, Warren (Region 4)
  - All of Region 4: Stephanie Crystal Whitaker <Swhitaker722@yahoo.com>
    - Point person for Chatham County
      - Angie Hilliard <angie2242@msn.com>
    - Point person for Orange County:
      - Kathleen Anderson <[kathleen@breastfeedingcommunities.org](mailto:kathleen@breastfeedingcommunities.org)>
    - Point person for Wake County
      - Megan Roberts <MRoberts@safecildnc.org>
- **Region V:** Bladen, Brunswick, Columbus, Cumberland, Harnett, Hoke, Montgomery, Moore, New Hanover, Pender, Richmond, Robeson, Sampson, Scotland (Region 5)
  - All of Region 5: Olivia Rice <oliviabreastfeeds@gmail.com>
- **Region VI:** Beaufort, Bertie, Camden, Carteret, Chowan, Craven, Currituck, Dare, Duplin, Edgecombe, Gates, Greene, Halifax, Hertford, Hyde, Jones, Lenoir, Martin, Nash, Northampton, Onslow, Pamlico, Pasquotank, Perquimans, Pitt, Tyrrell, Washington, Wayne, Wilson (Region 6)
  - All of Region 6: Erin Crites <scrunchymamawellness@gmail.com>

### State Breastfeeding Report from Chiara Phillips

**Updates:** from Alina Mantha Rivera, MPH, RD, LDN, IBCLC and Cara Mowery

- mPINC survey is due February 26, 2021, encourage your maternity centers to apply
- next deadline for applicants to apply for maternity center designation is April 30<sup>th</sup>
- Breastfeeding friendly childcare designation application is being updated
  - Application is closed until updates are done and it has been approved

**State Breastfeeding Coordinator:** [Chiara.Phillips-at-dhhs.nc.gov](mailto:Chiara.Phillips-at-dhhs.nc.gov)

**State Breastfeeding Peer Counselor Coordinator:** [Alina.Rivera-at-dhhs.nc.gov](mailto:Alina.Rivera-at-dhhs.nc.gov)

## NCLCA

### Updates from Jenny Jensen:

- COVID 19 Vaccine
  - Scientists had a head start
  - More than 70,000 volunteers participated in clinical trials for Moderna and Pfizer vaccines
  - The vaccines are tested, safe, and effective. They have been through all the same clinical trial steps as other vaccines and drugs that the FDA approves. There were no serious safety concerns with either vaccines.
  - You cannot get COVID-19 from the vaccine.
  - Supplies are limited right now but everyone will get their turn.
  - These vaccines are teaching your body how to make a protein that is on the virus. Then your body naturally develops antibodies. Then when you encounter that virus you will have the antibodies to fight it off. These vaccines are over 90% effective.
  - You need 2 doses, 3-4 weeks apart. Must be the same vaccine for both doses.
  - CVMS system to log vaccinations.
  - Everyone is eligible once they meet Group (<https://findmygroup.nc.gov/>) requirements, including: uninsured, undocumented, people without ID, people from out of country or out of state.
  - Additional info on where to take your shot is available by calling the COVID-19 line at 1-877-490-6642 or visiting **YourSpotYourShot.nc.gov**
  - The vaccine is “no charge” - no one should have to pay out of pocket. Insurance can still be charged for the administration fee.
  - ABM (Academy of Breastfeeding Medicine) guidelines: we don't have clinical data (no lactating people in studies). The ABM does not recommend you stop breastfeeding if you get vaccinated. They recommend you having a conversation with your provider about risks of getting COVID and how that could affect your child vs. the risks of getting the vaccine. The ABM says they cant think of a biological reason not to get the vaccine but they can think of a biological reason to get it to protect against COVID and possibly pass antibodies on to breastfed baby.
  - ACOG guidance: ACOG recommends that COVID-19 vaccines should not be withheld from pregnant individuals who meet criteria for vaccination based on ACIP-recommended priority groups.

- Myth busting: The vaccines does not contain trackers, does not alter DNA, and does not cause barrenness
- We must build trust to get more individuals vaccinated. Reasons why there is distrust: racism runs throughout our social, economic, and health care systems; unequal access to health care, maltreatment, neglect for HMPs contributes to lack of trust in the health care system and the COVID-19 vaccines. We need to communicate with historically marginalized communities and ensure equitable access to the vaccine. Must keep in mind language/accessibility needs. Location of vaccine distribution sites is important.
- Communication toolkit for Community Based Organizations:  
<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/toolkits/community-organization.html>
- Even after getting vaccinated still practice the 3 Ws: wear, wait, wash
- Antibodies are detectable in breast milk in 5-10 days but not at their peak yet. We do not know how long they are present for.
- Alaina has heard about and knows about one circumstance where lactating women are being refused the vaccine. Pregnant and lactating women should not be refused the vaccine.
- The only contraindication for the COVID-19 vaccine is an allergy to a component in the vaccine.