

NCBC in Perinatal Region III

**MINUTES**

North Carolina Breastfeeding Coalition

May 18, 2020 10:00am-12:00pm

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 12<sup>th</sup> <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 18<sup>th</sup>, 2020 virtually
- 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](mailto:trianglebreastfeedingalliance-at-gmail.com)

**Next Meeting**

Region V: June 29th 10-12pm Virtual Meeting

**Attendance**

**Phone Participants:** Jenny Jensen, Suzanne Knight, Jamika Knypstra, Phyllis Kombol, Caroline Healy, Colette Waddill, Laura Corsig, Kathy Parry, Heather Renye, Aubrey Delaney, Natasha Grant Dean, Natasha Bowden, Ellen Chetwynd, Laura Sinai, Rhonda Argenbright, Brittany Brown, Love Anderson, Jessica Ledbetter, Maryann Joseph, Amanda Watkins, Nikki Brown, May Cheung, Connie McLendon, Mabelle Williams

## Announcements

- The new lactation **resource map** on the NCBC website is now live!
- Have transitioned from using ZipMilk as a resource, we have an interactive resource map on website
- **Join NCBC/NCLCA**
- The **Making It Work Tool Kit** is available online
- On our website homepage there is a button on the top with a link to the NC updated telemedicine policy for reimbursement for medical lactation support
- NCLCA Summit has been rescheduled for August 18<sup>th</sup> and it is virtual

## Website

- Monthly Newsletter is on our website: go to **About** section and then **Our Updates**
- On our website homepage there is a button on the top with a link to the NC updated telemedicine policy for reimbursement for medical lactation support
- Information about membership: how to join and benefits can be found on website homepage

## Welcome, Introductions

Connie McLendon

- Introductions
- Welcome to NCBC meeting in Region 3: Anson, Cabarrus, Cleveland, Gaston, Lincoln, Mecklenburg, Stanly, Union
- 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 (ncbcpastchair-at-gmail.com)
- NCBC Board Overview
- NBC committees: Award committees: Golden Bow, BF Friendly Space/Business, BF Friendly Workplace, Mother/Baby Friendly Clinics; Parent Liaison; Childcare Liaison; Membership, NCLCA, Website/Social Media; USBC
- NCBC Projects: NCLCA Summit, Department of Labor Workplace Accommodations, LTG Partners/PPD Stigma Reduction Campaign
- NCBC Collaborations: DPH/Breastfeeding Steering Committee, PAN Grant
- 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 Medical Lactation Support, 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.  
Education/normalizing BF for teens.  
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 received the PAN Grant from CDC: Using grant to award clinics with MBF Clinic Award and improve breastfeeding support. Began project in Wilmington, where worked with two clinics: used peer counselors to provide breastfeeding education and support, implemented policies and protocols, educated providers and staff, and implemented text messaging with clients. Now working in Cherokee: peer counselors/doulas, policies and protocols, education, and text messaging. NCBC secured an additional grant to fund the cost of doulas attending births. Plan on moving into another NC region in the Fall.
- Have been selected to work with the Health and Human Services office of Women's Health for consulting on PPD as they shape their new guidelines on managing and serving women with PPD.

### **March Minutes Approval**

Motion: Connie McLendon  
2<sup>nd</sup>: Ellen Chetwynd

### **Treasurer report**

Connie McLendon (provided by Colette Wadill)

**Updates:**

Total Income: \$15,659.71 (Membership Income: \$ 771.91, Donation Income: \$713.00, Grant Income: \$14,174.80)

Total Expenses: \$ 18,344.78

Net Income: \$ -2,685.07

### **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: 65 (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)**

**Updates:**

- We have two organization members this year: CGBI and WISE (Emily Taylor)
- We are looking to move application to an online Google Docs application and are asking all current members to fill out the new one once it is live just to have updated information.
- Two questions we are fielding: how can we engage more parents and get them to join NCBC, what are your credentials (we want to learn who the members of NCBC are so we can better serve them)

**Annual Membership: Join the Family!**

- Annual summit discount
- Intimate networking with other BF parents, advocates, and professionals
- Professional and leadership opportunities
- Volunteer positions

**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.
- All members are automatically a member NCLCA.
- When you become an organizational member one person in your organization is joined for free and all other members are half off (\$12.50)
- 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

**Contact:** [ncbcchair-at-gmail.com](mailto:ncbcchair-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 1<sup>st</sup> and July 1<sup>st</sup>**.

**PRIII:** All Hospitals in this region have banned the bags!



**Awards this cycle:** None this cycle

### **BF Friendly Business (customers) and Employers**

**Chair: open position**

**Contact:** ncbchair-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 1<sup>st</sup> and July 1<sup>st</sup>**.

**Updates:**

- Cabarrus Health Alliance in Kannapolis, NC was awarded the mother baby clinic award

- If anyone is interested in joining the committee, please contact the Committee Chair at [NCBC.ClinicAward-at-gmail.com](mailto:NCBC.ClinicAward-at-gmail.com)
- Currently working on getting in touch with all past awardees to encourage them to continue to follow the highest practices and policies that allowed them to achieve the award in the first place and reminding them that now is a great time to keep up with annual training. Also plan on sharing the best resources for Covid and breastfeeding we have on our website with the past awardees.

### **Parent Advocacy Updates**

**Chair, Love Anderson:** [ncbparent-at-gmail.com](mailto:ncbparent-at-gmail.com)

Love is working toward finding a parent liaison in each region to form a committee for 2020. E-mail Love Anderson [ncbparent-at-gmail.com](mailto:ncbparent-at-gmail.com)

#### **Update from Love Anderson:**

- We want to send our best wishes to you and your loved ones. We hope you are able to do everything you can to stay safe and healthy during this challenging time. We are thinking of you.
- As you know COVID-19 has officially been declared a global pandemic by the World Health Organization. We are, of course, concerned by the rapidly progressing situation and monitoring updates to help inform our decision-making.
- COVID-19 has impacted the entire world; and it's having an even greater impact on our most vulnerable communities. Black and Brown families, low-income families, homeless families, grandparents, and those with pre-existing illnesses. We especially want to support all of our most vulnerable communities.

#### **Parent questions about COVID-19**

- [What Can Parents Do Right Now?](#)
- Where can parents find a [Virtual Lactation Consultant?](#)
- What if a parent is about to [Give Birth During COVID-19?](#)
- What if a parent needs [Local Breastfeeding Support Meetings or Resources?](#) (Mostly Durham and Chapel Hill, but contact Love at [ncbparent-at-gmail.com](mailto:ncbparent-at-gmail.com) can add more BFFC, if you send me links)
  - Many North Carolina La Leche League Meetings and Other Breastfeeding Support Meetings across the USA have moved to an online platform <https://llusa.org/locator/>
  - Please contact your local LLL Leaders or other local breastfeeding parent support meeting for additional information
- [Global and National COVID-19 Breastfeeding Resources](#) because a parent might need to self-advocate to a medical professional?
- What if a parent needs [Non-Breastfeeding Support](#) because the parent is having trouble breastfeeding, but the struggles are not with breastmilk?

- What are the [Current Recommendations at a Glance \( KellyMom\)](#)?

\*This list was put together by 5 North Carolina community based breastfeeding Coalitions that are working to have their community become “Breastfeeding Family Friendly Communities.” These coalitions are parent driven.

### **Regional Parent Liaison**

NCBC has created 2 new volunteer positions, one parent liaison to represent each region in North Carolina and one or two people that represent each county. We live in an incredibly diverse state and there is a huge amount going on in each region, and we know that a person who lives, works, volunteers, or supports parents in each region and community would have a better understanding of the needs of that region. Each parent volunteer is asked to show up to one meeting per year. If you're interested in being the point person for any of the regions or counties in North Carolina, then e-mail Love Anderson <>

If you're already volunteering as a parent support person or working as a parent support person, then attending an NCBC meeting should feel empowering and useful. The goal is for parent liaisons to become a point person for parents in your area, and then to be able to voice parent concerns to professionals and advocates across the state.

- **Statewide Parent Liaison Coordinator:** for the NC Breastfeeding Coalition,
  - Love Anderson, 919-622-8787, <ncbcparent-at-gmail.com >
- **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](mailto: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](mailto: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](mailto: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>

### State Breastfeeding Report from Chiara Phillips

#### Updates:

- The NC Maternity Center Breastfeeding friendly application deadline has been moved to June 30th and review committee will meet in July and August.
- The Breastfeeding Friendly Child Care Designation is on hiatus as they rework the application and hope to have information on this by World Breastfeeding Week.
- NC Lactation Educator Training program operated by Northwest AHEC is going virtual at the end of July.
- WIC updates can be found in our May Monthly Newsletter which is found on our website. On our homepage go to **About** section and then **Our Updates**

**State Breastfeeding Coordinator:** [Chiara.Phillips-at-dhhs.nc.gov](mailto:Chiara.Phillips-at-dhhs.nc.gov)

**State Breastfeeding Peer Counselor Coordinator:** [Alina.Mantha-at-dhhs.nc.gov](mailto:Alina.Mantha-at-dhhs.nc.gov)

### NCLCA

#### Updates:

- The new chair for NCLCA is Jenny Jensen ([JennyJensenRN@gmail.com](mailto:JennyJensenRN@gmail.com) or (410) 972-1586)
- [2020 NCLCA Annual Breastfeeding Summit](#) has been moved to **August 18<sup>th</sup>**
  - 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.
  - Will be offering up to 6.5 Continuing education credits
- 22<sup>nd</sup> Mother special gift conference is rescheduled for November 6<sup>th</sup> (not being held virtually as of now)
  - Registration is available on Charlotte AHEC website

#### **Lactation Support During COVID-19:**

- **Clinical Considerations:** dyad separation, breastfeeding safety, pumped milk storage and handling, telemedicine, and resources
- **Dyad separation:**
  - WHO: “A woman with COVID-19 should be supported to breastfeed safely, hold her newborn skin-to-skin, and share a room with her baby.”



- ABM's stance is pro breastfeeding
- CDC: slightly more conservative stance
- AAP: recommends Covid positive mothers should be separated from their babies in separate rooms and baby at home should be taken care of by someone else other than mother. But then said it's mother's choice. ACOG's statement is similar. Some hospitals are following this.
- Dr. Allison Steube wrote a piece in *Breastfeeding Medicine* on her stance on dyad separation:
  - Benefit: minimize risk of transmission
  - Risks: likely delays, not prevents, transmission; disrupts newborn physiology; stresses mothers; interferes with breastfeeding; decreased breastfeeding duration; increased burden on health care system
- Are we seeing any policy concerning whether women in labor must wear a mask?
  - In Wilmington patient is not required to wear a mask but if wanting to walk around during labor they must wear a mask
- **Breastfeeding Safety: WHO statement and guidance:** "The numerous benefits of breastfeeding substantially outweigh the potential risks of transmission and illness associated with the COVID-19 virus."
  - **Transmission:** no evidence of transmission of COVID-19 via breastmilk
  - **Precautions:** handwashing, mask, sneeze/cough into tissue, disinfect surfaces
  - **Duration:** mothers with COVID-19 should adhere to precautions for duration of symptoms or 14 days, whichever is longer
- **CGBI:** have a great infographic regarding COVID-19 and Handling expressed milk <https://spb.unc.edu/cgbi/covid-19-resources/>
- There has been a shortage in donor milk: COVID combined with the cyclical nature of donations and the fact that milk banks don't usually have a stock pile of donor milk
- **Telemedicine:** (presented by Ellen Chetwynd and Amanda Watkins)
  - No good studies on telemedicine and lactation consults
  - Techniques and best practices have not been developed for telemedicine lactation consults
  - Billing is different from in person visit
  - Reimbursement now available through NC Medicaid
  - On NCBC website homepage, **Telehealth Lactation Billing Resource**, can find all this information: what Medicaid will cover for lactation support visits
  - Gives expanded access: reaching mothers without transportation and those residing in rural areas
  - Internet access can be a barrier
  - HIPAA requirements are being relaxed currently
  - Video quality matters to be able to see well and keep in mind that pictures are flipped (R vs L)
  - High quality noise canceling headset is very helpful for providers during appointments
  - Also, mom having an extra person to help hold camera during visit or if they can have laptop, iPad set up so we can see what is going on properly
  - More depression seen during these times and so mothers are needing more support

- Screening: who are we comfortable seeing via telehealth?
  - Anything that requires assessment of milk intake is not appropriate for telehealth unless have access to a scale (rent scale)
  - long term pain visits are better for in person
  - complex breastfeeding issues are hard to access via telehealth, even jaundice
  - skeletal muscular problems are harder to assess
  - tongue ties are hard to assess

- **Resources**

- [CGBI L.I.F.E. Support](#)
- [NC DHHS](#)
- [Academy of Breastfeeding Med.](#)
- [World Health Organization](#)

### **Additional COVID-19 Info**

- 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/s/98369482228>  
(meeting ID: 983 6948 2228)
  - Check Tri-County Breastfeeding Coalition Facebook page for updates and links to virtual classes