

NCBC in Perinatal Region V

**MINUTES**

North Carolina Breastfeeding Coalition

June 29th, 2020 10-1 pm

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**

- USLCA webinars (featured one on Covid) at <http://uslca.org/>
- Available webinar through Appalachian Breastfeeding Network [Addressing Health Inequality in Appalachian](#)

\*To post conferences on the Triangle Breastfeeding Alliance website – email [trianglebreastfeedingalliance-at-gmail.com](mailto:trianglebreastfeedingalliance-at-gmail.com)

**Next Meeting**

August 24<sup>th</sup> 10-12pm

Virtual

**Approval for May 2020 Meeting Minutes**

Motion to Approve: Connie

2<sup>nd</sup>: Ellen

**Attendance**

**Phone Participants:** Olivia Rice, Karen Ingle, Jenny Jensen, Anna Thadani, Monica Hernandez, Ann Calandro, Lisa Garrell, Charlotte McDuffe, Betsy Beyany, Angela Maloy, Norma Escobar, Ariel Apparicio, Ellen Chetwynd, Brittany Brown, Love Anderson, Connie McLendon, Machel Williams, Laurie Cimino, Chiara Phillips, Belinda Phillips,

**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

### **Welcome, Introductions**

Connie McLendon

- Introductions
- Welcome to NCBC meeting in Region V: Bladen, Brunswick, Columbus, Cumberland, Harnett, Hoke, Montgomery, Moore, New Hanover, Pender, Richmond, Robeson, Sampson, Scotland
- NCBC is the state local coalition for the US Breastfeeding Committee (national level)
- Overview of NCBC in the national landscape
- NCBC has joined USBC as a voting member: 4 named representatives are eligible to be on USBC's BOD. 2 members attend coalition conference. 1 member to attend USBC meetings and that member has voting power.
- NCBC areas of focus for USBC include skilled lactation support, paid leave, and community engagement. Any NCBC member interested in representing NCBC for one of these topic areas, please email Ellen ([ncbcpastchair-at-gmail.com](mailto:ncbcpastchair-at-gmail.com))
- Emily Taylor (Chair of USBC)
  - Mission of USBC is create a landscape of breastfeeding support across the US in a way that is driven by leadership, integrity and equity.
  - Been around for about 25 years now
  - Provide capacity and education support to the Coalitions across the US
  - Last year each Coalition became eligible for membership in USBC to vote and participate in national level advocacy
  - Go to [USbreastfeeding.org](http://USbreastfeeding.org) to see a list of all the organizations that are a member
- NCBC Board Overview
- NBC committees: Award committees: Golden Bow, BF Friendly Space/Business, BF Friendly Workplace, Mother/Baby Friendly Clinics; Parent Liaison; Childcare Liaison; Membership, NCLCA, Website/Social Media; USBC

- NCBC Projects: NCLCA Summit, Department of Labor Workplace Accommodations, LTG Partners/PPD Stigma Reduction Campaign
- NCBC Collaborations: DPH/Breastfeeding Steering Committee, PAN Grant
- Child fatality task force (CFTF): NCBC is at the table for the perinatal health committee, speaking out for breastfeeding at the state level.  
**Asks:** Reimbursement for Medical Lactation Support, Paid leave, Pregnancy and breastfeeding accommodations, Kin care and safe days
- What should NCBC be doing to support breastfeeding?  
 Advocate and support milk expression for low income jobs.  
 Education in rural communities and workplaces.  
 Education/normalizing BF for teens.  
 Sharing NCBC accomplishments and meetings on social media.  
 National level advocacy for maternity leave policy.  
 Track LC job loss and advocate for LCs when they are cut (Wilson).  
 Educational materials supporting women’s right to pump in the workplace.  
 More general support for women’s rights.  
 Advocate for non-RN IBCLCs in the workforce.
- NCBC received the PAN Grant from CDC: Using grant to award clinics with MBF Clinic Award and improve breastfeeding support. Began project in Wilmington, where worked with two clinics: used peer counselors to provide breastfeeding education and support, implemented policies and protocols, educated providers and staff, and implemented text messaging with clients. Now working in Region I (Eastern Band Cherokee, Harris Pediatric Clinic, Harris Women’s clinic, and the Cherokee Hospital Authority clinic): peer counselors/doulas, policies and protocols, education, and text messaging service for parents to participate in for support. NCBC secured an additional grant to fund the cost of doulas attending births.
- NCLCA Summit a

**Treasurer report**

Connie McLendon (provided by Colette Waddill)

**Updates:**

Total Income: \$19,150.21 (Membership Income: \$846.91, Donation Income: \$713.00, Grant Income: \$17,590.30)

Total Expenses: \$24,468.63

Net Income: \$ -5,318.42

**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)  
Total 2020 NCBC Organizational Members: 2

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**

**Chair:** currently an available position  
**Contact:** [ncbcchair-at-gmail.com](mailto:ncbcchair-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>.**

**PRI:**



**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:** 23 applications for the last award cycle.

**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 post-partum 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
- Website and application have both been updated to be more fluid with each other
- Cabarrus Health Alliance, who applied for the award in the last cycle, has received their plaque and our website has been updated to include them on our awardee page.
- 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: [ncbcparent-at-gmail.com](mailto:ncbcparent-at-gmail.com)

Love is working toward finding a parent liaison in each region to form a committee for 2020. E-mail Love Anderson [ncbcparent-at-gmail.com](mailto:ncbcparent-at-gmail.com)

#### **Parent Liaison Update:**

We are talking about separation in Durham. Specific concerns around Spanish-speaking families. But the first article below is from the Black Breastfeeding Association.

- <http://blackmothersbreastfeeding.org/2020/05/keep-parents-and-newborns-together-in-critical-hours-after-birth/?eType=EmailBlastContent&eId=4793e9bc-c33c-41c3-8333-c4aeaf0d92ce>
- [https://www.healthconnectone.org/wp-content/uploads/bsk-pdf-manager/2020/05/HC1-Storybook\\_7May2020.pdf](https://www.healthconnectone.org/wp-content/uploads/bsk-pdf-manager/2020/05/HC1-Storybook_7May2020.pdf)

In a meeting today, I met with an IBCLC who is increasingly concerned about Spanish-speaking and non-English-speaking families being separated from their newborns at birth due to COVID protocols. We know that a variety of providers will be meeting to discuss concerns around Spanish-speaking families and COVID-19 tomorrow. I would love to hear from anyone who advocates for Spanish-speaking/Latinx families about how to best support families during these difficult and stressful times. Specifically, what would be the best way to communicate to Spanish-speaking families that families are not required to be separated from their infants if they test positive for Covid but are asymptomatic? And what are the appropriate resources for birthing parents that do test positive for Covid? Can you recommend a point of contact at Duke, Duke Regional, and UNC who makes sure that COVID positive families are informed about the health and well-being of the parent and newborn?

We also have a letter from Elizabeth Chang, Bilingual Spanish Certified Lactation Counselor. She has been giving this letter to her clients so that they can advocate and say no to separation. Pretty Mama Breastfeeding, LLC is giving free counseling in her native language, Spanish using a national telehealth HIPAA compliant platform for free.

#### **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](mailto: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@safechildnc.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:**

1. NC Maternity Center Breastfeeding Friendly Application deadline has been extended until June 30, 2020 due to COVID-19. Applications will be reviewed in July/August 2020
2. NC Breastfeeding Friendly Child Care Designation remains on hiatus as we update the application process
3. All of North Carolina WIC agencies covering all NC's 100 counties are open and serving participants. Telehealth appointments are available for all new or reenrolling participants. The WIC Program continues to provide breast pumps to participants via curbside pick-up. During COVID-19, when appropriate a local agency is permitted to provide a single-user electric pump in lieu of a multi-user electric pump.

**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

- The new chair for NCLCA is Jenny Jensen ([JennyJensenRN@gmail.com](mailto:JennyJensenRN@gmail.com) or (410) 972-1586)
- [2020 NCLCA Annual Breastfeeding Summit](#) has been moved to **August 18<sup>th</sup>**
  - Every year, NCLCA gathers together breastfeeding support practitioners and advocates to network, learn, collaborate, and organize vision. The Summit is more than a conference, and its participants gain more than CERPs. We are here to build our community, remove barriers, and increase breastfeeding in North Carolina.
  - Will be offering up to 6.5 Continuing education credits
- 22<sup>nd</sup> Mother special gift conference is rescheduled for November 6<sup>th</sup> (not being held virtually as of now)
  - Registration is available on Charlotte AHEC website

### Pride Month:

- Show your respect for all families:
  - Are your intake forms inclusive?
  - Do you ask people about their preferred pronouns?
  - Do you avoid gendered language (e.g. “birthing parent” vs. “woman”)?
  - Do you avoid making assumptions about gender identity and relationships?
  - Do you apologize if you make a mistake and then adjust as needed?
  - Do you explicitly state on your materials that you welcome LGBTQ+ families?
  - Great introductory question: Who do we have here today?
  - Let people self-identify. Don’t make assumptions.
  - Our local coalition has created
  - Important to have representations

### Additional COVID-19 Info

- NCBC website will be kept up to date with information and links to best practices
- La Leche League meetings are virtual: go to <https://llusa.org/locator/> to find meetings
- AAP recommends that well child visits that include scheduled vaccines are still being conducted
- Resources can also be found on the Carolina Global Breastfeeding Institute website <https://sph.unc.edu/cgbi/carolina-global-breastfeeding-institute/>



- Virtual Ready, Set, Baby Prenatal Education Classes are available: taught by graduate lactation students with assistance from IBCLCs
  - Join virtual RSB class:  
<http://zoom.us/s/98369482228>  
(meeting ID: 983 6948 2228)
  - Check Tri-County Breastfeeding Coalition Facebook page for updates and links to virtual classes