

NCBC in Perinatal Region 2: Statesville

MINUTES

North Carolina Breastfeeding Coalition
March 23, 2019 10am-1pm
Iredell Memorial Hospital
Statesville, 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/>
- **NCLCA Summit.** Compassion and Clinical Skills: Improving the Breastfeeding Experience for All Families, June 21, 2019. Wilmington, NC
- 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

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 2
- 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 member
- 2 members attend coalition conference in June
- 4 named representatives are eligible to be on USBC's BOD

- NCBC Board overview
- Lindsey Reeves NCBC chair elect

Strategic Goals:

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

Attendance

Attended In-Person: Ellen Chetwynd (Chair), Emily Fung, Rhea Lamb, Elaina Lee, Kacie Mintz, Wina Neuling, Lindsey Reeves (Chair Elect), Rebecca Ruhlen (NCLCA co-chair), Nicola Singletary (Secretary)

Phone Participants: Connie Mclendon, Kathy Parry, Chiara Philips, Colette Waddell, Machel Williams

December Minutes Approval

Motion (Rebecca Ruhlen) and second (Lindsey Reeves) to approve January minutes

Treasurer report

Ellen Chetwynd (provided by Katie Wouk)

Updates:

Total Income: \$946.03; Membership dues: \$946.03
 Total General Disbursements: \$966.66; USBC membership \$200; NC Center for Nonprofit membership \$100; Executive secretary \$666.66
 Balance available for General Disbursements (3/20/19): \$8,847.21

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: 40 (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: 31 (7 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: have over 1920 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 Frye
- PR4 Central

Perinatal Region 2: There are 20 hospitals in Region 2, of these 15 have banned, 13 have received bows, 5 giving out bags as far as we know.

Action: A couple of regions are close to being fully banned, PR3 and PR6

BF Friendly Business and Workplace

Contact: Machellet Williams, machelletwilliams-at-gmail.com

New Chairs:

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

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 were no clinic applications for the first review cycle of 2019 (February)
- The committee Chair and Co-chair will be collaborating with the team in Wilmington to develop a standardized process for the award
- Lee County has made Breastfeeding-Friendly Designation one of their Healthy Strategies for fiscal year 19-20. Abigail Sanders, a committee member hopes to be working with clinics in her community to submit applications for the award in the next two cycles
- Committee Chair is collaborating with the California Breastfeeding Coalition to learn strategies to sustain the committee efforts and grow the connection with clinics throughout NC

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

Needs/opportunity: Regional coordinators needed for region 1, 3 and 5. Area liaisons to represent cities, friends of the committee for discussion, committee working on a toolkit to send to clinics.

Grant Funding Opportunities

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

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

Funding Opportunities

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

Committee: Jam Gourley, Rhonda Argenbright, Phyllis Kombol

Congratulations to Olivia Rice as Spring 2018 scholarship recipients, Congratulations!

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.

Parent Advocacy Updates

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

Support Network: Do not let a mother walk out of your office without a support network. If they don't have a support network email love@breastfeedingcommunities.org, and we will work on creating one. <https://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 new Zip Milk manager

Action: Share resource list, check resource list for your area, need volunteer for website updates

State Breastfeeding Updates

Contact:

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

State Breastfeeding Peer Counselor Coordinator, vacant

Updates:

- Executive Order No. 82: [Accommodations for Pregnancy, Childbirth, and Breastfeeding](#)
- NC MCBFD application available [here](#)
 - Next application deadline: April 30, 2019
- The NEW NC BFCCD application [here](#)
 - Next application deadline: April 15, 2019.
- Breastfeeding Peer Counselor Core and Quarterly Continuing Education trainings from the Regional Lactation Training Centers dates are available [here](#)
- NC Lactation Educator Training Program (NC LETP): 2019 Spring 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](#)

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 2 Regional Focus

Facilitated by Rebecca Ruhlen.

Wina Neuling, WIC Program Coordinator:

- Has felt the need to increase communication within the breastfeeding support community in Iredell County. They have started local meetings, 3 so far and hope to continue meeting on a regular basis. Each meeting someone will speak. Last meeting WIC demonstrated different pumps available through WIC. Working towards an Iredell County Breastfeeding Coalition.
- There is one breastfeeding friendly daycare in the county, and WIC is a resource for those applying for that award. The WIC office has applied for the BF Friendly Business and Workplace award. One BF peer counselor on staff. They hope to go to the BF summit in June.

Rhea Lamb, Iredell Memorial Hospital:

- Iredell Memorial Hospital has approximately 495 deliveries per year. Rhea is the lactation consultant for the hospital. There is one nurse training for lactation educator and plans to sit for the exam at some point in the future.
- Have some challenges like many hospitals but has had a 50% increase in exclusive breastfeeding at discharge.
- Strategies for increase breastfeeding included:
 - Staff training: staff learned about hands-on pumps, emphasized teaching mothers hand expression, started showing belly balls.
 - Noticed some male babies do not feed well after circumcision, after circumcision they have mothers HE and spoon feed every hour. Use booklets with reference for HE and video reference, encourage them to watch and also show them during an initial visit in the hospital. Nurses also have been really receptive to incorporating HE into their care.
 - Increased outpatient visits (do not have to have delivered at the hospital to be seen in the outpatient clinic), encouraged to call or text for support.

Connie McLendon, registered nurse in private practice in Winston-Salem.

- Forsyth County Breastfeeding Alliance last month had 25-30 people in attendance including WIC representatives, health department program staff (ex. Pregnancy Care Management for Medicaid high risk women), community program representatives like Healthy Start, and doulas. The coalition goal is to share experiences and discuss topics and issues at each meeting. At the last meeting, each participant wrote 3 topics they were interested in learning more about. The next meeting will be in April and will coordinate with Guildford. Would like to stay in contact with Iredell. Women in Forsyth may move after delivery or deliver there but not live there.

Next Meetings

Region III: May 20th 10-1 in the Hornets Room at Novant Presbyterian Medical Center. 200 Hawthorne Ln, Charlotte, NC 28204

Region V: June 20 from 1:00-4:00pm at New Hanover County Health Department- Auditorium, 2029 South 17th Street, Wilmington

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

Full State Breastfeeding Coordinator Report

State Breastfeeding Coordinator Report:

Governor's Office:

- 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.

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):**
 - Congratulations to the NC Maternity Center Breastfeeding-Friendly Designation:
 - Ashe Memorial Hospital earned three stars for the implementation of seven steps
 - Novant Health Forsyth Medical Center earned five stars for the implementation of all ten steps
 - UNC Hospitals, North Carolina Women's Hospital earned five stars for the implementation of all ten steps
 - Vidant Chowan Hospitals earned five stars for the implementation of all ten steps

- October 31, 2018 NC MCBFD Application submissions were reviewed on December 20, 2019. I will complete technical assistance phone calls with each maternity center.
- 2019 Application Deadlines for NC MCBFD:
 - Tuesday, April 30, 2019
 - Thursday, October 31, 2019
- 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 newly revised 3-page application may be submitted effective January 15, 2019. The previous application will continue to be accepted through the April 15, 2019 for both first-time applicants as well as those applying to increase their designation level; although all are encouraged to transition to and utilize the revised application when applying.
 - 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](#)
- **Breastfeeding Peer Core Trainings and Quarterly trainings/Region Lactation Training Centers:**
 - Breastfeeding Peer Core Trainings and Quarterly trainings are ongoing in each Perinatal Region.
 - Quarterly Continuing Education Dates:
 - Perinatal Region I: Tuesday, April 30, 2019 in Perinatal Region I; Mountain AHEC, Asheville
 - Perinatal Region II: Friday, March 29, 2019: Novant Health Forsyth Medical Center, Winston Salem, NC
 - Learn more about Northwest AHEC's Breastfeeding Forum [here](#)
 - Upcoming Perinatal Region II: Tuesday, April 30, 2019 in Perinatal Region II; Forsyth Medical Center, Winston Salem
 - Perinatal Region III: Wednesday, May 29, 2019 in Perinatal Region III; Hornets Nest Park, Charlotte
 - Perinatal Region IV: Thursday, May 2, 2019 in Perinatal Region IV; The William F. Andrews Center, Raleigh
 - Perinatal Region V: Friday, June 21, 2019 in Perinatal Region V; Coastline Convention Center, Wilmington

- Perinatal Region VI: Monday, May 20, 2019 in Perinatal Region VI; Dare County Department of Health & Human Services, Manteo
 - Breastfeeding Peer Core Training: This training is a 4 to 5 day free breastfeeding course teaching about peer to peer breastfeeding support and breastfeeding basics and open to the public as space allows. Register [here](#).
 - April 10-12 and 23-24, 2019 in Perinatal Region III, Mecklenburg County Health Department, Charlotte
 - May 29-31 and June 12-13, 2019 in Perinatal Region V, New Hanover Health Department, Wilmington
 - July 8-10 and July 18-19, 2019 in Perinatal Region IV, Wake County Human Services, Raleigh
 - August 6-7 and 15-16, 2019 in Perinatal Region II, Forsyth County Health Department, Winston Salem
 - September 9-10 and October 10-11, 2019 in Perinatal Region VI, EAHEC, Greenville, NC
 - September 16-18, and September 30-October 1, 2019 in Perinatal Region I, MAHEC, Asheville
- **Breastfeeding Supplies Competency Training (BSCT) CDR Approved:**
 - 2019 Summer Breastfeeding Supplies Competency Training is offered beginning May 6, 2019 to August 2, 2019.
 - Registration is open for public agency staff until April 12, 2019. Registration is [here](#).
- **WIC 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 [here](#)
- **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: Women's and Children's Section**
 - Women's Health Branch
 - Healthy Beginnings
 - Added to their Request for Applications the requirement that all awarded sites complete breastfeeding education training and provide one group session on breastfeeding annually with inclusion of the partner.
- **DPH: Chronic Disease and Injury Section Report**
 - Community and Clinical Connections for Prevention and Health Branch (CCCPH)
 - Beginning in April 2019, the Community and Clinical Connections for Prevention and Health Branch (CCCPH), NC Division of Public Health, will fund seven organizations to implement CDC's State Physical Activity and Nutrition Program strategies across the state. Awardees who will be working on interventions supportive of breastfeeding include:
 - North Carolina Breastfeeding Coalition (NCBC). They will receive \$56,520 to work towards increasing breastfeeding rates among populations at highest risk for health inequities. NCBC's project will coach primary care providers through a process to
 - increase accessibility of breastfeeding support by medical providers and peer counselors,
 - improve their breastfeeding protocols, practices and interventions, and
 - attain the Mother-Baby Friendly clinic award for outpatient clinics.

They will begin their work in two primary care clinics serving low-income families and families of color in New Hanover, Pender and Brunswick Counties.
 - Smart Start of New Hanover County will receive \$ 32,887 to implementing nutrition standards in early care and education centers. They

will use the Farm to Early Care and Education model to enhance technical assistance and training in support of nutrition, physical activity and breastfeeding in three to five child care centers. This initiative will increase the number of Child and Adult Care Food Program nutrition standards met and support mothers who choose breastfeeding options after they return to work and enroll their children in early childcare.

- Preventative Health and Health Services Block Grant
 - Beginning in June 2019, local health departments will have the opportunity to use funds to work on breastfeeding-friendly awards and designations through the Chronic Disease and Injury (CDI) Section's Healthy Communities Program funded by CDC's Preventive Health and Health Services Block Grant.
- **DPH: Children & Youth Branch**
 - Child Health agreement addenda added three evidenced-based programs/activities with a minimum of one to be implemented. One evidenced-based program is achievement of NCBC's Mother-Baby Award for Outpatient Clinics. Halifax and Nash Counties have indicated that they will be working on this measure for fiscal year 2018-2019.
- **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](#)