

MINUTES

North Carolina Breastfeeding Coalition
Saturday, January 27, 2018 from 10:00 am – 1:00 pm
(Make-up meeting for the December 2017 NCBC Meeting)
Novant Health Matthews Medical Center
Community Room C-D
1500 Matthews Township Parkway
Matthews, NC 28105

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:

2018 LATCH Conference will be held February 21-23, 2018 in Virginia Beach, VA. For more information [click here](#)

6th Annual Breastfeeding Forum 2018: Practices for the Future will be held March 9, 2018 in Winston Salem. For more information [click here](#)

Breastfeeding and Feminism International Conference will be March 21-23, 2018 in Chapel Hill. For more information [click here](#)

16th Annual Triangle Breastfeeding Alliance Conference: Optimizing Outcomes in Challenging Situations will be April 26, 2018 in Raleigh. For more information [click here](#)

NCLCA Summit will be August 9, 2018 and **Breastfeeding Symposium** will be August 10, 2018 in Greenville; Joan Meeks will be the keynote speaker and Diana Durg will be also a speaker. A call for posters will occur for the NCLCA Summit; a 50 % discount for conference registration is available. NCBC members get a \$20.00 reduction in registration. Looking for speakers from Region 1 and 3 to share case studies. **Save the Date on NCLCA tab of NCBC website.**

ILCA has webinars at <http://www.ilca.org/>

USLCA has webinars at <http://uslca.org/>

US Breastfeeding Committee bimonthly webinars are the 2nd Tuesday of even months. For more information, go to <http://www.usbreastfeeding.org/Coalitions/CDCUSBCBiMonthlyTeleconferences/tabid/76/Default.aspx>

*To post conferences on the Triangle Breastfeeding Alliance website - either enter them under the email form under the tab "Contact us" on the www.nctba.org site or email web manager Rebekkah Simon personally at rebekkah.simon-at-echomarket.com

Discussion Leader	Topic of Discussion	Important Highlights of Discussion/Comments/Progress Next Actions
Kathy Parry	Welcome and Introductions Mission Moment	<u>ACTIONS/Welcome</u> <ul style="list-style-type: none"> • Vision and Mission of NCBC shared. • NCBC is the state local coalition for the US Breastfeeding Committee (national level). • NCBC 2017-2018 strategic goals shared. • NCBC core values are <i>Advocacy, Inclusion, Equity, Education, and Integrity</i>. • Meetings occur across the state within the 6 perinatal regions as we proceed with the "Year of Growth"; regional focus. • Minutes from October 18, 2017 approved (Ellen Chetwynd made motion to accept and Laura Sinai seconded).

Attended In-Person: Rhonda Argenbright (Secretary), Lisa Baker (State Breastfeeding Peer Counselor Coordinator), Ellen Chetwynd (Co-Chair of NCLCA and Chair-Elect of NCBC), Rachel Davis, Norma Escobar (new NCLCA Co-Chair), Genia Grider, Manami Hungo (MRTTI student), Diana Huntley, Kathy Parry (Chair), Jill Roehm, Rebecca Ruhlén (new NCLCA Co-Chair), Laura Sinai (Membership), Joanne Sullivan, Anna Thadani, Ariel Thompson, Crystal Unger, Brenda Vieyra (MRTTI student), and Jess Zelfiro
Breastfed baby: Sally

Phone Participants: Chiara Phillips (State Breastfeeding Coordinator), Connie McLendon

Strategic Goals:

1. Serve as North Carolina's collective voice for breastfeeding families through programming and advocacy.
2. Promote evidence-based practices to support breastfeeding in the health care systems in North Carolina.
3. Champion workplace support for breastfeeding families in North Carolina.
4. Increase access to lactation support and diversity in the field within North Carolina.
5. Build the capacity of North Carolina Breastfeeding Coalition through an atmosphere of inclusion and outreach.

Katie Wouk	Treasurer's Report	<u>NEXT ACTIONS: Treasurer's Report</u> <ul style="list-style-type: none"> Treasurer report approved
<u>Treasurer's Report:</u> Total Income: \$ 189.86; Membership dues: \$189.86 Total Queen City Cocoa BEANS Income: \$ 142.65; Donation from Davidson College: \$142.65 Total General Disbursements: \$ 122.49; NCBC Meeting Expenses: \$37.49; Nonprofit Membership: \$ 85.00 Balance available for General Disbursements (12/6/17): \$ 12,960.98		
Laura Sinai	Membership	<u>NEXT ACTIONS: Membership</u> <ul style="list-style-type: none"> Members may join at any time during the calendar year (\$20.00 for NCBC membership, \$5.00 for NCLCA membership); payments may be made through PayPal or mailed directly to Laura Sinai. 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 NCBC at half price, but will have to pay full \$5.00 for NCLCA. Forms can be downloaded from NCBC website. If anyone has trouble logging into the website or needs to check membership standing, contact NCBCMembership-at-gmail.com
<u>Membership Report:</u> <u>Renewing Members:</u> <u>October</u> Joan Levy; NCLCA Elaina Lee Wendy Proctor; NCLCA Dana Patti (? NCLCA and QC Cocoa beans – not counted for either yet) <u>December</u> Elizabeth Johnson; NCLCA Michelle Bae; NCLCA Leslie Canale; NCLCA Cassandra Bramble; NCLCA		

January

Georgeanna Cogburn; NCLCA

Jam Gourley; NCLCA

Gretta Blythe; NCLCA

Norma Escobar; NCLCA

Kelley Lawrence; NCLCA & QC Cocoa Beans

Crystal Unger; NCLCA

Elaine Clark; NCLCA

Sarah Lester; NCLCA

Theresa Carpenter

New Members:

October

Charlotte Zuber

Amanda Watkins; NCLCA

Amanda Laughlin; NCLCA

Casey (or Scott or Clay) Toler; NCLCA OR QC Cocoa Beans?? (counted as NCLCA)

Karsey Erickson; NCLCA & QC Cocoa Beans

January

Chiara Phillips

Kimberly Dodson; NCLCA & QC Cocoa Beans

Rebecca Habing; NCLCA

Brenda Vierya; NCLCA

Total 2017 NCBC Members: 100 (7 Lifetime members)

Total 2018 NCBC Members: 34 (7 Lifetime members)

NC Lactation Consultant Association 2017 Members: 74

NC Lactation Consultant Association 2018 Members: 29

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

QC Cocoa BEANS 2017 Members: 43

QC Cocoa BEANS 2018 Members: 11

2017 Organizational Memberships: 2

2018 Organizational Memberships: 0

***Note: If you join in the final quarter of 2017 then you are a member for the full calendar year 2018.**

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

NCBC fb page: have over 1570 likes.
 Follow us on Twitter: @NCBreastfeeding

Kathy Parry	Leadership Transitions for 2017	<u>NEXT ACTION: Leadership Transitions</u> <ul style="list-style-type: none"> • Secretary will transition for 2018; Joanne Sullivan is interested in co-chairing. Please let Kathy, Ellen or Rhonda know if you are interested. • Open position for Membership Outreach Coordinator and Parent Advocacy; open positions for project award committee involvement.
-------------	---------------------------------	--

Leadership Transitions Updates:
 2018-2019 Chair - Ellen Chetwynd
 2018-2019 Treasurer – Katie Wouk is planning to stay on as treasurer for a second term.
 Membership Outreach Coordinator – position is open; focus is outreaching to new members. Laura Sinai will remain the Membership Administrator.
 Parent Advocacy - open.
 Restructuring of Project Award Committees: Project Award committees have been restructured to allow for more varied levels of involvement: chair and assistant chair (rotating every 6 months), area coordinator/liaison (ongoing support), and friend of the committee (email listing).

Heather Lynn	Golden Bow Award	<u>NEXT ACTIONS: Golden Bow Awards (ban the bags in hospitals)</u> <ul style="list-style-type: none"> • If you work at or with one of the hospitals that have not banned the bags and can help us get in contact with the correct representative please let Heather Lynn know. • Let Heather know about any hospitals which have received the Golden Bow award and are not in compliance. • Anyone interested in being added to this listserv, committee assistant chair or area liaison please email Heather Lynn (heatherhiggins-at-gmail.com)
--------------	------------------	--

Golden Bow Award Report:
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**.
 The new direction of this committee is for there to be local Hospital Liaisons to provide assistance and encouragement to those last remaining facilities which have not yet banned the bags. There are numerous resources to help this effort, and the Chair of the committee will guide the local Hospital Liaisons. CGBI has updated the current list of hospitals and NCBC's most recent outreach effort with Public Citizen. There are less than 30 facilities remaining, and close to 10 of those have banned the bags but haven't applied for our award. If you are interested in being a *Golden Bow Hospital Liaison* or a *Friend of the Golden Bow Award* to stay involved, please go [online](#) for more details about volunteer opportunities.

Updates: We are looking to set up a "Friends of the Golden Bow" ListServ so that we can begin reaching out to the smaller hospitals that we still need to reach. The email address is goldenbowfriends-at-listserv.unc.edu; the goal is to have this operationalized by January. There is a national registry to get your hospital name included. All facilities need to be listed on the national register as well (<https://banthebags.org/>).

Most recent awardees:

- **Women’s Care Center at Haywood Regional Medical Center**
- **Bladen County Hospital**
- **Park Ridge Health**

Region 3 has 12 of 13 birthing facilities who have received the NCBC Golden Bow award.

Needs: Heather Lynn (heatherhiggins-at-gmail.com) is the chair. Need assistant chair for January 2018.

Area liaisons are needed from Perinatal Region II, III, V, and VI hospital. Friends of the committee are also needed; these are individuals interested in project progress, but may not have a lot of time to devote to actions.

Natalia Smith	Business Case Award	<p><u>NEXT ACTIONS: Business Case</u></p> <ul style="list-style-type: none"> • Distribute cards to local businesses • Anyone interested in being a committee assistant chair or area coordinator please contact Natalia Smith at nsmith-at-alumni.peace.edu
---------------	---------------------	---

Business Case for Breastfeeding:

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, 2018 and July 1, 2018** 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.

Updates: 25 new business awardees July 2017 cycle (see website for listing). Cristina and Hope Lima participated in the editing process of some new PDFs based on the New York DPH "Making It Work" PDFs. Cathy Carrothers, Catherine and Ellen participated in the final review of editing. We are awaiting the final copy and then Cristina and Natalia will begin the process of organizing a possible in-person training based on these new tools. This project has been in process since last January, so we are excited to finally see the fruits of our labor! Ashely Greer (greera-at-co.surry.nc.us) is joining the group as the Perinatal Region II Area Coordinator for the business case for breastfeeding. They hope to have the new “toolkits” available by the beginning of 2018 to help with retraining.

Needs: Natalia Smith (nsmith-at-alumni.peace.edu) is chair. A new assistant chair is needed for January 2018. Perinatal Region II and VI Area Coordinators are also needed.

Genia Grider/
Chiara Phillips

ICO4MCH Grant

NEXT ACTIONS: ICO4MCH-Improving Maternity Outcomes

- This will be included in State Breastfeeding Coordinator report in the future

ICO4MCH Grant:

State grant; recently funded for 8 counties (3 Lead Local Health Departments – Richmond, Robeson, and Mecklenburg Collaborative) for 2 more years. Breastfeeding focus areas include: 1) breastfeeding family friendly city, 2) Making It Work (increasing the number of breastfeeding friendly businesses - NCBC Business Case Awards), and 3) implementing patient decision aids. 5 of the 6 perinatal regions selected breastfeeding as a targeted area for work; this includes 15 counties. Outcome measures are being examined.

Anitha
Muddana

Mother-Baby Breastfeeding
Friendly Outpatient Clinic
Award

NEXT ACTIONS: Mother/Baby Breastfeeding Friendly Outpatient Healthcare Clinic Award

- If interested in being an application reviewer, please email Anitha Muddana, (muddana-atemail.unc.edu)

Mother/Baby Breastfeeding Friendly Outpatient Healthcare Clinic Award:

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: Outpatient award committee is developing a tool kit to have available for clinics.

4 new awardees from July 2017:

- **Jackson County Health Department**
- **Signature Pediatrics** (Laura Sinai’s practice)
- **Crystal Coast Care for Women**
- **UNC Family Medicine Center**

If you are interested in becoming Mother-Baby Clinic Area Liaison for your area, or a Friend of the Mother-Baby Clinic Award to stay involved, please go online for more details about volunteer opportunities.

Needs: Annitha Mudduna (anithaseenu9-at-gmail.com) is chair. A new assistant chair is needed for January 2018. Perinatal Region III Area Coordinator is needed. Friends of the committee for discussion (Gina Rose, Natalia Smith)

Rhonda Argenbright/ Jam Gourley/ Phyllis Kombol	IBCLC Scholarships	<p><u>NEXT ACTIONS: IBCLC Exam Scholarships</u></p> <ul style="list-style-type: none"> Explore feasibility of offering scholarship for 2018 October Exam. Application window for April 2018 is March 1, 2018 – May 15, 2018. Rhonda Argenbright will email to WIC regional trainers, LLL, Breastfeeding USA, and place on fb.
---	--------------------	---

IBCLC Exam Scholarships Report:

Purpose: This is a financial scholarship. Currently there are 3 categories: 1) first time sitter, 2) first time sitter of color, and 3) first time sitter of underserved areas. The application includes their involvement in NCBC. The subcommittee makes recommendations of persons and amounts to the board for a final decision. There will be yearly evaluation of whether to offer this scholarship. Employer compensation is non-eligible.

Updates: There will be scholarships offered for the October 2018 exam; up to a \$1,000.00 will be awarded totally. **The online application will be due by March 1, 2018.** Applicants will be notified by March 21, 2018 of awardee status and recipients will receive a check by April 5, 2018. The 2018 application has been updated and is on the webpage.

April Fogelman/Rhonda Argenbright/Ellen Chetwynd	NCBC Mini-Grant	<p><u>NEXT ACTIONS: NCBC Mini-Grant</u></p> <ul style="list-style-type: none"> Let Ellen Chetwynd know if you are interested in this subcommittee. A chair is needed and funding needs to be evaluated (business plan). Application to be reviewed.
--	-----------------	---

NCBC Mini-Grant Report:

Purpose: The North Carolina Breastfeeding Coalition offers mini-grants to organizations that endeavor to protect, promote and support breastfeeding among diverse and underserved populations in NC. Mini-grants are offered upon requests as funding allows.

Updates: Congratulations to Chapel Hill and Carrboro Family- Friendly Communities Project and Carteret Healthcare. Status of 2018 funding unknown. There is an open position for coordinating this committee.

Needs: Clarification of funding max and application review for realistic requests.

Meghan Bausone/ Kathy Parry	Website and Local Coalitions	<p><u>NEXT ACTION: Website and Local Coalitions</u></p> <ul style="list-style-type: none"> • Is your local group listed on our website? • How could our website serve your work better? • Can post job opportunities. • MeghanBausone- at- gmail.com or kathyparry-at-unc.edu
<p>Website and Local Coalitions: Purpose: Purpose: To enhance communications among advocates of breastfeeding in North Carolina via online information and sharing.</p> <p>Update: Join us on social media: Facebook and Twitter.</p> <ul style="list-style-type: none"> • Switched to WIX • Meghan Bausone is new webmistress, but she moved to Seattle recently; she is helping with some things from afar. • Regional Focus in 2017 as regional activity becomes more organized – webpages for each region is a possibility 		
Karsey Erickson	ZipMilk.org	<p><u>NEXT ACTIONS: Zipmilk</u></p> <ul style="list-style-type: none"> • IBCLC(s) please add your information and encourage others in your area to do so
<p>Zipmilk Report: Purpose: This link is for mothers and providers to use to find lactation support within their community. Listings are based on zip code s. Providers of lactation care are encouraged to list their information. This is owned by Mass. Breastfeeding Coalition.</p> <p>Updates: Karsey Erickson is our new Zipmilk leader. We would like to get magnets again to hand out at exhibits. Ellen Chetwynd stated she had lots of magnets to share.</p>		
Kathy Parry/ Rebecca Ruhlen	Parent Advocacy Update	<p><u>NEXT ACTIONS: Parent Advocacy</u></p> <ul style="list-style-type: none"> • Please e-mail Kathy Parry regarding parent breastfeeding focus advocacy groups in your areas at kathyparry-at-unc.edu • Please help to publicize the breastfeeding support groups in NC; submit support group information to kathyparry-at-unc.edu so it can be added to NCBC webpage • Breastfeeding USA website (breastfeedingusa.org) • La Leche League: http://www.wpllofnc.com/index.php/local-groups/ • Nursing Mothers of Raleigh website (http://www.nursingmothersofraleigh.org/)

Parent Advocacy Report:

Purpose: The Parent Advocacy/Support Committee fosters awareness of breastfeeding support groups and initiatives in North Carolina that promote and protect the breastfeeding needs of families in NC, and shares updates about current activities.

Breastfeeding USA: is a low-cost training program that provides comprehensive, evidence-based breastfeeding support information with a strong focus on good counseling skills. Breastfeeding USA Counselors can accrue contact hours for IBCLC exam eligibility for every year of volunteer service, just like La Leche League Leaders and other mother support volunteers.

Updates: There are 7 chapters in North Carolina. They have their own fb page. Find out more on the Breastfeeding USA website:

<https://breastfeedingusa.org/content/breastfeeding-counselor-locations>

La Leche League of North Carolina: La Leche League provides free mother-to-mother support through monthly meetings and one-to-one support. Groups holding monthly meetings may be found at <http://www.llofnc.org/LocalGroups.html>. During these meeting, Leaders meet the breastfeeding needs of the participants and answer questions they bring to the meeting; there also are four discussion topics that are rotated (one each month for four months). In addition, Breastfeeding Cafes take place in a number of locations. The format of the Breastfeeding Café is less structured, with no specific discussion topic.

Updates: LLL Conference was held in December; next conference will be spring 2018. Join LLL of NC on Facebook for the latest Conference

updates: <https://www.facebook.com/LLLofNCAreaConference> or sign up for conference email updates at the LLL of NC website: <http://www.llofnc.org/events/2017conference/>

For more information about the LLL of NC Groups and Leaders, please check out the website at: <http://www.llofnc.org/localgroups/> for more information.

Updates: Norma shared that folks needing volunteer hours for IBCLC eligibility may obtain them through LLL and Mom-to-Mom (military support group) meetings.

Catherine Sullivan	Regional Representatives	<u>NEXT ACTIONS: Regional Representatives</u>
<u>Regional Representatives Report</u> No report		
Ellen Chetwynd/ Catherine Sullivan	NC Lactation Consultant Association	<u>NEXT ACTIONS: NCLCA</u> • Mark your calendar for August 9 th and 10 th for the NCLCA Summit and Breastfeeding Symposium in Greenville, NC

NCLCA Report:

Mission: As the state affiliate of the United States Lactation Consultant Association our mission is to sustain and advance International Board-Certified Lactation Consultants of North Carolina through advocacy, networking, leadership, research, and professional development.

Vision: The IBCLC is a valued and recognized member of the health care team.

Updates:

NCLCA:

Leadership: Rebecca Ruhlen and Norma Escobar are running for co-chairs. Norma is willing to cover the eastern part of the state. Rebecca is very interested in promoting community involvement in breastfeeding endeavors for the western part of the state. Catherine will stay on for one more year to assist as co-chair as well.

Reimbursement: The new Medicaid billing policy was been implemented 12/17 (lactation and nutrition policy); billing applies for infant care only. Ellen distributed a handout addressing coding and billing (this has been shared with pediatricians). Questions were asked about implementation.

NCLCA Breastfeeding Summit August 9th, 2018: This year, the NCLCA Breastfeeding Summit will take place the day before the Perinatal Region 5 & 6 Breastfeeding Symposium in Greenville, NC (August 10th). During this year's summit, our fourth one, we will once again have Perinatal Regional Break-out sessions, a Lactation Science Fair as well as a new case study session called "It Worked". We want to showcase North Carolina talent so be on the lookout for the call for Science Fair and Case Study proposals coming in January. Save these dates and check your inbox in January for more information.

Rachel Davis/ Daina Huntley	Queen City Cocoa B.E.A.N.S.	<u>NEXT ACTIONS: Queen City Cocoa B.E.A.N.S.</u> <ul style="list-style-type: none">• Gmail: qccocoabeans-at-gmail.com• FB page: Queen City Cocoa Beans
--------------------------------	-----------------------------	---

Queen City Cocoa B.E.A.N.S Report:

Purpose: Queen City Cocoa B.E.A.N.S. is an organization committed to creating opportunities to advance breastfeeding education, advocacy, normalcy, and support among minority communities in the Charlotte and surrounding areas of North Carolina. They are local resource for woman of color within NC. There is a monthly breastfeeding support group, Cocoa Beans Cafe, meets the last Monday of each month from 6:30 pm-7:30 pm at Baby + Co 131 Providence Rd, Charlotte, NC 28207. Union County monthly meet-up occurs the 3rd Wednesday of each month; 5:30-6:30p at the Monroe Library 316 E. Windsor St, Monroe, NC 28112.

Updates:

Transition Decision: On Saturday January 7, 2018, the QC Cocoa B.E.A.N.S. core members made a decision. We are currently considered a "non-profit sponsored organization" of NCBC, and have never been any type of legal entity on our own (rather just something we were calling ourselves). We held several discussions with NCBC last year and the year before about deciding what was best for our group. This included the idea of turning QC Cocoa B.E.A.N.S. into its own non-profit organization or LLC company, but unfortunately, with only a couple of folks here in Charlotte, we did not think that we had the time or capacity

to sustain a move like this. We decided that, in an effort to keep QC Cocoa B.E.A.N.S. alive; Harmony Nutrition & Lactation, LLC would formally adopt it. This is a private practice owned by QC Cocoa BEANS leader, Rachel Davis.

Details of Transition: QC Cocoa B.E.A.N.S. will only operate under Harmony as a support group that occasionally has community baby showers. Those are the only two initiatives at this time. As of January 16, 2018, it is now legally registered under Harmony as a DBA (or "doing business as" organization). Also, on January 16, 2018, QC Cocoa B.E.A.N.S. obtained its own bank account, and Tax ID number. This account is separate from Harmony's and all funds collected in the past and from here on that are designated for QC Cocoa B.E.A.N.S. will be used solely to carry out QC Cocoa B.E.A.N.S functions and events. Anyone who previously volunteered time to the group will still be able to do so. There will still be a Facebook group, but all other correspondences will be routed directly to Rachel. Due to this change, Rachel is planning to submit an invoice for membership fees and donations collected for QC Cocoa B.E.A.N.S. soon to place in that account. Genia recognized the work Rachel and Diana have done to make this happen.

The Lactation Program at Johnson C. Smith University: scheduled to begin a Pathway 2 program in the Fall of 2018 and is being spearheaded by Novant Health and JCSU. The first class will have 5 students max.

Upcoming QC Cocoa B.E.A.N.S. Cafes:

- ✓ Union County Cafes: Union County Library (5:30-6:30pm) – location change in April
- ✓ Mecklenburg County Cafes: Baby and Company (6:30-7:30pm) – next meeting January 29th

Chiara Phillips	State Coordinator Report	<p><u>NEXT ACTIONS: State Coordinator Report</u></p> <ul style="list-style-type: none"> • Core & Quarterly Trainings http://www.nutritionnc.com/wic/conferences.htm by December 2017 • NSB Breastfeeding Supplies Competency Training will be begin January 8, 2018 through April 6, 2018 • NC Lactation Educator Training Program- Spring and Fall 2018 courses have been scheduled. Registration is open.
-----------------	--------------------------	---

- **State Breastfeeding Unit**
 - New State Breastfeeding Coordinator is Chiara Phillips. Her email address is Chiara.Phillips-at-dhhs.nc.gov
 - State Breastfeeding Peer Counselor Coordinator is Lisa Baker. Her email address is Lisa.Baker2-at-dhhs.nc.gov
- **NC Maternity Center Breastfeeding-Friendly Designation:**
 - NSB has received first time applications from two (2) new Maternity Centers and three (3) re-applicants.
 - Applications will be reviewed in February.
- **NC Breastfeeding-Friendly Child Care Designation:**
 - The NC BFCCD Review Committee met December 7, 2017 to review two (2) first time submission applications for October 2017 and two (2) review requested revisions from July 2017 submission. No reapplications were submitted in October 2017.
- **Core Trainings and Quarterly trainings/Region Lactation Training Centers -**
 - Core Trainings and Quarterly trainings are ongoing in each Perinatal Region, <http://www.nutritionnc.com/wic/conferences.htm>
- **Breastfeeding Supplies Competency Training (BSCT) CDR approved:** Winter offering – begins January 8, 2018-April 6, 2018
 - Registration is available at nutritionnc.com: Deadline was December 1, 2017. No late registrations can be accepted.

- **E-WIC cards:** are being rolled out
- **The DPH Breastfeeding Unit**
 - Breastfeeding pumps were delivered to local agencies
 - Breastfeeding Technical Assistance provided to:
 - MCH Improving Community Outcomes (ICO4MCH): Breastfeeding Initiative to Reduce Infant Mortality
 - Evaluation of Performance Measures to assure realistic goals

Kathy Parry	United States Breastfeeding Committee Activities	<u>NEXT ACTIONS: USBC Report</u> <ul style="list-style-type: none"> • CDC-USBC Bimonthly Coalition Webinars are open to everyone. Next webinar is (Tuesday) February 13, 2018 at 2:00-3:00 pm ET • USBC Weekly News Bulletins (free subscription) can be received through email. You may sign up for these at http://www.usbreastfeeding.org/. These will also be emailed out to the listserv by the NCBC Secretary. • “Like” the USBC Southeastern FB group as well as the NCBC FB page
-------------	--	---

US Breastfeeding Committee Updates:

- New board slate: Mona Lisa Hamlin will be Chair for a 2-year term, and Emily Taylor will be Chair Elect for 2-years (former NCBC Chair).
- Executive director resigned in December; the interim director is Amelia Psmythe
- Coalitions Conference: Equity Focus
 - ✓ Please request equity training at your place of work
 - ✓ Explore your own implicit biases
 - ✓ Strive for consideration of how your day to day actions or operations affect oppressed people
 - ✓ Include an equity analysis in any new projects

Ellen Chetwynd	Perinatal Map Activity	<u>NEXT ACTIONS: Perinatal Map Activity</u> <ul style="list-style-type: none"> • We will continue a regional focus with NCBC meetings; 2017 will be a Year of Growth. Be ready to discuss your perinatal region’s key informants for breastfeeding support when NCBC meets near you. • Next steps for Region 6: continue to gather emails for contacts; Hannah will talk with Kelley Haven or Kelli Russell regarding listserv; update spreadsheet (Ellen to share spreadsheet) and then develop website; individuals to determine if hospitals have banned the bags; consider conference call for members of the table; and begin promoting summit/symposium; update local coalitions listing. https://drive.google.com/drive/folders/OB5aixPYNHqA-R2U2dDg2RjF4NVE All updated information is due (Friday) November 17th. Follow up phone-call in February or March 2018. • Next steps for Region 3: create a story core booth at the NCLCA Summit (resources could be funded by NCBC to get stories from mothers across the state); recruit mothers to attend NCBC portion of meeting to discuss breastfeeding experiences.
----------------	------------------------	--

Perinatal Map Activity (The Year of Growth):

NCBC has collected information from regions to determine what is happening and needs for each perinatal region to help with strategic planning by the board focusing on networking and collaboration. Folks within a regional area can use this information to work on projects together. All kinds of resources (human and material) including online resources have been identified. The goal was to compile this data and eventually post on the NCBC website. Key questions addressed were: 1) What resources are available in the area? 2) What is lacking? 3) Who are the touchpoints/ key persons in your area? 4) What is needed?

At the 2017 NCLCA Summit, during the perinatal regional break-out session, each of the regions was given a Perinatal Regional Report which summarized all of the breastfeeding resources on a county to county level that a team from NC State and NCBC were able to gather. Each region was asked to review the report and come up with: 1) a list of breastfeeding advocates from the region who would form the basis of a communication network with NCBC, and 2) an achievable breastfeeding advocacy goal that would provide a focal point for the regional activity over the year.

NCBC is initiating a phone call with regional advocates prior to every meeting. At this 'meeting', these key advocates are given access to the spreadsheet behind the regional report for review and editing, we review the goal and any progress made by the region toward the goal, and what would be the most helpful way for the region to use the NCBC meeting time to address their goal, or another area of interest or concern.

Region 3 Updates (regional report and notes from the phone call shared):

- ✓ Region 3 is comprised of 8 counties.
- ✓ Region 3 has nearly 100% of your maternity hospitals awarded with the Golden Bow. Next step is to assure they have joined the National Registry.
- ✓ Gaston Memorial, Carolina's Main Medical, Presbyterian Main and Carolina's Healthcare System Union are listed on the national registry;
<https://banthebags.org/>
- ✓ Smart goals developed at the 2017 NCLCA Summit include: 1) make resources available to providers/mothers/fathers; encourage 3 providers from every county to add/update information in ZipMilk; 2) Mecklenburg and Union pilot – having WIC represented at NICU support group once/month; and 3) set up meeting for hospital/WIC managers to explore possible collaboration and improved communication.
- ✓ Through the pre-meeting phone call it was identified there are many “silos”; hospital, practice offices and WIC collaboration needs to continue.
- ✓ Expressed concern that IBCLC care is more available in private practice offices than in practice areas serving underserved families leading to social and ethnic disparities in care delivery. “The lack of collaboration in the lactation profession decreases the impact of the health of the community.”
- ✓ Expressed concern that poor breastfeeding support comes from some WIC agencies with black mothers. Lisa Baker shared that WIC monies are based on breastfeeding numbers.
- ✓ Certified nurse midwives do not practice to their full scope of practice within local hospitals due to medical constraints.
- ✓ Suggestion made to establish video blog on NCBC website for NC mothers to their share stories and to advertise IBCLC services.
- ✓ There is no breastfeeding coalition in Mecklenburg and Union counties; however, Union County WIC has some good processes.

The goal is to create a regional website (offered on the NCBC page) based on the resource spreadsheet. This website is based on the work of Perinatal Region 1. Each region will have access to the same format Region 1 created; (thank you to Meghan Bausone for all of her help with this!!).

Needs: a webmaster to develop websites for each region.

Kathy Parry	Adjournment of Official Meeting	
-------------	---------------------------------	--

2018 Meetings:

Meetings are held 10:00 am -1:00 pm with networking beginning at 9:30 am

February 27th (Tuesday) in Raleigh

April 21st (Saturday) in Triad

June 21st (Thursday) in Wilmington

August 9th (Thursday) in Greenville

October 20th (Saturday) in Asheville

December 1st (Saturday) in Charlotte