

MINUTES

North Carolina Breastfeeding Coalition
Wednesday, March 8, 2017 from 10:00 AM - 1:00 PM
Guilford County Department of Health and Human Services
1100 E. Wendover Avenue, Room # 475
Greensboro, NC 27405

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:

2017 Breastfeeding and Feminism Conference: March 22 – 24th, 2017 (Wed – Fri). *Tigers* will be showed on Thursday night at 9 pm in Chapel Hill; see more information on webpage (Breastfeeding and Feminism.org).

15th Annual Triangle Breastfeeding Alliance Conference: *When the Going Gets Tough...the Tough Collaborate* on **April 20th, 2017** (Thursday) in Raleigh at the William F. Andrews Center, 3024 New Bern Avenue, Raleigh, NC 27610. For more information go to:

https://www.wakeahec.org/CourseCatalog/CASCE_courseinfo.asp?cr=51306

3rd Annual NCLCA Breastfeeding Summit: May 21-22 (Sun-Mon) Wilmington (details below in NCLCA section);

ILCA has webinars at <http://www.ilca.org/>

USLCA has webinars at <http://uslca.org/>

US Breastfeeding Committee bimonthly webinars are the 2nd Tuesday of even months. For more information, go to

<http://www.usbreastfeeding.org/Coalitions/CDCUSBCBiMonthlyTeleconferences/tabid/76/Default.aspx>

*To post conferences on the Triangle Breastfeeding Alliance website - either enter them under the email form under the tab "Contact us" on the www.nctba.org site or email web manager Rebekkah Simon personally at rebekkah.simon-at-echomarket.com

Discussion Leader	Topic of Discussion	Important Highlights of Discussion/Comments/Progress Next Actions
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Kathy Parry	Welcome and Introductions Mission Moment	<u>ACTIONS/Welcome</u> <ul style="list-style-type: none"> • Vision and Mission of NCBC shared • NCBC is the state local coalition for the US Breastfeeding Committee (National level) • Meetings continue to occur across the state within the 6 perinatal regions; mapping shared of “Year of Listening” as we proceed to a “Year of Growth” • Eco System Model shared regarding collaborative work • Minutes from January 28, 2017 approved (Nancy Register made motion to accept and Karen Horner seconded)
<p>Attended In-Person: Rhonda Argenbright (Secretary), Meghan Bawsone, Christina Botero, Ellen Chetwynd (Co-Chair of NCLCA, Chair-Elect of NCBC), Kimberly Garner, Karen Horner, Daina Huntley, Heather Lynn (MRTTI student), Kathy Parry (Chair), Catherine Palmer, Daniel Polizh, Nancy Register, Catherine Richardson, Kim Richey, Laura Smith, Paige Hall Smith, Anna Thadani, and Brandea Watts</p> <p>Phone Participants: Grisel Rivera (NC State Breastfeeding Coordinator and Nutrition Supervisor), Katie Wouk (Treasurer), and Kathleen Anderson</p>		
Kathy Parry	Perinatal Map Activity	<u>NEXT ACTIONS: Perinatal Map Activity</u> <ul style="list-style-type: none"> • Catherine and Ellen have completed the dData collection for “year of listening” is complete and being tabulated. they will present The first annual Perinatal Regional Reports findings will be distributed at the 2017 summit in Wilmington. • We will continue a regional focus with NCBC meetings; 2017 will be a Year of Growth. Be ready to discuss your perinatal region’s key informants for breastfeeding support when NCBC meets near you.
<p><u>Perinatal Map Activity (The Year of Growth):</u> NCBC has collected information from regions to determine what is happening and needs for each perinatal region to help with strategic planning by the board focusing on networking and collaboration. Folks within a regional area can use this information to work on projects together. All kinds of resources (human and material) including online resources have been identified. The goal was to compile this data and eventually post on the NCBC website. Key questions addressed were: 1) What resources are available in the area? 2) What is lacking? 3) Who are the touchpoints/ key persons in your area? 4) What is needed? †</p> <p>Updates: Kathy shared current mapping of breastfeeding landscape (location of IBCLCs, birthing centers with Golden Bow, and assessment of local resources).</p> <p>Today’s Activity: Ellen shared her post-doctoral work which will layer existing sources of breastfeeding support data, including data from the Year of Listening, into a single resource organized by county, within each perinatal region of state resources (Resources will include, but are not limited to: NC MBFD, Golden Bow, IBCLC service, Outpatient service, community support groups, local health departments, etc. active regional grants, peer support, university research centers, IBCLC training programs, etc). CGBI breastfeeding grant: EMPOWER working with Frye Regional. Focus Region: Region 2 Identified people needed for regional navigation help Thank you to everyone who participated in the brainstorming session in which we framed a ‘table’ of key informant titles and specific individuals who fill those titles in Perinatal Region 2. We were able to identify a robust list of people who we</p>		

thought needed to 'be at the table' in order to get a thorough picture of lactation services in the region and will begin to construct a regional report that will be introduced at the NCLCA Summit, and distributed next year as NCBC meets in each perinatal region.

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Katie Wouk	Treasurer's Report	<p><u>NEXT ACTIONS: Treasurer's Report</u></p> <ul style="list-style-type: none"> • Treasurer report approved
<p><u>Treasurer's Report:</u> Total Income: \$1,092.61 Membership dues =\$1,092.61 (pending PayPal transfer of \$ 345.02) Total Queen City Cocoa BEANS Income: \$829.48 (pink hat sell) Total General Disbursements: \$ 320.00 (\$10:00 for Facebook and \$310.00 for Angela Malloy for NACCHO grant presentation at Breastfeeding Feminism Conference) Balance available for General Disbursements (3/5/17): \$ 8229.48</p>		
Laura Sinai	Membership	<p><u>NEXT ACTIONS: Membership</u></p> <ul style="list-style-type: none"> • Members may join at any time during the calendar year (\$20.00 for NCBC membership and \$5.00 for NCLCA membership and \$5.00 for QC Cocoa BEANS); payments may be made through PayPal or mailed directly to Laura Sinai. • 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, NCLCA and QC Cocoa BEANS. All other people in that organization can join NCBC at half price, but will have to pay full \$5 for NCLCA and \$5 for QC Cocoa BEANS. Forms can be downloaded from NCBC website. • If anyone has trouble logging into the website or needs to check membership standing, contact NCBCMembership-at-gmail.com

Membership Report:

Renewing Members

January

Hope Lima; NCLCA & QC Cocoa Beans
Lisa Miller; NCLCA
Georganna Cogburn; NCLCA
Amber Christis; NCLCA & QC Cocoa Beans
Jam Gourley; NCLCA
Ann Calandro; NCLCA
Helen Wagster; NCLCA & QC Cocoa Beans

February

Michelle Bae; NCLCA
Brandi Nations; NCLCA
Gretta Blythe; NCLCA
Linda Bubeck; NCLCA & QC Cocoa Beans
Lisa Garrell; NCLCA
Deborah Freeman; NCLCA & QC Cocoa Beans

March

Sonya Glavin
Jerri Owens

New Members:

January

Amanda Petry; NCLCA & QC Cocoa Beans

February

Andrea Detwiler; NCLCA
Kelli Russell
Ana Cristina Botero
Kimberly Brooke Garner; NCLCA & QC Cocoa Beans
Valerie Vanderlip; NCLCA
Linda Aycock

March

Sarah Harris; NCLCA

Total 2017 NCBC members: 63 (6 Lifetime members)
NC Lactation Consultant Association 2017 Members: 49
Open to non-IBCLC; one must join NCBC to join NCLCA. (1 LCERP webinar and group discount memberships are benefits)
QC Cocoa BEANS 2017 Members: 29
Organizational Memberships: 1

***Note: If you join in the final quarter of 2017 then you are a member for the full calendar year 2018.**
Reminder that membership January to December; only if you join after October will it roll over to next year.

NCBC fb page: have over 1470 likes.
Follow us on Twitter: @NCBreastfeeding

Kathy Parry	Leadership Transitions for 2017	<p><u>NEXT ACTION: Leadership Transitions</u></p> <ul style="list-style-type: none"> • Secretary and treasurer will transition for 2018; be thinking about the December 2017 slate • Award committees have been restructured to be more in line with a regional focus: chair, assistant chair, area coordinator/liaison, friend of the committee • NCLCA leadership will be in transition – please contact Ellen or Catherine with ideas, thoughts, or interest moving forward in leadership position of NCLCA
<p><u>Leadership Transitions Updates:</u> Chair–elect for 2017-2018 is Ellen Chetwynd. December 2017 slate for 2018 Treasurer/Secretary Restructuring of 3 Award Committees will allow for more varied levels of involvement: Committee Chair, Assistant Chair, Area Coordinator or Liaison and Friend of the Committee; terms are for 6 months.</p>		
Kathy Parry	Golden Bow Award	<p><u>NEXT ACTIONS: Golden Bow Awards (ban the bags in hospitals)</u></p> <ul style="list-style-type: none"> • If you work at or with one of the hospitals that have not banned the bags and can help us get in contact with the correct representative please let Krista know (kcslough-at-gmail.com) • Let Hope Lima, Krista Ung, or Jennifer Corbin know about any hospitals which have received the Golden Bow award and are not in compliance. (jmosscorbin-at-icloud.com, hklima-at-ncsu.edu)

Golden Bow Award Report:

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. Collaborating with Public Citizen’s (Krista Strader). Updated mapping reveals 88 % 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 as 5 states have achieved this status. Applications may be submitted in **February 1st and July 1st**.

Updates: The new direction of this committee is for there to be local Hospital Liaisons to provide assistance and encouragement to those last remaining facilities which have not yet banned the bags. There are numerous resources to help this effort, and the Chair of the committee will guide the local Hospital Liaisons. CGBI has updated the current list of hospitals and NCBC’s most recent outreach effort with Public Citizen. There are less than 30 facilities remaining, and close to 10 of those have banned the bags but haven’t applied for our award. If you are interested in being a *Golden Bow Hospital Liaison*, or a Friend of the Golden Bow Award to stay involved, please go [online](#) for more details about volunteer opportunities.

3 new awardees! Congratulations to: **Novant Health Brunswick Medical Center, Angel Medical Center Women’s Healthcare Unit, and Harris Regional Hospital.**

Region II Hospitals that ~~have NOT banned the bags~~ are giving out formula discharge bags:

- o CALDWELL MEMORIAL HOSPITAL
- o FRYE REGIONAL MEDICAL CENTER
- o IREDELL MEMORIAL HOSPITAL
- o LAKE NORMAN REGIONAL MEDICAL CENTER
- o HUGH CHATHAM MEMORIAL HOSPITAL
- o NORTHERN HOSPITAL OF SURRY COUNTY
- o WILKES REGIONAL MEDICAL CENTER

Needs: Leadership for 2nd half of 2017 (Kathy Parry and Kate Lewandowski are currently leading this effort). Area liaisons are needed to help with hospitals who have not banned the bag. Friends of the committee are also needed; these are individuals interested in project progress, but may not have a lot of time to devote to actions.

Hope Lima	Business Case Award	<p><u>NEXT ACTIONS: Business Case</u></p> <ul style="list-style-type: none"> • Distribute cards to local businesses • Let Kathy Parry know if you are interested in co-chairing this project: kathyparry-at-unc.edu
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Business Case for Breastfeeding:

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 (January and August). **February 1, 2017 and July 1, 2017** are dates for submitting applications. Award winners are also listed on the website. Apply at <http://tinyurl.com/NCBCbiz>. Business cards are available to use when speaking to businesses.

Updates: The new direction of this committee is for there to be local area coordinators that lead local efforts for area businesses and employers to be breastfeeding-friendly. There are numerous resources to help business at womenshealth.gov. Area coordinators for the business case award can submit the names/emails of the businesses they recruit and NCBC will send them a PDF certificate they can print and display, as well as a window cling. In order for a business to receive a plaque certificate in the mail, they would need to apply themselves via the usual online application. This local effort is already happening in Greensboro, Chapel Hill/Carrboro, Raleigh, and Fayetteville. If you would like to see businesses in your area become more friendly to breastfeeding mothers and employees, please consider becoming a *Business Case Area Coordinator*. For those interested in assisting local efforts, you may join the Friends of the Business Case Award and will be kept up to date on the goings-on of the committee. See [online](#) for more details about volunteer opportunities. We are working with the Department of Public Health to develop a two part Business Case training. The first part is going to be a 'train the trainer' and the second part is going to be about approaching businesses and talking to them about being breastfeeding friendly. The goal is to have an online version and an in person training that can be offered once a year as a joint effort between NCBC and the Department of Public Health. **There were 15 businesses awarded this cycle (see webpage for listing).**

A question was raised about large box stores that sell formula and whether their advertising is acceptable regarding breastfeeding friendly communities in Greensboro. Kathleen Anderson shared they have avoided the larger stores who sell formula for now; focusing on community WHO compliance. She also added that efforts are being made to get stores to change the way they market formula (i.e. Walmart, Food Lion). A question was raised about store coupons for baby formula (this is a corporate level issue and a bit tricky). **The goal for Chapel Hill/Carrboro areas is to award 50% of local businesses - a way to work around larger businesses with potential WHO noncompliance.**

Greensboro activity is assessing businesses to approach and plan to develop packets to give to businesses. Carrboro has a packet has been developed and there is an fb page that might be helpful. NCBC business cards have been developed and can be distributed. Carrboro has a different set of cards. Please assure the NCBC link is part of applications for recognition. Another question was asked if any universities have either of these awards. There are 2 departments at ECU with these awards. UNC CH is listed as having been awarded. There is a list online. There are policies which speak to guidelines online per university. There was a recommendation that facilities management have lactation accommodations on their radar.

Daniel has links with federal level employees who can help with this.

Grisel shared there are breastfeeding rooms for employees. The DHHS is not on the listing. Kathy suggested she apply and get DHHS recognized with the award.

Needs: Recruitment of Area Liaisons and Friends of Committee

Current Leaders are Hope Lima and Ana Botero.

Area Coordinators: Brandi Nations (I) Rebecca Ruhlen (III), Catherine Smith (NCSU/IV), Susan O'Hara Brill (IV)

Kathy Parry	Mother-Baby Breastfeeding Friendly Outpatient Clinic Award	<p><u>NEXT ACTIONS: Mother/Baby Breastfeeding Friendly Outpatient Healthcare Clinic Award</u></p> <ul style="list-style-type: none"> • Encouraged qualified offices/clinics to apply; next evaluation will be July 1st • If interested in being an application reviewer, please email Kathy Parry kathyparry-at-unc.edu
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Mother/Baby Breastfeeding Friendly Outpatient Healthcare Clinic Award:

Purpose: On October 8, 2014, the North Carolina Breastfeeding Coalition launched the “**Mother-Baby Friendly Clinic Awards Program**” now called “**Mother Baby Breastfeeding Friendly Outpatient Healthcare Clinic Award**”. Awardees will represent the best our state has to offer in terms of support for the breastfeeding family. Members of our communities can look to NCBC’s list of awardees to know to whom they can turn for evidence-based, high-quality breastfeeding support. 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. This award was funded through the Continuity of Care Connections Grant. Applications are available on the NCBC webpage. **Application deadlines for 2017 are February 1st and July 1st.**

Updates: If you are interested in becoming Mother-Baby Clinic Area Liaison for your area, or a Friend of the Mother-Baby Clinic Award to stay involved, please go [online](#) for more details about volunteer opportunities.

4 new awardees! Congratulations to **Carteret OB/GYN in Morehead City, Coastal Pediatrics in Elizabeth City, Outer Banks Women’s Care in Nags Head, Vidant Women’s Care in Washington**. There was discussion about resources from those who have achieved this award (how did they do it!?) as well as a need for an educational webinar.

Children & Youth Branch at Dept. of Public Health is working on adding this award as an optional strategy for Child Health Clinics. Patient Education requirements have been updated to reflect diverse needs of Pediatric clinics. Free formula is a challenge; Elaine Clark at VidantHealth was suggested as a resource to contact [for ideas on how to manage getting rid of free formula in clinics](#). She has been tasked to get all Vidant clinics onboard. [Suggestions from other clinics include:](#) The UNC Birthing Center has banked milk to use; they purchase donor milk from WakeMed. Forsythe gives one bottle of formula if needed in their outpatient setting [instead of sending mom home with a pack of formula](#); Vidant Medical Center does the same. What resources are out there? Maybe the clinics who have achieved the award could offer some assistance.

Kathy’s goal is for this eventually to become a state award, since we do not have the capacity as a volunteer organization to offer the technical assistance, reviewing and auditing necessary.

Needs: Area Liaisons to work with Chair on outreach plans, etc. (Brandi Nations Region I; Sara Lester Region V; Elaine Clark Region VI). Friends of the committee for discussion (Gina Rose, Natalia Smith)

Rhonda
Argenbright
/ Jam
Gourley/
Phyllis
Kombol

IBCLC Scholarships

NEXT ACTIONS: IBCLC Exam Scholarships
• **Application deadline is April 1, 2017**

IBCLC Exam Scholarships Report:

Purpose: This is a financial scholarship. Currently there are 3 categories: 1) first time sitter, 2) first time sitter of color, and 3) first time sitter of underserved areas. The application includes their involvement in NCBC. The subcommittee makes recommendations of persons and amounts to the board for a final decision.

There will be yearly evaluation of whether to offer this scholarship. Employer compensation is non-eligible.

Updates: There will be an offering of 2017 October scholarships. **Up to \$1,000.00 to be awarded. The deadline for applying will be April 1st** and notifications to applicants will be by April 20th. Recipients should have their checks by May 1, 2017. Look for application information soon on the NCBC webpage.

Rhonda Argenbright/April Fogleman	NCBC Mini-Grant	<u>NEXT ACTIONS: NCBC Mini-Grant</u> <ul style="list-style-type: none">• Let Rhonda know if you are interested in this subcommittee
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NCBC Mini-Grant Report:

Purpose: The North Carolina Breastfeeding Coalition offers mini-grants to organizations that endeavor to protect, promote and support breastfeeding among diverse and underserved populations in NC. Mini-grants are offered upon requests as funding allows.

Updates: There will be a total of \$1000.00 awarded this year; up to 3 mini grants will be awarded. April Fogleman, Rhonda Argenbright, and Ellen Chetwynd are the application reviewers. Some examples of recipients were provided. Need to update website with information from past awardees.

Kathy Parry / Hope Lima	Website and Local Coalitions	<u>NEXT ACTION: Website and Local Coalitions</u> <ul style="list-style-type: none">• Is your local group listed on our website?• How could our website serve your work better?• Hklima-at-ncsu.edu or kathyparry-at-unc.edu
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Website and Local Coalitions:

Purpose: To enhance communications among advocates of breastfeeding in North Carolina via online information and sharing.

Update: New WordPress theme. There are some issues when accessing by phone; there is work being done on determining which app will correct issues. A regional focus will be coming as information is received.

Hope Lima	ZipMilk.org	<u>NEXT ACTIONS: Zipmilk</u> <ul style="list-style-type: none">• IBCLC(s) please add your information and encourage others in your area to do so
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Zipmilk Report:

Purpose: This link is for mothers and providers to use to find lactation support within their community. Listings are based on zip codes. Providers of lactation care are encouraged to list their information. This is owned by Mass. Breastfeeding Coalition.

Updates: Hope reported there will be a QA to determine if all listed IBCLC(s) on Zipmilk are still active. Will be trying to do this by summer.

Kathleen Anderson	Parent Advocacy Update	<p><u>NEXT ACTIONS: Parent Advocacy</u></p> <ul style="list-style-type: none"> • Please e-mail Kathleen regarding parent breastfeeding focus advocacy groups in your areas at lecusanderson-at-gmail.com • Please help to publicize the breastfeeding support groups in NC; submit support group information to hklima-at-ncsu.edu or kathyparry-at-unc.edu so it can be added to NCBC webpage • Breastfeeding USA website (breastfeedingusa.org) • La Leche League: http://www.wp.llofnc.com/index.php/local-groups/ • Nursing Mothers of Raleigh website (http://www.nursingmothersofraleigh.org/)
<p><u>Parent Advocacy Report:</u></p> <p>Purpose: The Parent Advocacy/Support Committee fosters awareness of breastfeeding support groups and initiatives in North Carolina that promote and protect the breastfeeding needs of families in NC, and shares updates about current activities.</p> <p>Breastfeeding USA: is a low-cost training program that provides comprehensive, evidence-based breastfeeding support information with a strong focus on good counseling skills. Breastfeeding USA Counselors can accrue contact hours for IBCLC exam eligibility for every year of volunteer service, just like La Leche League Leaders and other mother support volunteers.</p> <p>Updates: There are 7 chapters. There are seven chapters in North Carolina. Find out more on the Breastfeeding USA website: https://breastfeedingusa.org/content/breastfeeding-counselor-locations</p> <p>La Leche League of North Carolina: La Leche League provides free mother-to-mother support through monthly meetings and one-to-one support. Groups holding monthly meetings may be found at http://www.llofnc.org/LocalGroups.html. During these meeting, Leaders meet the breastfeeding needs of the participants and answer questions they bring to the meeting; there also are four discussion topics that are rotated (one each month for four months). In addition, Breastfeeding Cafes take place in a number of locations. The format of the Breastfeeding Café is less structured, with no specific discussion topic.</p> <p>Updates: 2017 Leader Enrichment Workshop will be Saturday, March 18, 2017 in New Bern, NC at Trinity United Methodist Church, 2311 Elizabeth Ave., New Bern, NC 28562. Registrar: Raven_llofnewbern-at-gmail.com or 252-670-0694. The next LLL of North Carolina Area Conference will be held this fall in the Triad! Date and location will be available soon. There are a variety of opportunities for Leaders and others to assist with the conference. Please send questions to acc-at-llofnc.org.</p> <p>Currently, 47 groups are holding meetings across the state. Three of those are cafés.</p> <p>For more information about the LLL of NC Groups and Leaders, please check out the website at: http://www.llofnc.org</p> <p>Check out the link: http://www.llofnc.org/localgroups/ for more information.</p> <p>Nursing Mothers of Raleigh: Nursing Mothers of Raleigh continues to offer twice monthly free support group meetings plus one night each month Breastfeeding 101 classes at Babies R Us. Check out their website for meeting times and location: http://www.nursingmothersofraleigh.org/</p> <p>Updates: Nursing Mothers of Raleigh is launching a new website and mobile app in the next few weeks.</p>		

Catherine Sullivan	Regional Representation	<u>NEXT ACTIONS: REGIONAL REPRESENTATION</u>
<p>Regional Representative Report: Baby Friendly site visits have occurred or will be occurring at the following: Vidant Chowan, Frye, Marion Carroll, Forsyth Medical Center, and Carolinas in Pineville.</p> <p>Updates: No report</p>		
Ellen Chetwynd/ Catherine Sullivan	NC Lactation Consultant Association	<u>NEXT ACTIONS: NCLCA</u> <ul style="list-style-type: none"> • Contact Ellen or Catherine if you would like to help with presentation and proposal selection for the NCLCA Summit.
<p>NCLCA Report: Mission: As the state affiliate of the United States Lactation Consultant Association our mission is to sustain and advance International Board Certified Lactation Consultants of North Carolina through advocacy, networking, leadership, research, and professional development. Vision: The IBCLC is a valued and recognized member of the health care team.</p> <p>Updates: NCLCA Logo: We have a new logo for NCLCA.</p> <p>Summit Planning: NCBC Meeting will be Sunday, May 21 from 1:00 – 4:00 pm. Lindsey Hurd Reeves will offer an evening session on food intolerances in breastfeeding babies and elimination diets.</p> <p>The NCLCA Summit will be Monday, May 22. Registration opens at from 7:30 am and the conference closes at 5:30 pm. On Sunday evening, we will have a dessert reception on "Food sensitivities in the breastfed baby: Optimizing infant outcomes through maternal diet" Our state summit is structured to specifically highlight the excellent resources we have available within our state, so all speakers will be from North Carolina. This is for North Carolina by North Carolina; so speakers are from NC. There will be perinatal regional break-out sessions, a Lactation science fair, practice pearls, and ethics of lactation support online. This year, our goal is to provide really practical clinical information. We want to give all NC IBCLCs and other lactation support professionals the opportunity to present their best work. We are still soliciting participation in two types of venues; in the lactation science fair:</p> <p>Practice Pearls: These are topics that can be presented in 20 minute facilitated conversations. They can begin with a case study, or a summary of the evidence on a topic. After a short starting presentation, the topic leaders will facilitate a conversation. This is covered for presenters.</p> <p>Lactation Science Fair: There This will be like a poster hall, but with a twist. Participants can bring a <u>wall</u> poster (one that was presented at another conference is fine), a trifold, or a demonstration with an emphasis on interactive presentations. Here we would like to encourage particular activities that can be demonstrated, with hands on focus. For instance, we are planning on having a crematocrit demonstration and the Martinelli evaluation of posterior tongue frenulum. Do you have a clinical technique that you think is the bomb? Or a practice or clinical tip you can share? Send us a few sentences about that!</p>		

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~~WE ARE EXCITED TO OFFER A STEEP DISCOUNT TO THOSE WHO PARTICIPATE IN EITHER OF THESE SESSIONS!!~~ Participants in the Lactation Science Fair will receive a 50% discount on the cost of the summit. Applications are rolling and unstructured. Send a description of what you would like to do to Rebecca Costello at rcostello@gmail.com.

Our location this year is a beautiful room right by the river, ~~and~~ the hotel is right next door and some of the rooms will have a great view of the river ~~as well~~.

Anticipated Cost: TBA

Updates: The conference application is on the webpage.

Medicaid Coverage:

Updates: Public comment on Medical Lactation Therapy Medicaid policy has closed and we are waiting for the final policy to be posted. ~~Chris Diaslo, MD (from NC Peds Society) has determined the billing strategies for lactation services (see below). Well baby and lactation visits can be billed separately. Medical providers have to be in building. Referrals have to come from primary provider; this could be from established relationship. This can be done after the fact as well. Ellen Chetwynd and Katie Wouk have published an article on this.~~

Here are some of the components we believe will be included in the policy:

Office Visit

- During either a well-child or sick visit, the physician may note a lactation concern that will result in a referral to an IBCLC. The physician should bill the usual codes for the well-child or sick office visit.
- The IBCLC may see the mother/child on the same day as the referral or on an ensuing day and either will be reimbursed.
- Billing for the IBCLC service is 'incident-to' billing, which means that the provider must be in the building where the consult is occurring, and the consult needs to be the result of a referral from the primary care provider, either through a new referral, or an established referral relationship.
- The IBCLC may be at the site of the referral physician/advanced practice nurse, or under the supervision of a physician/advanced practice nurse at a different practice. In the latter case, the IBCLC service is billed through the physician in the practice that has received the referral.
- The IBCLC may not bill directly. Billing must be through the licensed medical provider who is partnering with the IBCLC for incident-to billing.
- The IBCLC will do an assessment, using billing code 96150 in 15-minute units for a maximum of six units. Based on the assessment, the IBCLC may provide intervention, using code 96152 in 15-minute units for a maximum of six units per visit. A typical visit would include both 96150 and 96152 increments.
- If a lactation support follow-up visit is needed, an additional physician referral is not required.
- During the follow-up visit, the IBCLC may perform a reassessment, using code 96151 in 15-minute units for a maximum of six units. Based on the reassessment, the IBCLC may provide intervention, using code 96152 in 15-minute units for a maximum of six units. A typical visit would include 96151 and 96152 increments.

Other Updates:

- ~~If I am the chair for NCBC, we will be looking to change leadership in NCLCA. NCLCA will be looking for new leadership while Ellen is chair of NCBC. In order to do that, Catherine and I, and any other interested members need to put our heads together and come up with some protocols moving forward. We do not currently have any mechanisms in place but will decide on a protocol before new leadership is needed in December. There is not a rush. We have a year before this has to be in place, but it is something we need to start thinking about.~~

<p>➤ There is a bill (regarding pregnancy discrepancy) moving toward the legislature that Tom Vitaglione is working on with an informal coalition of advocates. It requires reasonable accommodations for pregnant and lactating women in the workplace; this would protect hourly employees if this were to be eliminated from AFCA. The current idea is to sync it with the State Personnel policy. We will keep you updated as it moves through the legislative process. NC State employee policy is being used; which is stronger than federal law. This adds another layer of protection of hourly state employees.</p>		
Rachel Davis	Queen City Cocoa B.E.A.N.S.	<p><u>NEXT ACTIONS: Queen City Cocoa B.E.A.N.S.</u></p> <ul style="list-style-type: none"> • Contact for organization is Karyn Paul at Mrs.kapa-at-yahoo.com • Gmail:qccocoabeans-at-gmail.com • http://ncbfc.org/qc-cocoa-b-e-a-n-s/ • FB page: Charlotte Chapter Cocoa Beans • Membership is \$ 5.00 in addition to an NCBC membership
<p><u>Queen City Cocoa B.E.A.N.S Report:</u> Purpose: Queen City Cocoa B.E.A.N.S. is a collaborative organization with NCBC committed to creating opportunities to advance breastfeeding education, advocacy, normalcy, and support among minority communities in the Charlotte and surrounding areas of North Carolina. They are local resource for woman of color within NC. There is a monthly breastfeeding support group, Cocoa Beans Cafe, meets the last Monday of each month from 6:30 pm-7:30 pm at Baby + Co 131 Providence Rd, Charlotte, NC 28207. They serve as support for woman of color in NC and as a goal would like to organize other CB groups in NC.</p> <p>Updates: Café regularly meets; have 2 groups now (one in Charlotte and one in Cabarrus County). See emailed update. Donation for pink hats is now over \$2,000.00. Cabarrus Baby Shower was 2/11/17. Charlotte Baby Shower will be April 8th. Pathway 2 training program at Johnson S. Smith will have their first class in the fall.</p>		
Grisel Rivera	State Coordinator Report	<p><u>NEXT ACTIONS: State Coordinator Report</u></p> <ul style="list-style-type: none"> • DPH staff Jessica Bridgeman from CACFP (Child and Adult Care Food Program) and Grisel Rivera presenting at the 12th Breastfeeding and Feminism International Conference • The NSB Breastfeeding Supply Competency Training has been submitted to CDR for CPE • NC Lactation Educator Training Program- continue as faculty and providing breastfeeding resources to registered students
<p><u>State Coordinator Report:</u></p> <ul style="list-style-type: none"> • Breastfeeding Unit <ul style="list-style-type: none"> ○ State Breastfeeding Coordinator is Grisel Rivera. Her email address is Grisel.rivera-at-dhhs.n.c.gov ○ Grisel shared she will transitioning to a new position; she will become the Nutrition Program Supervisor. ○ State Breastfeeding Peer Counselor Coordinator is Lisa Baker. Her email address is Lisa.baker2-at-dhhs.nc.gov • NC Maternity Center Breastfeeding-Friendly Designation: <ul style="list-style-type: none"> ○ Provided the NC MCBFD Webinar, March 7 		

<ul style="list-style-type: none"> • NC Breastfeeding-Friendly Child Care Designation: <ul style="list-style-type: none"> ○ The NC BFCCD Review Committee has completed the review if the application. • Loving Support @Model Through Peer Counseling <ul style="list-style-type: none"> ○ FNS updated Loving Support @Model Peer Counselor and WIC Managers <ul style="list-style-type: none"> ▪ Train the Trainer: June, 2017 ▪ State wide training: August 2017 • Core Trainings and Quarterly trainings/Region Lactation Training Centers <ul style="list-style-type: none"> ○ Core Trainings and Quarterly trainings are ongoing in each Perinatal Region ○ RFA posted on nutritionnc.com web page, March 6th for Region VI-Coastal Plains Region Lactation Training Center for a grant administrator. Applications are due by 4/18/17. • The DPH Breastfeeding Unit provides technical assistance to: <ul style="list-style-type: none"> ○ MCH Improving Community Outcomes (ICO4MCH): Breastfeeding Initiative to Reduce Infant Mortality <ul style="list-style-type: none"> ▪ Working on Breastfeeding webinar will occur in April ○ Maternal, Infant and Early Childhood Home Visiting (MIECHV): Breastfeeding Learning Collaborative 		
Kathy Parry	United States Breastfeeding Committee Activities	<p><u>NEXT ACTIONS: USBC Report</u></p> <ul style="list-style-type: none"> • CDC-USBC Bimonthly Coalition Webinars are open to everyone. Next webinar is (Tuesday) April 11th at 2:00-3:00 pm ET • USBC Weekly News Bulletins (free subscription) can be received through email. You may sign up for these at http://www.usbreastfeeding.org/. These will be emailed out to listserv by the NCBC Secretary. • “Like” the USBC Southeastern FB group as well as the NCBC FB page
<p><u>US Breastfeeding Committee Updates:</u></p> <ul style="list-style-type: none"> • Coalitions Conference will now occur annually in Washington DC; tentative dates are August 4–6, 2017. There will probably not be a “call for papers” because a lack of federal funding. Kellogg funding may be one of the few funding resources. • Day of Advocacy will be Monday, August 7, 2017 • Catherine Sullivan is now part of the Board of Directors 		
Kathy Parry	Adjournment of Official Meeting	

2017 Meetings:

May 21st in Wilmington

August 12th in Asheville

October 18th in Greenville

December 9th in Charlotte