

NCBC in Perinatal Region II

MINUTES

North Carolina Breastfeeding Coalition
March 30, 2020 12:00-2:00pm
Virtual Meeting

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 July 8-11, entire conference can now be attended virtually. ILCA webinars at <http://www.ilca.org/>
- NorthwestAHEC Breastfeeding Forum changed to August 12th <https://northwestahec.wakehealth.edu/>
- USLCA webinars (featured one on Covid) at <http://uslca.org/>
- Available webinar through Appalachian Breastfeeding Network [Addressing Health Inequality in Appalachian](#)
- The 2020 NCLCA Annual Breastfeeding Summit will be held on August 18th, 2020 at the Shell Island Resort, Wrightsville Beach, NC
- Save the Date: BF Symposium, Aug 7 at EAHEC with Catherin Sullivan as the keynote

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

Next Meeting

Region III: May 18th 12-2pm Virtual Meeting

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
- Please support the Federal PUMP Act to fill the 9M person-wide gap in the ACA coverage (salaried workers). See the [Action Steps](#)

Welcome, Introductions

Connie McLendon

- Introductions
- Welcome to NCBC meeting in 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 voting member: 4 named representatives are eligible to be on USBC's BOD. 2 members attend coalition conference. 1 member to attend USBC meetings and that member has voting power.
- 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 (CFTF): NCBC is at the table for the perinatal health committee, speaking out for breastfeeding at the state level.

Asks:

Reimbursement for lactation support work, NC Medicaid policy for nutrition and lactation available on website. Partners are NC Child and Moms Rising. Asking for Paid leave, pregnancy and breastfeeding accommodations, kin care and safe days.

- What should NCBC be doing to support breastfeeding?
 - Advocate and support milk expression for low income jobs.
 - Education in rural communities and workplaces.
 - Sharing NCBC accomplishments and meetings on social media.
 - National level advocacy for maternity leave policy.
 - Track LC job loss and advocate for LCs when they are cut (Wilson).
 - Educational materials supporting women's right to pump in the workplace.
 - More general support for women's rights.
 - Advocate for non-RN IBCLCs in the workforce.
- NCBC Board overview
- Brittany Brown is the new Secretary

Attendance

Phone Participants: Madison Craft, Joan Levy, Natalie Jarrett, Love Anderson, Caroline Healy McLendon, Kathleen Anderson, Beatriz Torres, Natasha Bowden, Dana Simmons, Maria Stockton, Alicia Lilly, Sarah Grantham, Georganna Cogburn, Keisha Lucas, Lisa Butterworth, Kathy Parry, Tiffany Slade, Angel Hilemon, Jenny Jensen, Brittany Brown, Madison Craft, Laura Sinai, Patrice Watson, Sh Landa Burton, Rebecca Jenkins, Wendy Proctor, Ellen Chetwynd, Machel Williams, Connie McLendon

January Minutes Approval

Motion: Machel Williams
2nd: Ellen Chetwynd

Treasurer report

Connie McLendon (provided by Colette Wadill)

Updates:

Total Income: \$15,534.71 (Membership Income: \$646.91, Donation Income: \$713.00, Grant Income: \$14,174.80)

Total Expenses: \$12,261.69

Net Income: \$3,273.02

Membership report

Connie McLendon (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)

Total 2020 NCBC Members: 57 (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)

Total 2020 NCBC and NCLCA Members: 33 (9 Lifetime members)

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. Paypal is preferred
- 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

Awards

Golden Bow

Chair: currently an available position, Machellet Williams monitoring for now

Contact: machelletwilliams-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.**

PRII: 22 hospitals, 15 have banned the bags, 7 still giving out formula bags

Action: Reach out to remaining hospitals to establish if they are giving out formula bags

 **Awards this cycle:** None this cycle

BF Friendly Business (customers) and Employers

Chair: Jennifer Labelle

Contact: bffcommunityawards-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

Update: 23 applications for the last award cycle.

Thank you to Love Anderson and BFFC for the design of the new window cling

Mother-Baby Clinic

Contact: Caroline Healy, NCBC.ClinicAward-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:

- Application July 1st, 2020
- If anyone is interested in joining the committee please contact the Committee Chair at NCBC.ClinicAward-at-gmail.com

Funding Opportunities

IBLCE Exam Scholarship: The IBCLC scholarship will be restructured in 2020, due to restructuring scholarships will not be available for 2020

Committee: Jam Gourley, Rhonda Argenbright, Phyllis Kombol

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

Update from Love Anderson:

As of Friday March 13th, the North Carolina Breastfeeding-Friendly Child Care Designation program through the NCDHHS is currently on hiatus.

- Can you help us get this Designation Reinstated?
- I would like us to officially request that the eight (or more) NC Child Care Providers who applied since the first of the year be recognized (the providers are all over the state not Durham). Child Care Providers maybe hard hit during this time of crisis, and they deserve to be supported and celebrated for helping breastfeeding families and feeding human milk.
 - It appears the contact is Courtney Jones (Courtney.Jones@dhhs.nc.gov). She is the unit supervisor for the Special Nutrition Programs Unit, where the NC Child and Adult Care Food Program is based. Additional management includes her supervisor, Mary Anne Burghardt (maryanne.burghardt@dhhs.nc.gov) who is the Branch Head who reports to Kelly Kimple (kelly.kimple@dhhs.nc.gov) who is the Section Chief of the Women's and Children's Health Section. Here is the link to additional DPH leadership levels: <https://publichealth.nc.gov/contacts.htm> (NOTE: Beth Lovette is a contact for community support; she is very responsive).
- Breastfeeding Family Friendly Communities of Durham has set up digital folders to help all NC Child Care Providers with the process to become a Breastfeeding Friendly Child Care Provider.
<https://docs.google.com/document/d/1FhssJAdBTdPq54pmBfaZi3aQqu27Tr2zAN8cvLF7iGE/edit?usp=sharing>

Breastfeeding Family Friendly Communities of Chatham County Meeting

- Starting to meet when the world calms down.

Parents

- Pregnant parents are really stressed.
- Parents of children age 1-3 years are reporting signs of low milk supply or increased nursing.

Advocates

- people are getting burnt out!
- Meeting the needs of yourself and your family is the top priority!
- Self-care is essential in this work.
- Our world has turned upside down. I am planning to do this work for a long time, and we will still need you when the world goes back to normal.

- **Statewide Parent Liaison Coordinator:** for the NC Breastfeeding Coalition,
 - Love Anderson, 919-622-8787, <love@breastfeedingcommunities.org>
- **Region I:** Buncombe, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, McDowell, Mitchell, Polk, Rutherford, Swain, Transylvania, Yancey (Region 1)
 - All of Region 1, Kim Neiheisel kimneiheisel@gmail.com
- **Region II:** Alexander, Alleghany, Ashe, Avery, Burke, Caldwell, Catawba, Davidson, Davie, Forsyth, Guilford, Iredell, Randolph, Rockingham, Rowan, Stokes, Surry, Watauga, Wilkes, Yadkin
 - **All of Region 2: Unfilled**
- **Region III:** Anson, Cabarrus, Cleveland, Gaston, Lincoln, Mecklenburg, Stanly, Union (Region 3)
 - All of Region 3: Kate Doughty doughka@outlook.com
- **Region IV:** Alamance, Caswell, Chatham, Durham, Franklin, Granville, Johnston, Lee, Orange, Person, Vance, Wake, Warren (Region 4)
 - All of Region 4: Stephanie Crystal Whitaker <Swhitaker722@yahoo.com>
 - Point person for Chatham County
 - Angie Hilliard <angie2242@msn.com>
 - Point person for Orange County:
 - Kathleen Anderson <kathleen@breastfeedingcommunities.org>
 - Point person for Wake County
 - Megan Roberts <MRoberts@safechildnc.org>
- **Region V:** Bladen, Brunswick, Columbus, Cumberland, Harnett, Hoke, Montgomery, Moore, New Hanover, Pender, Richmond, Robeson, Sampson, Scotland (Region 5)
 - All of Region 5: Olivia Rice <oliviabreastfeeds@gmail.com>
- **Region VI:** Beaufort, Bertie, Camden, Carteret, Chowan, Craven, Currituck, Dare, Duplin, Edgecombe, Gates, Greene, Halifax, Hertford, Hyde, Jones, Lenoir, Martin, Nash, Northampton, Onslow, Pamlico, Pasquotank, Perquimans, Pitt, Tyrrell, Washington, Wayne, Wilson (Region 6)
 - All of Region 6: Erin Crites, <scrunchymamawellness@gmail.com>

Website

- The new lactation **resource map** on the NCBC website is now live!
- Planning to phase out zipmilk.org in 2020 as the new resource is distributed.
- Karsey Erickson is the Zip Milk manager and is coordinating our phase-out.
- The Zipmilk page will say that it is not updating and direct users to our site

Action: Share resource list, check resource list for your area, email Nicola nsingle@ncsu.edu with updates, NCBC will develop a distribution plan for the resource map

Need: Volunteer for resource map committee, email Nicola to volunteer

NCLCA

Updates:

- The new chair for NCLCA is Jenny Jensen (JennyJensenRN@gmail.com or (410) 972-1586)
- 2020 NCLCA Annual Breastfeeding Summit has been moved to **August 18th**
 - Every year, NCLCA gathers together breastfeeding support practitioners and advocates to network, learn, collaborate, and organize vision. The Summit is more than a conference, and its participants gain more than CERPs. We are here to build our community, remove barriers, and increase breastfeeding in North Carolina.

COVID-19 Update

- NCBC website will be kept up to date with information and links to best practices
- La Leche League meetings are virtual: go to <https://llusa.org/locator/> to find meetings
- AAP recommends that well child visits that include scheduled vaccines are still being conducted
- Resources can also be found on the Carolina Global Breastfeeding Institute website <https://sph.unc.edu/cgbi/carolina-global-breastfeeding-institute/>
- Virtual Ready, Set, Baby Prenatal Education Classes are available: taught by graduate lactation students with assistance from IBCLCs
 - Join virtual RSB class:
<http://zoom.us/j/98369482228>
(meeting ID: 983 6948 2228)
 - Check Tri-County Breastfeeding Coalition Facebook page for updates and links to virtual classes

Chiara Phillips	<p>State Breastfeeding Report</p> <p>WIC is open for business. Most clinics are open and providing face to face services (with protective measures in place) and some are offering telehealth appointments only. WIC continues to operate without any interruption in food benefit issuance to current or new program participants. This includes the provision of breastfeeding promotion and support.</p> <ul style="list-style-type: none">• We have permitted local agencies to provide single user electric pumps in lieu of multi-user electric pumps. Multi-user electric pumps are still available and may be issued when requested.• We are working with our local WIC agencies to assure the continuation of breastfeeding peer counselor program services and helping the local agencies establish a home-based provision of services model that ensures participant confidentiality.• We are utilizing online resources to help provide prenatal and postpartum breastfeeding education• We are continuing all breastfeeding trainings virtually versus waiving the requirement• The food list for WIC has been expanded to include more options included organic options• Single user breast pumps are being loaned out but no multi user pumps currently <p>Please note: The Breastfeeding Friendly Child Care Designation is on hiatus</p>
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