

NCBC in Perinatal Region 3: Charlotte

MINUTES

North Carolina Breastfeeding Coalition
May 20, 2019 10am-1pm
Novant Health
Charlotte, 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 3
- 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 will attend coalition conference in June
- 4 named representatives are eligible to be on USBC's BOD
- NCBC Board overview
- Lindsey Reeves is the NCBC chair elect

- Working on a Facebook page for Perinatal Region 3 - goal is to create collaboration and coordination within PR3

Strategic Goals:

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

Attendance

Attended In-Person: Ellen Chetwynd (Chair), Savannah Pressley, Lisa Baker, Nora Laughter, Angie Cower, Lugenia Grider, Miley Buss, Courtney Barnes, Rebecca Quick, Cheryl Demers, Kelley Lawrence, Laura Sinai, Anna Thadani

Phone Participants: Natasha Bowden, Betsy Bryand, Ann Calandro, Connie McLendon, Kathy Parry, Sarah Elizabeth Veit, Colette Waddill

Treasurer report

Ellen Chetwynd (provided by Katie Wouk)

Updates:

Total Income: \$745.66; Membership dues: \$745.66

Total General Disbursements: \$9092.46

Balance available for General Disbursements (5/19): \$500.41 (note that we had a large pay out to for the PAN grant that will be reimbursed by DPH)

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: 63 (8 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: 52 (8 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: has 1924 likes and 2030 follows.
Follow us on Twitter: @NCBreastfeeding

Awards


Golden Bow

Chair: Amanda Breedlove

Contact: asbreedlove—AT--maconnnc.org

PR3 IS THE FIRST REGION TO GO COMPLETELY BAG-FREE!! CONGRATULATIONS!!

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

Update: Perinatal Region 3 is the first region in NC to be completely bag free!


BF Friendly Business and Workplace

Chair: Lisa Stubblefeld

Coordinator: Jennifer Labelle

Contact: dlstubblefeld—AT--yahoo.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.

 **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—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 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
- The 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
- The committee convened its first bi-monthly meeting with members of the committee, NCBC board members, and PAN grant group.
- Committee in need of a new co-chair
- Courtney Floyd coordinator for PR5

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

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

Grant Funding Opportunities

Contact: Ellen Chetwynd, ellenchetwynd-at-gmail.com

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

- PAN grant is funded to provide support to 2 clinics in PR5 to become baby friendly in the first cycle, and will assist at least 2 clinics in PR1

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. Olivia, from PR5, will introduce herself at our next meeting.

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 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

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: October 31, 2019
- The NEW NC BFCCD application [here](#)
 - Next application deadline: July 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 3 Regional Focus

- **BAN THE BAGS:**
Discussion about use of the PR3 Regional Bag Free status to encourage other regions NCBC website or social media post for outreach for banning the bags of last remaining hospitals. We could:
 - Ask if anyone works at the hospitals and if they could push for ban the bags
 - Possible short term project for student/volunteer for education on ban the bags
- **BREASTFEEDING EDUCATION**
Discussion about breastfeeding education implementation in K-12 schools
 - [Charlotte Mecklenburg Schools has kicked back breastfeeding education](#)
 - In New York, breastfeeding curriculum passed but issues with the educators teaching it - created entire program but never implemented
 - Placement of breastfeeding education - possibly in math, science, or health courses
 - Loophole may be through nutritional services
- No longer updating Zipmilk - zip codes not that intuitive
 - Searching by counties is simpler for most people
- Suggestion that Facebook posts should be utilized over the email listserv for outreach
 - Facebook Live can be used for streaming meetings live with video and audio
 - Consider weekend meetings in PR3
- Novant would like to support a Baby Friendly Clinic
 - Help is needed for start of process
- Cannon Pharmacy in Cabarrus County issues breast pumps through Blue Cross and Blue Shield
 - Presentation about breastfeeding and medications to educate local physicians
- Johnson C. Smith Pathway 2 Program
 - Awaiting accreditation in June
 - Once accredited, an announcement will be sent out on NCBC listserv and social media

Commented [EC1]: I'm not sure what this means. If you don't know either, just delete it.

- Application closed for the year
- Rachel Davis is the director
- Novant is the resource for clinical hours
- Additional breastfeeding support is needed in jails and schools
 - No laws for breastfeeding and women in custody
 - Need for education and advocacy

Next Meetings

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

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):**
 - The Review Committee will review all applications submitted in April 2020 on Monday, June 17, 2019
 - Visit CGBI website for an opportunity to receive direct technical assistance towards the achievement of this designation and/or Baby-Friendly USA designation: <https://sph.unc.edu/cgbi/enrich-carolinas/>
 - Application Deadlines for NC MCBFD:
 - Thursday, 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):**
 - The NC Breastfeeding-Friendly Child Care Designation (NC BFCCD) Application is available [here](#):

- The application for the NC BFCCD has been revised. The NC BFCCD review committee will no longer accept the previous application. All application submissions moving forward must be on the newly revised 3-page application.
 - 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: Friday, August 9, 2019 in Perinatal Region I; Mountain AHEC, Asheville
 - Perinatal Region II: Friday, August 9, 2019: Novant Health Forsyth Medical Center, Winston Salem, NC
 - Perinatal Region III: Wednesday, August 28, 2019 in Perinatal Region III; Hornets Nest Park, Charlotte
 - Perinatal Region IV: Tuesday, August 6, 2019 in Perinatal Region IV; Wake County Human Services The William F. Andrews Center, Raleigh
 - Perinatal Region V: Friday, June 21, 2019 in Perinatal Region V; Coastline Convention Center, Wilmington
 - Perinatal Region VI: Friday, August 9, 2019 in Perinatal Region VI; Eastern AHEC
 - Learn more about the Breastfeeding Symposium [here](#)
 - 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](#).
 - 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
 - October 15-16 and 29-30, 2019 in Perinatal Region III, Mecklenburg County Health Department, Charlotte
- **Breastfeeding Supplies Competency Training (BSCT) CDR Approved:**
 - 2020 Registration will be available in October 2019.
- **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](#)
 - WIC Policy Updates for Fiscal Year 2020 will be available on October 1, 2019
- **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

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](#)