

NCBC in Perinatal Region 1: Cherokee

MINUTES

North Carolina Breastfeeding Coalition

October 5, 2019 10:00am-1:00pm

Cherokee Indian Hospital

1 Hospital Rd.

Cherokee, NC

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

- ILCA webinars at <http://www.ilca.org/>
- USLCA webinars at <http://uslca.org/>
- Available webinar through Appalachian Breastfeeding Network [Addressing Health Inequality in Appalachian](#)
- North Carolina [WIC conference](#), November 4-6, 2019 in Raleigh
- [Triangle Breastfeeding Alliance](#) Annual Conference Save the date April 30, 2020

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

Next Meeting

Region IV: January 29th Raleigh, 10am to 1pm, NC State University

Announcements

- The new lactation [resource map](#) on the NCBC website is now live!
- [Join NCBC/NCLCA](#)
- The [Making It Work Tool Kit](#) is available online

Welcome, Introductions

Ellen Chetwynd

- Introductions
- Welcome to NCBC meeting in Region 1
- New vision/mission
- Acknowledgement of native lands and Cherokee Hospital
- NCBC is the state local coalition for the US Breastfeeding Committee (national level)
- Overview of NCBC in the national landscape
- NCBC plus NCLCA, considering not continuing the USLCA affiliation next year
- NCBC has joined USBC as a voting member: 4 named representatives are eligible to be on USBC's BOD
- 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.
- Child Fatality Task Force, NCBC is a representative on the Perinatal Health Committee, speaking out for breastfeeding at the state level.

- CFTF work: We are supporting reimbursement for medical lactation care with NC Child and MomsRising. The NC Medicaid policy for nutrition and lactation is linked to our NCLCA webpage. We are supporting MomsRising in asking for Paid leave, pregnancy and breastfeeding accommodations, kin care and safe days.
- Ongoing grant work with funding from NC DPH, for Mother Baby Friendly Clinic Awards. Thank you to the Wilmington group for their hard work during the first 6 months of the grant. The next phase is a partnership in Cherokee to include peer counselors and doulas beginning October 1st, NCBC has submitted an additional grant to cover the cost of doulas attending the births.
- NCBC was selected to work with HHS Office of Women’s Health and consulting firm on PPD. Call for members who are interested in participating in this topic at the national level.
- NCBC Board overview
- Treasurer position responsibilities have increased, Collette Wadell will work Katie Wouk as co-treasurer for the remainder of the year, then will take over treasurer for next year
- Lindsey Reeves is the current NCBC chair elect through the end of 2019, need chair for NCBC starting in 2020.
- Looking for help with NCBC website, contact Ellen if interested

Attendance

Attended In-Person: Meghan Arnold, Richard Bunio, Ellen Chetwynd (Chair), Georganna Cogburn, Amy Collins, Malia Crowe, Hillary Foster, Elizabeth Fyvolent, Brandi Harrison, Brittnee Kirkland, Lena Lane, Mara Lubic, Shantell McLaggan, Maria Morales, Angie Parker, Michelle Raby, Rebecca Ruhlen (NCLCA Co-chair), Nicola Singletary (Secretary), Amanda Spencer, Kasey Valentine-Steffen

Phone Participants: Machel Williams (Executive assistant), Collette Wadell (Treasurer)

August Minutes Approval

Motion: Rebecca Ruhlen
2nd: Machel Williams

Treasurer report

Ellen Chetwynd (provided by Colette Wadill)

Updates:

Total Income: \$6,482.15; Membership dues: \$150.00
Total General Disbursements: \$7,362.25
Balance available for General Disbursements: \$3,583.11
Projected Grant Reimbursements: \$14,927.95

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: 96 (9 Lifetime members)
NC Lactation Consultant Association 2017 Members: 74

NC Lactation Consultant Association 2018 Members: 82 (7 lifetime members)
NC Lactation Consultant Association 2019 Members: 80 (9 lifetime members)
Open to non-IBCLC; one must join NCBC to join NCLCA. (1 LCERP webinar and group discount memberships are benefits)

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, cost is \$20 for NCBC, \$25 for NCBC/NCLCA
- You may join at the 2019 rates for 2020 anytime between October 1 and 12/31/2019
- Membership is open to everyone (no credentials required); members have voting privileges.
- Five 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 1952 likes and 2058 follows.

Follow us on Twitter: @NCBreastfeeding

Awards

Golden Bow

Chair: Amanda Breedlove

Contact: asbreedlove-AT-maconnc.org

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**.

PR1: 8 hospitals, 6 have banned the bags, 6 have received bows, 1 still receiving bags: Murphy Medical Center, Rutherford Hospital does not do deliveries.

Action:



Awards this cycle: None this cycle

BF Friendly Business and Workplace

Chair: Lisa Stubblefeld

Coordinator: Jennifer Labelle

Contact: dlstubblefield-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.

- 🏆 83 of 84 North Carolina WIC Programs are now Breastfeeding Friendly Workplaces
- 🏆 PR1: Abiding Hope, Inc., Buncombe County Health and Human Services, Clay County Health Department, Foothills Health District WIC Program, Haywood County Health and Human Services Agency, Henderson County WIC, Macon County Public Health, Madison County Health Department, Polk County Health and Human Services Agency, Printpack Medical, Swain County Health Department, Toe River Health District, Transylvania County WIC Program

Update: 105 applications for the last award cycle. Emails notifying of award status have been sent, window clings and plaques will be sent soon.

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 6 award recipients for July 2019.
 1. Nash County Health Department in Rocky Mount, NC
 2. Albemarle Regional Health Services in Elizabeth City NC
 3. Henderson County Health Department in Hendersonville, NC
 4. Novant Health Pediatrics Oak Hollow in High Point, NC
 5. Novant Health Waughtown Pediatrics in Winston-Salem, NC
 6. Novant Health Primary Care Carmel in Charlotte, NC
- We convened a subcommittee to review our application process and requirements. As a result:
 - There will be application and website changes before the next application review in February (anticipated by November to give clinics time see changes and meet requirements)
- Our committee will resume bi-monthly communication meetings with all area coordinators across NC in October

- If anyone is interested in joining the committee please contact the Committee Chair—Connie McLendon at NCBC.ClinicAward-at-gmail.com

Funding Opportunities

IBLCE Exam Scholarship: The IBCLC scholarship will be restructured in 2020, more information coming soon

Committee: Jam Gourley, Rhonda Argenbright, Phyllis Kombol

[Congratulations to Olivia Rice as the Spring 2019 scholarship recipient.](#)

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: love@breastfeedingcommunities.org

Love is working toward finding a parent liaison in each region to form a committee for 2020. E-mail Love Anderson love-at-breastfeedingcommunities.org

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: Volunteer for website updates, contact Ellen

NCLCA

Updates:

- The 2019 Conference, Compassion and Clinical Skills: Improving the Breastfeeding Experience for All Families, was held on June 21, 2019. Wilmington, NC. It was well attended and had excellent reviews

NCBC Region 1 Regional Focus

Georganna Cogburn

Buncombe County has grant funding to pursue Breastfeeding Friendly Community status. The county board of commissioners signed a proclamation. Natasha Bowden is the Breastfeeding Friendly Community Initiative Lead Consultant for the Buncombe Partnership for Children. They are working on library system staff training and spaces for comfortable breastfeeding, goal of 20 businesses to

become breastfeeding friendly, childcare awards for 5, and a minimum of 5 breastfeeding friendly clinics.

MAHEC is collaborating on a grant focused on infant mortality among African American community. It included a picnic table discussion in the community to assist with program planning. Mothering Asheville, Sistas Caring 4 Sistas trained local doulas who have attended around 100 births in the Asheville area working with high risk population. Training plus ongoing mentoring and support from USDA includes when to refer and finding out who to refer to.

Brandi Harrison

The NCBC PAN grant is working on hiring 4 women enrolled in EBCI to provide breastfeeding support and rise up as leaders within the community. Doula training will be included because of the importance of birth on breastfeeding. Each peer counselor will have their own case load separate from the WIC caseload. It will be an opt-in program. Each position will be for approximately 5hrs per week with, 12 months of funding. The end goal is for Cherokee Clinic and Harris Pediatrics to be ready for baby friendly clinic award. An eventual goal is for a standalone group to break off from Luna Mountain Doulas.

Luna Mountain Doulas provide birth and postpartum doula support, herbal and nutritional support, placenta encapsulation, belly casting, lactation support, Reiki healing. They are looking to add quality local people to their team.

Big latch on event for Jackson, Haywood, Macon and Swain counties is held on the first Saturday in August; this year they recorded 53 latches. There is another Big latch on event in Cherokee.

Betsy Aspinwall (presented by Brandi) is a clinical psychologist from WCU. She is working on creating a nonprofit called Latch WNC (Currently in planning phases). The organization mission to empower breastfeeding mothers and families and provide resources for families in need. They will raise funds to support local initiatives such as the big latch on, pumps and supplies, possibly birth and postpartum doula for those in the community with financial need.

Mara Lubic: Recently started a private practice in the area in the summer. Previously worked with Denise Altman in SC. Does home visits within a travel range of 1hr drive from Asheville for a travel fee. Mara is interested in bleeding disorders during lactation and is passionate about advocating for bleeding disorders for lactating mothers and infants. She will be providing in-service training on bleeding disorders during lactation for local providers.

Kasey Valentine: IBCLC at Haywood Pediatric. She started working at WIC, transitioned to an IBCLC in an outpatient setting. She provides feeding weight checks, newborn feeding support, breastfeeding and returning to work support, and classes.

Chiara Phillips	State Breastfeeding Report	NEXT ACTIONS/ State Breastfeeding <ul style="list-style-type: none">• NC MCBFD application available here<ul style="list-style-type: none">○ Next application deadline: October 31, 2019• The NEW NC BFCCD application here<ul style="list-style-type: none">○ Next application deadline: October 15, 2019• The Loving Support Award of Excellence Awardees
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State Breastfeeding Coordinator Report: Governor's Office:

- No new updates

Breastfeeding Unit

- State Breastfeeding Coordinator: Chiara Phillips. Her email address is Chiara.Phillips@dhhs.nc.gov
- State Breastfeeding Peer Counselor Program Coordinator: Alina Mantha. Her email address is Alina.Mantha@dhhs.nc.gov
- **Nutrition Services Branch**
 - **2019 WIC Conference:** Monday, November 4, 2019 to Wednesday, November 6, 2019
 - Keynote Speaker: Dr. Clifton Kennon Jr.
 - Agenda: <https://www.nutritionnc.com/wic/conferences/ConferenceAgenda-09-09-19.pdf>
 - Registration: https://mckimmoncenter.ungerboeck.com/prod/emc00/PublicSignIn.aspx?&SessionID=fc4fb3fb0fg6fd3fa0&Lang=*
- **NC Maternity Center Breastfeeding-Friendly Designation (NC MCBFD):**
 - Application Deadlines for NC MCBFD:
 - 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):**
 - Next application deadline is: October 15, 2019
 - Applications are accepted quarterly
- **North Carolina State Center for Health Statistics**
 - The 2017 Pregnancy Risk Assessment Monitoring System (PRAMS) Survey Results are published. You can view NC breastfeeding results here: <https://schs.dph.ncdhhs.gov/data/prams/2017/#2>
- **Local WIC Agencies**
 - **NCBC's Breastfeeding Friendly Workplace Award**
 - Eighty-Four of 85 of North Carolina's WIC Programs are Breastfeeding Friendly Workplaces.
- **United States Department of Labor-Wage and Hour Division**
 - US DOL completed outreach in August 2019 with emphasis on nursing mothers. I met with them two times in August 2019.
 - The US DOL states that they prioritize nursing mothers' complaints and recognizes that it is a time sensitive complaint.
 - Complaints can be filed at 1-866-4US-WAGE or visit www.dol.gov/whd
 - The US DOL is not able to keep the name of the mother confidential due to the limited number of staff that are expressing milk at one given time.
 - That employers with fewer than 50 employees are not automatically exempt. The employer must demonstrate that compliance with this law would impose an undue hardship on the on the employer. The US DOL (NC office) has not had an instance to date where an exemption has been granted.