

NCBC in Perinatal Region 1: Asheville

MINUTES

North Carolina Breastfeeding Coalition

October 20, 2018 10am-1pm

Mountain Area Health Education Center- Family Health Center

123 Hendersonville Rd., Asheville, NC

Vision: Ensure that early, exclusive and continued breastfeeding will be the norm in North Carolina.

Mission: The mission of the North Carolina Breastfeeding Coalition is to promote, protect and support breastfeeding through a cooperative network of individuals, coalitions, agencies and organizations.

****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

- National Indian and Native American WIC Coalition (NINAWC) Conference in Cherokee, NC: Save the date July 11-13
- ILCA webinars at <http://www.ilca.org/>
- USLCA webinars at <http://uslca.org/>
- 17th Annual Triangle Breastfeeding Alliance Conference: Timely Topics in Breastfeeding Support, Save the Date 05/02/19
- 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

Welcome, Introductions

Ellen Chetwynd

- Welcome to NCBC meeting at Region 1
- Introductions
- NCBC is the state local coalition for the US Breastfeeding Committee (national level)
- Overview of NCBC in the national landscape

Announcements

Revision of [Ready Set Baby](#) is now available from CGBI

[Join NCBC/NCLCA](#)

- NCBC is continuing to explore grant funding opportunities
- The [Making It Work Tool Kit](#) is available online

Strategic Goals:

- NCBC core values are *Advocacy, Inclusion, Equity, Education, and Integrity.*

Attendance

Attended In-Person: Amanda Breedlove, Jen Chandlee, Ellen Chetwynd (Chair), Georganna Cogburn, Teresa Griffin, Deb Lowery, Zo Mpofu, Brandi Nations, Chiara Phillips, Rebecca Rhulen (NCLCA Chair), Nicola Singletary (secretary), Jessica Tak, Amy Lenell

Phone Participants: Mabelle Williams (Executive Assistant), Marianette Henriquez

August Minutes Approval

Motion (Chiara Phillips) and second (Georganna Cogburn) to approve August minutes

Treasurer report

Ellen Chetwynd (provided by Katie Wouk)

Updates:

Total Income: \$517.91; Membership dues: \$325, Work for good donations: \$70, Facebook reimbursement, \$122.91

Total General Disbursements: \$1697.30

Balance available for General Disbursements (8/9/18): \$7889.64

Membership report

Ellen Chetwynd (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: 9 (7 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: 8 (7 lifetime members)

Open to non-IBCLC; one must join NCBC to join NCLCA. (1 LCERP webinar and group discount memberships are benefits)

2017 Organizational Memberships: 6

2018 Organizational Memberships: 6

How to Join NCBC

- Members may join at any time during the calendar year on the website, cost of \$20 for NCBC, \$25 for NCBC/NCLCA
- Membership is open to everyone (no credentials required); members have voting privileges.
- 5 Organizational membership levels are available. One designated organization member is automatically a member of NCBC and NCLCA. All other people in that organization can join
- If anyone has trouble logging into the website or needs to check membership standing, contact NCBCMembership-at-gmail.com

Note: If you join in the final quarter of 2018 then you are a member for the full calendar year 2019.

Reminder that membership January to December; only if you join after October will it roll over to next year.

NCBC fb page: have over 1870 likes.

Follow us on Twitter: @NCBreastfeeding

Awards Golden Bow

Contact: Heather Lynn, heatherhiggins-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 1st and July 1st**.



Awards this cycle:

- PR2 Lake Forest Baptist
- PR2 Lexington Medical Center
- PR6 Vidant Beaufort

Action: There are 8 hospitals in Region 1, of these 2 are still giving out formula bags as far as we know: Murphy Medical Center (may have already banned the bags but not done application) and Rutherford Hospital (Brandi will reach out)

BF Friendly Business

Contact: Mabelle Williams, machelletwilliams-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.



Awards this cycle: 8 new awardees this cycle. PR1: Buncombe County WIC

- **PR1 EDSI (locations are in North Carolina, but are headquartered in Michigan)**
- **PR1 Fox and the Fig**
- **PR1 Mountain Area Health Education Center (MAHEC) (Family Health & OB/GYN Specialists)**


- PR2 SonShine Embrace Learning Center, Inc.
- PR3 Topgolf Charlotte
- PR5 Mill Creek Family Practice
- PR6 Vidant Beaufort Hospital

Mother-Baby Clinic

Contact: Jillian Roehm, jillianroehm-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 1st and July 1st.**

 **Awards this cycle.**

- **PR1 Mountain Area Health Education Center (Family Health & OB/GYN Specialists)**
- PR2 Magnolia Birth Center
- PR4 SAS Healthcare Center
- th Department
- PR5 Bladen Kids Care
- PR5 Women's Health Specialists
- PR6 Jones County Heal

Needs/opportunity: Colorado protocols could be used to update ours, volunteer/s to help with this

Parent Advocacy Updates

Love Anderson will begin in a position as our Parent Advocacy liaison in September 2018.

Grant Funding Opportunities

Contact: Sarah Hogan, sarahmariehogan-at-gmail.com and ellenchetwynd-at-gmail.com

Updates: RFA#A-359 Physical Activity and Nutrition Program from NC DHHS has breastfeeding goals including many NCBC awards: Mother-Baby Awards for Outpatient Clinics, Breastfeeding-Friendly Business Award, NC Breastfeeding-Friendly Workplace Award. Letter of Intent due by 11/9/18, Final application due on 12/3/18. Awards targeted to regional focus.

Funding Opportunities

IBLCE Exam Scholarship: fall scholarships currently under review and will be announced soon
Mini grants: will continue to support local organizations, if looking for funding locally contact Ellen (ellenchetwynd-at-gmail.com) at NCBC to discuss financial and organizations resource support.

Website

Trimark to do pro bono work on regional pages in 2019
Considering phasing out zipmilk.org in 2019 as NCBC develops alternative resources.

State Breastfeeding Updates

Contact:

State Breastfeeding Coordinator, Chiara Phillips Chiara.Phillips-at-dhhs.nc.gov
State Breastfeeding Peer Counselor Coordinator, vacant

Updates:

- NC MCBFD application due date is October 31, 2018.
- NC BFCCD application due date is January 15, 2018.
- Core Trainings and Quarterly trainings from the Regional Lactation Training Centers are posted through November 2018 are available on <http://www.nutritionnc.com/wic/conferences.htm>
- NC Lactation Educator Training Program (NC LETP): 2019 Spring Dates: February 13-15 and May 16-17, 2019
- NSB Breastfeeding Supplies Competency Training registration is available at: <https://sph.unc.edu/nciph/nciph-bsct/>
- The North Carolina WIC Program Manual is available here: [Breastfeeding Program Management](#)
- The Request for Applications for the North Carolina Regional WIC Training Center for each Perinatal Care Region will be posted on the www.nutritionnc.com by September 21, 2018
- NC DPH's Community and Clinical Connections for Prevention and Health Branch's Request for Applications (RFA) was posted on October 15, 2018 on: <https://www.ncdhhs.gov/about/grant-opportunities/public-health-grant-opportunities> and <https://www.communityclinicalconnections.com/>
- The Loving Support Award of Excellence winners: <https://www.fns.usda.gov/wic/loving-support-award-excellence-awardees>

NCBC Region 1 Regional Focus

This portion of the meeting began with short presentations about PR1 initiatives by some of the advocates around the table and was followed by an hour of unstructured time for networking. Short summaries of the presentations follow.

Deb Lowery: Works with Cherokee Nation. Culturally in the past the Cherokee have been very open to breastfeeding. They have achieved the Gold award, next step is the elite award in Loving Support. Hosting national Native American WIC conference at the casino in Cherokee next July. This conference has all native American tribes coming from across the United States to this breastfeeding and nutrition conference. On reservation, have some unique programs including clean needle exchange. There are decreased breastfeeding rates due to drug use in the community that is more recent problem. Would like to work on increasing rates back up to where they were. Welcomes suggestions to streamline the message across perinatal providers regarding breastfeeding if taking Suboxone or Methadone. Possible needs for taskforce to address the issue.

Brandi Nations: Presented on the Appalachian Breastfeeding Network. President is Stephanie Carroll. Hotspot for this organization in Cincinnati (founding area) and would like to increase membership in North Carolina. Members do not have to be in the Appalachian area to join and contribute. Projects include:

- After hours breastfeeding helpline, open 24/7 staffed by IBCLC, CLC or CLS, volunteer run. 1-888-588-3423
- Joni Gray and Stephanie Martin are researching breastfeeding rates in Appalachian in collaboration with UNC
- Hospital Education Initiative: focus on Appalachian specific breastfeeding topics, in-person and online focus, packages are available.
- ABN speaking engagements in 2018 included ILCA, USBC, Breastfeeding and Feminism
- Webinar [Addressing Health Inequality in Appalachian](#)
- Scholarships available

- Next conference October 11-12, Kingsport TN
<https://www.appalachianbreastfeedingnetwork.org>
- Consider joining [Appalachian Breastfeeding Network](#)

Zo Mpfu: The Community Health Assessment for Buncombe County is a county level census done every 3 years as part of the consolidated health and human services requirement for accreditation. They are currently in the data analysis part of the 2018 Community Health Assessment. The consortium is a unique partnership of 17 Western counties that includes local health departments, hospitals, corporate health, research partners and others to improve wellness. They are using the Clear Impact scorecard, which is results-based accountability to answer 3 questions about performance. 1) How much did we do? 2) How well did we do it? and 3) Is anyone better off? This scorecard is a great tool for infusing community action around a goal and is used in education as well as public health. The assessment focuses around community driven change. Presented examples of community level indicators for 2015. Ex Disparity rate. This friendly tool that can be used to share scorecard with data, narrative, and can embed in websites. WNC Network will have a strategy session in January.

Georganne Cogburn: Buncombe Task Force regional task force was re-energized by pump express in Asheville and roundtable over the summer. Working with businesses and childcare providers as well as physician offices to support breastfeeding. Henderson and Transylvania county are also working with childcare providers. Encourages each area to form a task force to focus on regional problems.

Jen Chandlee: Working on getting businesses breastfeeding friendly certified in Buncombe County and would be happy to talk with other counties about facilitating this process for businesses. Interested in building collaborations between doulas and lactation consultants. Considering options for telehealth with lactation consultant who could work with a doula at the home via telehealth to extend accessibility for support (using doula's hands for the virtual lactation consultant).

Next Meeting

The next NCBC meeting will be on December 1st from 10am-1pm in Charlotte. Location TBA

Full State Breastfeeding Coordinator Report

- **Breastfeeding Unit**
 - State Breastfeeding Coordinator: Chiara Phillips. Her email address is Chiara.Phillips@dhhs.nc.gov
 - State Breastfeeding Peer Counselor Coordinator: Vacant
- **NC Maternity Center Breastfeeding-Friendly Designation (NC MCBFD):**
 - Please congratulate the new NC Maternity Center Breastfeeding-Friendly Designation Awardees
 - Five-Star NC Maternity Center Breastfeeding-Friendly Designation
 - Mission Hospital
 - Three-Star NC Maternity Center Breastfeeding-Friendly Designation
 - Naval Hospital Camp Lejeune
 - One-Star NC Maternity Center Breastfeeding-Friendly Designation
 - Cape Fear Valley-Bladen Health Care
 - Next Application Due Date: October 31, 2018

- NSB was invited and accepted an invitation to assist as requested with ENRICH Carolinas (funded by a grant from Duke Endowment) from the Carolina Global Breastfeeding Institute to assist with hospitals interested in pursuing the NC MCBFD program.
 - More information: <http://dukeendowment.org/story/helping-hospitals-in-the-carolinas-become-baby-friendly> or <https://sph.unc.edu/cgbi/enrich-carolinas/>
- Next NC Maternity Center Breastfeeding-Friendly Designation applications are due October 31, 2018
- **NC Breastfeeding-Friendly Child Care Designation (NC BFCCD):**
 - Content of the revised NC Breastfeeding-Friendly Child Care Designation (NC BFCCD) Application has been approved. The revised application will be released in early 2019.
 - NC BFCCD has experienced a drop in the number of licensed child care programs designated, partly due to designees choosing not to renew their application. All advocacy efforts at the local level, specifically with early care and education stakeholders, in your community to promote the designation is valuable. We are hopeful this trend will change with the condensed and revised application. As of October 2018, there are 16 counties across the state with at least one center designated; In March 2017, there were 25 counties across the state with designated child care programs.
 - Application are accepted at any time and reviewed four times a year. January 15, April 15, July 15, and October 15.
- **NC Lactation Educator Training Program (NC LETP) IBCLE Approved**
 - Fall Course: August 28, 29, 30, and November 28 and 29, 2018 (Plus 2 clinical days to be scheduled)
 - Registration is available at: <http://www.nutritionnc.com/wic/conferences.htm> under “Breastfeeding Topics” then “NC Lactation Educator Training Program”
 - Spring 2019 Course Dates: February 13, 14, 15 and May 16 and 17, 2019 (Plus 2 clinical days to be scheduled) Novant Forsyth Medical Center
- **Core Trainings and Quarterly trainings/Region Lactation Training Centers -**
 - Core Trainings and Quarterly trainings are ongoing in each Perinatal Region through November 2018, <http://www.nutritionnc.com/wic/conferences.htm>
 - Perinatal Region I: Thursday, November 15, 2018 Mountain AHEC, Asheville
 - Perinatal Region II: Tuesday, November 13, 2018 Forsyth Medical Center, Winston Salem
 - Perinatal Region III: Wednesday November 28, 2018 Hornets’ Nest Park, Charlotte-SUBJECT TO CHANGE
 - Perinatal Region IV: Tuesday, November 6, 2018 Wake County Human Services, Raleigh, NC
 - Perinatal Region V: Thursday, November 15, 2018 Cumberland County Health Department, Fayetteville
 - Perinatal Region VI: Tuesday, November 27, 2018 EAHEC, Greenville
- **Breastfeeding Supplies Competency Training (BSCT) CDR Approved:**
 - 2019 Winter Breastfeeding Supplies Competency Training dates are: January 7-April 5, 2019
 - Registration is open until November 30, 2018 at: <https://sph.unc.edu/nciph/nciph-bsct/>
 - *NO LATE REGISTRATION WILL BE ACCEPTED*
- **Breastfeeding Policy Update:**
 - The North Carolina WIC Program Policy Manual update was released on October 1, 2018. Breastfeeding related specific changes include, but are not limited to the following:

- Breastfeeding-Friendly Workplace Policy: All local WIC agencies are required to have a written breastfeeding workplace policy that applies at a minimum to WIC staff. This policy will be monitored by NSB staff on an annual basis.
 - Staff Training: Required that all WIC staff receive an annual breastfeeding in-service appropriate to the scope of their responsibilities.
 - Breastfeeding Supplies:
 - Expanded criteria for the issuance of a single-user breast pump to exclusively pumping mothers including bereavement.
 - Eliminated policy restricting the issuance of a single-user breast pump to one per a family to one single-user breast pump per the birth of each child.
 - Required that all staff issuing any breast pump to a participant must educate the participant about hand expression
 - Restricted the issuance of breast shells to damaged nipples. Breast shells may no longer be issued to mothers with flat or inverted nipples due to lack of scientific evidence to support this practice
- The North Carolina WIC Program Manual is available: <https://nutritionnc.com/wic/pdf/programManual/wpm-Chapter9-breastfeedingProgramManagement.pdf>
- **North Carolina Regional WIC Lactation Training Centers**
 - The Request for Applications (RFA) *North Carolina Regional WIC Lactation Training Center* is posted on: <https://nutritionnc.com/breastfeeding/index.htm>
 - All applications are due by Thursday, October 25, 2018, 5 p.m.
 - Question & Answer period ended on Tuesday, October 2, 2018 at 5 p.m. and the amendment with the Q&A was posted on Thursday, October 11, 2018.
- **Local WIC Agencies**
 - Loving Support Award of Excellence Award Winners
 - Each year the U.S. Department of Agriculture, Food and Nutrition Service (FNS), Special Supplemental Nutrition Program for Women, Infants and Children (WIC) announces the Loving Support Award of Excellence program. The award program was established to recognize local WIC agencies that have provided exemplary breastfeeding promotion and support activities. The intent is to provide models and motivate other local agencies to strengthen their breastfeeding promotion and support activities and ultimately increase breastfeeding initiation and duration rates among WIC participants. The award is given at three levels of performance that build on one another: Gold, Gold Premiere, and Gold Elite. This approach recognizes three groups of agencies that include those that are demonstrating model practices, as well as those who are at varying stages of implementing exemplary breastfeeding promotion and support practices.
 - Gold Premiere Award Winners (Three of 12 awarded nationally and 100% of awarded in the Southeastern Region):
 1. Buncombe County
 2. Henderson County
 3. Onslow County
 - Gold Award Winners:
 1. Alamance County
 2. Cherokee County
 3. Madison County
 4. Toe River Health District

- View all Loving Support Award of Excellence winners here: <https://fns-prod.azureedge.net/sites/default/files/wic/LSA-Awardees.pdf>

- **The DPH Breastfeeding Unit**

- Reminder: NSB's Epidemiologist has updated the SFY 2016 and posted SFY 2017 WIC Breastfeeding Data in February 2018. The updated and new breastfeeding data is available. <http://nutritionnc.com/wic/wicLAR.htm#agreementAddendaData> Under "Other Resources" → "WIC Agreement Addendum" → "Agreement Addenda Data." If you have questions about data collection contact Chiara Phillips at Chiara.Phillips@dhhs.nc.gov
 - The North Carolina 2017 SFY shows that 72.88% of postpartum women participating in WIC initiated breastfeeding, 48.9% of infants participating in WIC were breastfeeding at 6 weeks of age and 29.10% of infants participating in WIC were breastfeeding at 6 months of age
- Breastfeeding Technical Assistance provided to:
 - MCH Improving Community Outcomes (ICO4MCH): Breastfeeding Initiative to Reduce Infant Mortality
 - NSB accepted invitation to continue to continue as the Statewide Evaluation Workgroup for the third year of funding
 - Breastfeeding CoINN: Paternal breastfeeding support
- The Division of Public Health, Community and Clinical Connections for Prevention and Health Branch is pleased to announce award of funding through the State Physical Activity and Nutrition Program through the Centers for Disease Control and Prevention.
 - North Carolina will provide funding and support for local organizations to implement evidence-based strategies related to food service guidelines, breastfeeding support, and/or safe and accessible places for physical activity. These strategies can be implemented in early care and education settings, faith communities, health care settings, worksites, parks, recreation centers, and other community settings chosen based on the needs and readiness of local partners. North Carolina will work with state-level partners on policies, systems, and environments to support implementation of these strategies.
 - Principal Investigator: Cathy Thomas
 - Email: Cathy.Thomas@dhhs.nc.gov
 - Phone: 919-707-5216
 - Request for Applications (RFA) will be posted on October 15, 2018 on: <https://www.ncdhhs.gov/about/grant-opportunities/public-health-grant-opportunities> and <https://www.communityclinicalconnections.com/>
 - This RFA is to recruit qualified agencies and organizations to implement nutrition and physical activity interventions that increase one or more of the following:
 1. Number of places that implement food service guidelines
 2. Number of places that implement supportive breastfeeding interventions
 3. Number of places that implement community planning and transportation interventions that support safe and accessible physical activity
 4. Number of early care and education providers that implement nutrition standards
 5. Number of early care and education providers that implement physical activity standards

Organizations applying for these funds must work to mobilize communities, build collaborative relationships, and implement culturally relevant and specific evidence-supported interventions.

○ *Making It Work Tool Kit*

- Purpose: “The Making It Work Tool Kit” is a resource to help breastfeeding mothers return to work. It is designed to provide assistance to breastfeeding mothers, their employers and their families.”
- The toolkit is completed and available on the Work Well NC website here: https://workwellnc.com/NC_Making_It_Work.php and <https://www.ncbfc.org/making-it-work>

● **Conferences:**

- **North Carolina Lactation Educator Training Program:** November 28, 2018
- **ENRICH Carolinas:** Rescheduled for December 3-4, 2018 due to Hurricane Florence.

NEXT STEPS/State Breastfeeding Coordinator

- NC MCBFD application due date is October 31, 2018.
- NC BFCCD application due date is January 15, 2018.
- Core Trainings and Quarterly trainings from the Regional Lactation Training Centers are posted through November 2018 are available on <http://www.nutritionnc.com/wic/conferences.htm>
- NC Lactation Educator Training Program (NC LETP): 2019 Spring Dates: February 13-15 and May 16-17, 2019
- NSB Breastfeeding Supplies Competency Training registration is available at: <https://sph.unc.edu/nciph/nciph-bsct/>
- The North Carolina WIC Program Manual is available here: [Breastfeeding Program Management](#)
- The Request for Applications for the North Carolina Regional WIC Training Center for each Perinatal Care Region will be posted on the www.nutritionnc.com by September 21, 2018
- NC DPH’s Community and Clinical Connections for Prevention and Health Branch’s Request for Applications (RFA) was posted on October 15, 2018 on: <https://www.ncdhhs.gov/about/grant-opportunities/public-health-grant-opportunities> and <https://www.communityclinicalconnections.com/>
- The Loving Support Award of Excellence winners: <https://www.fns.usda.gov/wic/loving-support-award-excellence-awardees>