

NCBC in Perinatal Region 5: Wilmington

MINUTES

North Carolina Breastfeeding Coalition
June 20, 2019 12:00-4:00pm
New Hanover County Public Health Department
Wilmington, 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: July 9-11
- ILCA webinars at <http://www.ilca.org/>
- USLCA webinars at <http://uslca.org/>
- Available webinar through Appalachian Breastfeeding Network **Addressing Health Inequality in Appalachian**
- **3rd Annual Appalachian Breastfeeding Conference**, October 11, 2019. Kingsport, Tennessee

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

Next Meetings

Region VI: August 8th 1:00-4:00pm, Room D at EAHEC, 2600 W Arlington Blvd, Greenville, NC 27834

Announcements

- The new lactation **resource map** on the NCBC website is now live!
- **Join NCBC/NCLCA**
- **Join USLCA**
- The **Making It Work Tool Kit** is available online

Welcome, Introductions

Ellen Chetwynd

- Introductions
- Welcome to NCBC meeting at Region 5
- 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
- Call for action to join USBC - local and tribal coalitions can join USBC

- 2 members will attend the coalition conference in June: Rebecca Ruhlen and Connie McLendon
- 4 named representatives are eligible to be on USBC's BOD: Chair, Co-Chair, USBC advocate, Secretary
- 1 member to attend USBC meetings - Rebecca Ruhlen attended NBCC meeting June 14-15 in Bethesda, MD
- NCBC Board overview
- Lindsey Reeves is the NCBC chair elect

Strategic Goals:

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

Attendance

Attended In-Person: Ellen Chetwynd (Chair), Shlanda Burton, Patrice Watson, Marian Kuezero, Love Anderson, Abigail Sanders, Erin Escobar, Norma Escobar, Hannah Edens, Collete Waddill, Stephanie Luther, Lindsey Reeves, Amanda Spytkowski, Cynthia Boulay, Michael Boulay, Courtney Floyd, Rachael Birkenhower, Kimberly Gazca, Melanie Bouillon, Angie Hillard, Meghan Morris, Kathy Parry, Jessica Phillips, Ruwaydah Sideek, Rebecca Ruhlen, Lisa Garrell, Marissa Bryant, Suramie Jlay, Ann Conlon Smith, Natalie Ward, Olivia Rice, Amber Rose, Rebecca Quick, Lisa Baker, Carmen Ramirez, Tomi Meachom, Olivia Register, Julia Krawczyk, Cara Mowry, Chiara Phillips, Katie Wouk (treasurer)

Phone Participants: Brittany Brown, Leslie Stern, Karissa Lynn, Laura Sinai, Amanda Orfitelli, Marianne Henriquez, Amey Maffucci

Treasurer report

Ellen Chetwynd (provided by Katie Wouk)

Updates:

Total Income: \$8,763.94; Membership dues: \$599.55

Total General Disbursements: \$7,648.68

Balance available for General Disbursements (6/9): \$1,615.67 (note that we had a large pay-out for the PAN grant that will be reimbursed by DPH)

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: 77 (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: 63 (9 lifetime members)

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

How to Join NCBC

- Please note that the reminder to pay 2019 dues went out on 1/16/19
- 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

NCBC fb page: has 1924 likes and 2030 follows.

Follow us on Twitter: @NCBreastfeeding

Awards

Golden Bow

Chair: Amanda Breedlove

Contact: asbreedlove—AT--maconnc.org

PR3 IS THE FIRST REGION TO GO COMPLETELY BAG-FREE!! CONGRATULATIONS!!

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 Frye Regional Medical Center
- PR4 Central Carolina Hospital

BF Friendly Business and Workplace

Chair: Lisa Stubblefeld

Coordinator: Jennifer Labelle

Contact: dlstubblefeld—AT--yahoo.com or jalabelle07—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.

 **Breastfeeding Friendly Business Awards this cycle:** 11 new awardees this cycle.

 **Breastfeeding Friendly Workplace Awards this cycle:** 8 new awardees this cycle.

DPH Update: All WIC agencies are being asked to apply for this award and work with the larger health departments in their area for this year.

Mother-Baby Clinic

Contact:

Chair, Connie McLendon: MCLENDON_C-at-alumni.ecu.edu

Assistant chair, Jillian Roehm: jillianroehm-at-gmail.com—STEPPING DOWN

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.**

Updates:

- There are currently have about 6 applicants for this cycle. Applications will be reviewed after the July 1st deadline.
- Committee in need of a new co-chair
- Courtney Floyd and Brittany Brown are coordinators and regional representatives for PR5

We welcome anyone who is interested in advocating in their community to join us!

Needs/opportunity: Committee in need of a new co-chair

Grant Funding Opportunities

Contact: Ellen Chetwynd, ellenchetwynd-at-gmail.com

Updates: NCBC awarded funding under the RFA#A-359 Physical Activity and Nutrition Program from NC DHHS.

- PAN grant is funded to provide support to 2 clinics in PR5 to become baby friendly in the first cycle, and will assist at least 2 clinics in PR1

Funding Opportunities

IBLCE Exam Scholarship: application will open in late summer/fall

Committee: Jam Gourley, Rhonda Argenbright, Phyllis Kombol

Congratulations to Olivia Rice as the Spring 2019 scholarship recipient. Olivia, from PR5, introduced herself at the meeting today (see PR 5 Regional Focus).

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. Currently, there is not a specific process for this mini-grant application. If you have an idea, contact a board member to have a conversation about your ideas. At this point, these grants are small.

Parent Advocacy Updates

Chair, Love Anderson: ll.love.anderson-at-gmail.com

Updates:

- The Port City Breastfeeding project has a new chair – Olivia Rice
- Olivia has been coordinating a support group for African American parents for about a year now called “Chocolate Milk in Wilmington”
- LLL in the region is still going strong with multiple groups in the Wilmington Area and Fayetteville

Connect the right person: Get added to NCBC [Breastfeeding Advocate List](#)

Website

- The new lactation [resource map](#) on the NCBC website is now live!
- Planning to phase out zipmilk.org in 2019 as the new resource is distributed.
- Karsey Erickson is the Zip Milk manager and will be coordinating our phase-out.

Action: Share resource list, check resource list for your area,

Need: To volunteer for website updates, contact Rebecca Ruhlen

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NCLCA

Updates:

- Encourage to join NCLCA and join ULSCA to support change
- 2018 conference revenue \$2609
- 2019 Compassion and Clinical Skills: Improving the Breastfeeding Experience for All Families, June 21, 2019. Wilmington, NC

NCBC Region 5 Regional Focus

Norma Escobar is stepping down from Eastern NCLCA Leadership (position opening)

Meet our Scholarship Recipient for 2019: *Olivia Rice*

- Plans to use the scholarship to take the IBCLC exam in October
- Peer Counselor at WIC
- La Leche League Leader
- Co-Founder of Chocolate Milk in Wilmington, a successful support group for black families who are considering breastfeeding or are breastfeeding
- Newly elected Port City Breastfeeding Project Chair
- Interested in working as postpartum doula along with IBCLC credentials, community outreach focus

Grant Update: *Colette Waddill*

- **If you know of any clinics in rural areas that would be interested in becoming more breastfeeding-friendly through this grant, contact Colette Waddill at colette.waddill.rn-at-gmail.com**
- A text message educational tool is being integrated into the clinics, in both the prenatal period and postpartum. It is a two-way interaction, allowing for moms to ask the peer counselors questions.
- Provide education to providers and staff to better enable support breastfeeding parents.
- Bring monthly support groups to the practices
- Normalize breastfeeding through art and making breastfeeding more accepted throughout the community.
- Currently working with three clinics in Cherokee, NC (2nd year of grant). They are offering doula and peer counselor programs.

Presentation from *Laura Schultz*, CNM: Midwife at Med North, one of the clinics participating in the grant.

- MBF Clinic recipient
- 2 physician providers, 1 CNM
- Offering monthly support group meetings to patients
- Next support group will be on July 9th
- Flyer will be created to provide better outreach to interested expecting moms
- Hope to begin “Centering Parenting” and “Centering Pregnancy” groups, which is a format for pediatric and prenatal care that brings women into group sessions for standardized care instead of individual appointments. Centering prenatal care includes the following:
 - Women within a month of gestational age, form community, improved outcomes for maternal/infant health
 - Individual assessment, also take own BP readings, weights, etc. have different topics at each meeting
 - Meet every 4 weeks individually, once a week in the last month of pregnancy

- Goals = decrease smoking, increase folic acid, increase birth spacing
- Diabetic-specific meetings

Reaching Clinics: *Brittany Brown & Courtney Floyd*

- The Mother-Baby Friendly Award was launched on October 8, 2014 by the NCBC for outpatient healthcare clinics. The biggest struggle is reaching clinics and deciding the best ways the reach out to clinics (e.g. visiting the office in person, contact via email/call/mail, creating a flyer, using pamphlet for giving clinic staff information, etc.). This region is large, therefore, the perinatal representatives for the Mother-Baby Friendly Award are requesting help reaching clinics and input on the best ways to reach and contact clinics. The hardest part of becoming Mother-Baby Friendly seems to be the fact that clinics cannot accept free formula samples to qualify for this grant, they have to buy the formula themselves. (WE NEED TO FIGURE OUT HOW TO BRIDGE THIS GAP)

World Breastfeeding Week Events:

- Port City Breastfeeding Coalition– Big Latch-On @ UNCW, August 3rd 2019, Black Breastfeeding Week “Chocolate Milk” screening
- Pender County – boobtique
- Tri-County BF Coalition – “Chocolate Milk” screening
- Cumberland County – LLL “Big Latch” w/ vendors, non-profits, BF Coalition is doing a decorated stroller contest through BF friendly businesses; BBW mama’s village sponsored lunch, wine and paint, photo shoot
- LLL in Durham screening of Chocolate Milk
- Need to update Perinatal Regional Map for WBF week events, send changes to Nicola or Michelle

State Breastfeeding Updates

Contact:

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

State Breastfeeding Peer Counselor Coordinator, vacant (selected candidate, in the hiring process)

Updates:

- NC MCBFD application available [here](#)
 - Next application deadline: October 31, 2019
- The NEW NC BFCCD application [here](#)
 - Next application deadline: July 15, 2019
- NC Lactation Educator Training Program (NC LETP): 2019 Summer/Fall Dates: August 27-29 and December 4-5, 2019. Register [here](#) *Registration is open*
- Regional WIC Lactation Training Centers were awarded for the 2019-2022 for each of the Perinatal Regions, start date is June 1, 2019
- [The Loving Support Award of Excellence Awardees](#)

State Breastfeeding Coordinator Report

Governor’s Office:

- Executive Order No. 95: [Providing Paid Parental Leave to Eligible State Employees](#)
 - Executive order No. 95 provides eight weeks of paid parental leave to eligible state employees who have given birth. It offers four weeks of paid parental leave to eligible state

employees whose partners have given birth or anyone who has an adoption, foster care placement or other legal placement of a child. Parents will receive 100 percent of their regular pay while they are on paid parental leave. Paid parental leave will become effective on September 1, 2019.

- Executive Order No. 82: [Accommodations for Pregnancy, Childbirth, and Breastfeeding](#)
 - Consistent with Governor Cooper's issuance of Executive Order No. 82, the State of North Carolina will provide workplace adjustments to enable employees to continue to provide workplace adjustments to enable employees to continue to perform job duties while they are pregnant, breastfeeding or affected by other related medical conditions. Employees and managers shall engage in good faith and in a timely and interactive process to determine the workplace adjustment.
- Executive Order No. 49 [Develop an Action Plan to Improve Early Childhood Outcomes](#)
 - The result of the Executive Order is the release of the [Early Childhood Action Plan](#) that lays out a bold vision and roadmap for improving outcomes in young children (birth to age 8) by 2025. The vision is that all of North Carolina's young children will be healthy, safe and nurtured, and learning and ready to succeed. The Early Childhood Action Plan establishes areas where focused measurement and effort is needed to change outcomes for children through ten goals. Goal #1 Healthy Babies aims to ensure that babies across North Carolina from all backgrounds will have a healthy start in their first year of life with a shared responsibility to decrease disparities in infant mortality, thereby improving overall birth outcomes for all children. One target is the increasing breastfeeding initiation and duration (at 6 months). North Carolina recognizes the benefits that breastfeeding provides to infants.

Breastfeeding Unit

- State Breastfeeding Coordinator: Chiara Phillips. Her email address is Chiara.Phillips@dhhs.nc.gov
- State Breastfeeding Peer Counselor Program Coordinator: Vacant
- **Nutrition Services Branch**
- **NC Maternity Center Breastfeeding-Friendly Designation (NC MCBFD):**
 - The Review Committee will review all applications submitted in April 2020 on Monday, June 17, 2019
 - Visit CGBI website for an opportunity to receive direct technical assistance towards the achievement of this designation and/or Baby-Friendly USA designation: <https://sph.unc.edu/cgbi/enrich-carolinas/>
 - Application Deadlines for NC MCBFD:
 - Thursday, October 31, 2019
 - April 30, 2020
 - Contact Chiara Phillips at Chiara.Phillips@dhhs.nc.gov for questions about the NC MCBFD
- **NC Breastfeeding-Friendly Child Care Designation (NC BFCCD):**
 - The NC Breastfeeding-Friendly Child Care Designation (NC BFCCD) Application is available [here](#):
 - The application for the NC BFCCD has been revised. The NC BFCCD review committee will no longer accept the previous application. All application submissions moving forward must be on the newly revised 3-page application.
 - Application are accepted at any time and reviewed four times a year. January 15, April 15, July 15, and October 15.
 - Breastfeeding advocates are encouraged to partner with their local Early Care and Education (ECE) networks to provide consultation to child care centers interested in achieving the designation.

- For NC BFCCD Questions: Please contact Jessica Bridgman at Jessica.Bridgman@dhhs.nc.gov
- **NC Lactation Educator Training Program (NC LETP) IBCLE Approved**
 - Fall 2019 Course Dates: August 27-29 and December 4-5, 2019 (Plus 2 clinical days) Novant Forsyth Medical Center
 - Registration is available on the NSB website [here](#) or the Northwest AHEC website [here](#)
- **WIC Breastfeeding Policy Update:**
 - WIC Policy Updates for Fiscal Year 2020 will be available on October 1, 2019
- **North Carolina Regional WIC Lactation Training Centers**
 - NSB has accepted the applications for the North Carolina Regional WIC Lactation Training Center in each of the six (6) Perinatal Regions for the 2019-2022 State Contract Years (June 1-May 31). Effective Start Date is June 1, 2019.
 - **Perinatal Care Region I: Mountain Area Health Education Center**
 - Regional Breastfeeding Coordinator: Georganna Cogburn: Georganna.Cogburn@mahec.net
 - **Perinatal Care Region II: Novant Health Forsyth Medical Center**
 - Regional Breastfeeding Coordinator: Alison Moore, Mary Showalter, and Sheila Britt-Smith: acmoore@novanthealth.org
 - **Perinatal Care Region III: Mecklenburg County Health Department**
 - Regional Breastfeeding Coordinator: Lisa Baker: Lisa.Baker@mecklenburgcountync.gov
 - **Perinatal Care Region IV: Wake County Human Services**
 - Regional Breastfeeding Coordinator: Jam Gourley: Jam.Gourley@wakegov.com
 - **Perinatal Care Region V: New Hanover County Health Department**
 - Regional Breastfeeding Coordinator: Norma Escobar: nescobar@nhc.gov
 - **Perinatal Care Region VI: Eastern Area Health Education Center**
 - Regional Breastfeeding Coordinator: Hannah Edens: edensh@ecu.edu
- **Local WIC Agencies**
 - WIC Breastfeeding Data: Local Agency
 - Reminder: NSB's Epidemiologist has updated the SFY 2016 and posted SFY 2018 WIC Breastfeeding Data in February 2019. The updated and new breastfeeding data is available [here](#).
 - The North Carolina 2018 SFY shows that 72.47% of postpartum women participating in WIC initiated breastfeeding, 47.17% of infants participating in WIC were breastfeeding at 6 weeks of age and 27.20% of infants participating in WIC were breastfeeding at 6 months of age
- **DPH: Chronic Disease and Injury Section Report**
 - Community and Clinical Connections for Prevention and Health Branch (CCCPH)
 - Establishment of the North Carolina Breastfeeding Advisory Group has begun and selected partners are being contacted
- **DPH: Section Collaboration**
 - *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."
 - NEW Spanish Translation available

The toolkit is completed and available on the Work Well NC website [here](#)