

NCBC in Perinatal Region 6: Greenville

## MINUTES

North Carolina Breastfeeding Coalition

August 8, 2019 1:00-4:00pm

Eastern AHEC

2600 W Arlington Blvd.

Greenville, 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

- ILCA webinars at <http://www.ilca.org/>
- USLCA webinars at <http://uslca.org/>
- Available webinar through Appalachian Breastfeeding Network [Addressing Health Inequality in Appalachian](#)
- [3rd Annual Appalachian Breastfeeding Conference](#), October 11, 2019. Kingsport, Tennessee
- 29<sup>th</sup> [Art of Breastfeeding Conference](#), October 7-9, 2019
- North Carolina [WIC conference](#), November 4-6, 2019 in Raleigh

\*To post conferences on the Triangle Breastfeeding Alliance website – email [trianglebreastfeedingalliance-at-gmail.com](mailto:trianglebreastfeedingalliance-at-gmail.com)

### Next Meeting

Region VI: October 5th Cherokee, location and time TBA

### 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 6
- NCBC is the state local coalition for the US Breastfeeding Committee (national level)
- Overview of NCBC in the national landscape
- NCBC plus NCLCA
- NCBC has joined USBC as a voting member
- 4 named representatives are eligible to be on USBC's BOD: Chair, Co-Chair, USBC advocate, Secretary

- NCBC areas of focus for USBC include skilled lactation support, paid leave, and community engagement, any NCBC member interested in representing for one of these topic areas, please email Ellen.
- Child fatality task force, NCBC is at the table for the perinatal health committee, speaking out for breastfeeding at the state level.
- Reimbursement for lactation support work, NC Medicaid policy for nutrition and lactation available on website, put in another request for support to see what is going on across the state with lactation reimbursement. Partners are NC Child and Moms Rising. Asking for Paid leave, pregnancy and breastfeeding accommodations, kin care and safe days.
- Funding from NC DPH, for Mother Baby Friendly Clinic Awards, currently working in Wilmington, submitted grant to continue that work for another 9 months after this funding ends in October. Next phase is Cherokee partnership to include peer counselors and doulas, submitted additional grant to cover the cost of doulas attending the births.
- Special shout out for Collette and Brittany Brown for work on grant writing
- Email from Cathy Carothers, NCBC 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 on the national level.
- NCBC Board overview
- Treasurer position responsibilities have increased, Collette Wadell will work with Katie Wouk as co-treasurer for the remainder of the year, then we will have a vote for treasurer for next year
- Lindsey Reeves is the current NCBC chair elect through the end of 2019, need chair for NCBC starting in 2020 as Lindsey has chosen to step down early.
- Current co-chair Norma Escobar is incoming chair for IBCLE board, so NCLCA seeking interested parties for the NCLCA-Eastern Co-chair

**Strategic Goals:**

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

**Attendance**

**Attended In-Person:** Julie Barthel, Melissa Bradshaw, Donna Brooks, Ulandis Bynum, Ellen Chetwynd (Chair), Gloria Deans, Hannah Edens, Sarah Foreman, Ginger Grimes, Lori Hubbard, Heather Ipock, Meghan Moms, Allison Morton, Jessica Phillips, Erin Polulagh, Lindsey Reeves (Chair Elect), Cara Mowry, Chiara Phillips, Whitney Russell, Lillian Scott, Nicola Singletary (Secretary), Laci Wagner, Mabelle Williams (Executive assistant)

**Phone Participants:** Rebecca Ruhlen (NCLCA Co-chair)

**June Minutes Approval**

Motion: Mabelle Williams  
2<sup>nd</sup>: Lindsey Reeves

**Treasurer report**

Ellen Chetwynd (provided by Katie Wouk)

**Updates:**

Total Income: \$19,356.35; Membership dues: \$160.88  
Total General Disbursements: \$20,608.11  
Balance available for General Disbursements (6/9): \$363.91 (note that we had a large pay-out 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: 84 (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: 69 (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

- 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 1939 likes and 2030 follows.

Follow us on Twitter: @NCBreastfeeding

### Awards

#### Golden Bow

**Chair:** Amanda Breedlove

**Contact:** asbreedlove-AT-maconnc.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 1<sup>st</sup> and July 1<sup>st</sup>.**

**PR6:** 18 hospitals, 15 have banned the bags, 13 have received bows, 1 still receiving bags: Vidant Duplin Hospital may actually be bag free.

**Action:** Hannah and Donna will reach out to the hospitals that need to confirm bag free and encourage them to apply for Golden Bow Award

 **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!!!**

- **PR6:** All WIC agencies in this region, plus 11 others

### **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 1<sup>st</sup> and July 1<sup>st</sup>.**

**Updates:**

- There were 11 applicants for this cycle.
- Applications are being reviewed: awardees to be announced soon
- Volunteers welcome
- Have a voice in refining the MBCA!

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

**Needs/opportunity:** There is an opportunity for volunteers of this committee to serve on a subcommittee partnering with a project that will begin in Region 1 of our state in the fall. The function of the subcommittee will be to focus on refining the processes, resources, and support for the Mother-Baby Friendly Clinic Award. If there are any interested parties please contact the the Chair— Connie McLendon at [mcclendon\\_c-at-alumni.ecu.edu](mailto:mcclendon_c-at-alumni.ecu.edu)

### Funding Opportunities

**IBLCE Exam Scholarship:** application will open in late summer/fall  
**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](mailto: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](mailto:love@breastfeedingcommunities.org)

**Updates:**

- LLL working on getting setup in Carteret County

**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](http://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:

- You are encouraged to join NCLCA and join ULSCA to support change
- The 2019 Conference, Compassion and Clinical Skills: Improving the Breastfeeding Experience for All Families, was held on June 21, 2019. Wilmington, NC

## NCBC Region 6 Regional Focus

### **Ginger Grimes: ECU Lactation Program**

In 2016, the ECU lactation committee was started with 2 members Ginger Grimes and Kelli Russell. Their initial goal was to protect the 8-9 lactation rooms on campus (currently 10 lactation rooms). They also received a Pitt County grant to buy breast pumps, and now have symphony pumps in the lactation rooms plus faculty/staff can borrow pumps. The Office of Equity and Diversity houses the lactation committee, which has built to 20 people on the listserv and meetings have good attendance. They have worked to get lactation rooms onto ECU campus maps by working with human resources to protect spaces as well as working with the Women and Gender Office on campus. Future goals include, 1) working with construction standards to get lactation spaces built into the standards, and 2) coordinating with other institutions. They also plan to work stocking pump kits in the on-campus pharmacy. They would like to connect campus lactation programs and house reference information for campus lactation programs on the NCBC website.

### **Melissa Bradshaw, IBCLC at Vidant**

Vidant Hospital participated in the 2019 Big latch On, held on the 1<sup>st</sup> Sat in August to raise awareness and normalize breastfeeding in the community. The hospital changed the lights on light tower to green for world breastfeeding week. There were 45 women who latched on during the one minute and 146 attending the event. They also had a vendor fair and music by Love, Joy, Music. In order to spread the word about the event and breastfeeding month they appeared on the Morning Show on the radio, participated in an interview for The Daily Reflector, and placed table tents in eateries and mother's retreats onsite promoting the event. Other events during the month include candy cart Baby Friendly questions for staff and a wheel of fortune activity in the cafeteria.

### **Donna: Hope Women and Family Services**

Hope Women and Family Services is a collective of nine educators, doulas, and consultants focusing on the 4<sup>th</sup> trimester. Mainly postpartum doulas located in the Eastern part of the state, plus Raleigh area. Many in the collective are trained through PSI and some have PSI certification.

### **Lori Hubbard: ECU college of Nursing**

Lori Hubbard is a doctoral student at ECU who is interested in mothers interactions with devices, pumps, nipple shields, SNS, etc. Her research questions include: What happens as mothers with devices transition to home? How do 1<sup>st</sup> time moms make decisions and how incorporate pumps? How does the ACA affect mothers with more pump availability? Her qualitative research included 8 mothers interviewed plus demographics. So far, results indicate that women received inconsistent advice about devices. The hospital has a Symphony pump in each room. Her next research project will use a survey to examine what happens to women's self-confidence with interventions. The group discussed her question about the survey: online or paper surveys.

Chiara Phillips	<b>State Breastfeeding Report</b>	<p>NEXT ACTIONS/ State Breastfeeding</p> <ul style="list-style-type: none"> <li>• NC MCBFD application available <a href="#">here</a> <ul style="list-style-type: none"> <li>○ Next application deadline: October 31, 2019</li> </ul> </li> <li>• The NEW NC BFCCD application <a href="#">here</a> <ul style="list-style-type: none"> <li>○ Next application deadline: October 15, 2019</li> </ul> </li> <li>• <a href="#">The Loving Support Award of Excellence Awardees</a></li> </ul>
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**State Breastfeeding Coordinator Report:**

**Governor's Office:**

- Governor Roy Cooper proclaims [August National Breastfeeding Month](#)

**Breastfeeding Unit**

- State Breastfeeding Coordinator: Chiara Phillips. Her email address is [Chiara.Phillips-at-dhhs.nc.gov](mailto:Chiara.Phillips-at-dhhs.nc.gov)
- State Breastfeeding Peer Counselor Program Coordinator: Vacant
- **Nutrition Services Branch**
- **NC Maternity Center Breastfeeding-Friendly Designation (NC MCBFD):**
  - Congratulations to the following maternity centers:
    - **Five-Star Breastfeeding-Friendly Designation**
      - Columbus Regional Healthcare System
      - Women's Hospital-Cone Health
    - **Two-Star Breastfeeding-Friendly Designation**
      - CarolinaEast Medical Center
      - Wake Med North
    - **One-Star Breastfeeding-Friendly Designation**
      - WakeMed Health and Hospital Cary
  - Application Deadlines for NC MCBFD:
    - October 31, 2019
    - April 30, 2020
  - Contact Chiara Phillips at [Chiara.Phillips@dhhs.nc.gov](mailto: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-Three of 84 of North Carolina's WIC Programs are Breastfeeding Friendly Workplaces.
    - **Loving Support Award of Excellence Winners**
      - **Loving Support Award of Excellence Gold Winners**
        - Appalachian Health District (Alleghany, Ashe, and Watauga Counties)
        - Iredell County Health Department
        - Lincoln Community Health Center

- **Loving Support Award of Excellence Gold Premiere Winners (midlevel award)**

- Pender County Health Department
- Piedmont Health Services

The U.S. Department of Agriculture (USDA) has named the WIC Programs listed below the 2019 Loving Support Award of Excellence Winners. Each year the USDA announces the Loving Support Award of Excellence winners. The program was established to recognize local WIC agencies that have provided exemplary breastfeeding promotion and support activities. The intent is to provide models and motivate other local agencies to strengthen their breastfeeding promotion and support activities and ultimately increase breastfeeding initiation and duration rates among WIC participants. The award is given at three levels of performance that build on one another: Gold, Gold Premiere, and Gold Elite. This approach recognizes three groups of agencies that include those that are demonstrating model practices, as well as those who are at varying stages of implementing exemplary breastfeeding promotion and support practices.

- USDA Proclamation-National WIC Breastfeeding Week
  - The USDA Secretary, Sonny Perdue, proclaimed August 1-7, 2019 [National WIC Breastfeeding Week](#).