

NCBC in Perinatal Region 4: Raleigh

MINUTES

North Carolina Breastfeeding Coalition
January 28, 2019 10am-1pm
Loonie Poole Golf Course, NCSU
Raleigh, 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: Save the date July 11-13
- ILCA webinars at <http://www.ilca.org/>
- USLCA webinars at <http://uslca.org/>
- 17th Annual Triangle Breastfeeding Alliance Conference: Timely Topics in Breastfeeding Support, Save the Date 05/02/19
- Compassion and Clinical Skills: Improving the Breastfeeding Experience for All Families, June 21, 2019. Wilmington, NC. [Call for hands-on science fair exhibits for 2019](#)
- Available webinar through Appalachian Breastfeeding Network [Addressing Health Inequality in Appalachian](#)

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

Welcome, Introductions

Ellen Chetwynd

- Welcome to NCBC meeting at Region 4
- NCBC is the state local coalition for the US Breastfeeding Committee (national level)
- Overview of NCBC in the national landscape
- Lindsey Reeves running unopposed for NCBC chair elect
- Katie Wouk will need treasurer for maternity coverage April-June 2019
- NCLCA co-chair position will open in October 2019
- Introductions

Announcements

Revision of [Ready Set Baby](#) is now available from CGBI

- [Join NCBC/NCLCA](#)
- [Join USLCA](#)
- NCBC is continuing to explore grant funding opportunities
- The [Making It Work Tool Kit](#) is available online

Strategic Goals:

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

Attendance

Attended In-Person: Stephanie Amekuedi, Edith Amponsah, Love Anderson, Alisha Bailey, Jessica Brigman, Ellen Chetwynd, Heather Cleveland, Norma Escobar, Emily Fung, Jam Gourley, Amanda Linderman, Alina Mantha, Kathy Parry, Chiara Phillips, Erin Polulach, Mary Pope, Christy Quirk, Lindsey Reeves, Kari Riggle, Abigail Sanders, Lillian Scott, Nicola Singletary, Abby Sykes, Crystal Unger, Amanda Watkins, Michelle Williams,

Phone Participants: Connie Mclendon, Katie Wouk (treasurer), Phyllis Kombol, Rhonda Argenbright

December Minutes Approval

Motion to approve December minutes

Treasurer report

Ellen Chetwynd (provided by Katie Wouk)

Updates:

Total Income: \$2,809.10; NCLCA conference: \$2609.10, Membership dues: \$200

Total General Disbursements: \$726.03

Balance available for General Disbursements (8/9/18): \$8,867.84

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: 29 (7 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: 24 (7 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: have over 1870 likes.
Follow us on Twitter: @NCBreastfeeding

Awards Golden Bow

Contact: Heather Lynn, heatherhiggins-at-gmail.com

Purpose: To stop the distribution of formula discharge bags and to recognize healthcare facilities which do not give out formula samples. Applications are accepted twice a year. Updated mapping reveals 89 % of live births occur at birthing facilities that have banned the bags. There have been hospitals that have received stars for banning the bags but have not received the Golden Bow award from NCBC. National registration ([National Registry for Ban the Bags](#)) needs to be done in addition to receiving an NCBC Golden Bow award. NCBC would like for NC to reach 100% participation. Applications are checked on **February 1st and July 1st**.

Awards this cycle:

- PR2 Lake Forest Baptist
- PR2 Lexington Medical Center
- PR6 Vidant Beaufort

Perinatal Region 4: There were no awards for PR4 this cycle. There are 5 hospitals that have not applied for the Golden Bow Award: Wake Med North, Baby&Co in Cary, Granville Medical Center, Central Carolina Hospital, and Johnston Health in Clayton

Action: Establish which of these hospitals have banned the bags and encourage them to apply for the Golden Bow Award.

BF Friendly Business

Contact: Machellet Williams, machelletwilliams-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.

- **Awards this cycle:** 8 new awardees this cycle.
- PR1 EDSI (locations are in North Carolina, but are headquartered in Michigan)
- PR1: Buncombe County WIC
- PR1 Fox and the Fig
- PR1 Mountain Area Health Education Center (MAHEC) (Family Health & OB/GYN Specialists)
- PR2 SonShine Embrace Learning Center, Inc.
- PR3 Topgolf Charlotte
- PR5 Mill Creek Family Practice
- PR6 Vidant Beaufort Hospital

Perinatal Region 4: n/a

Mother-Baby Clinic

Contact:

Chair, Connie McLendon: MCLENDON_C-at-alumni.ecu.edu
Assistance chair, Jillian Roehm: jillianroehm-at-gmail.com

Current Regional Coordinators

Perinatal Region 1: Brandi Nations
Perinatal Region 2: **open position**
Perinatal Region 3: **open position**
Perinatal Region 4: Alisha Bailey, Abigail Sanders
Perinatal Region 5: Sarah Lester
Perinatal Region 6: Elaine Clark

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:

- **The committee will review current applications in February**
- Our goal since the last meeting has been to improve communication and frequency of contact between region volunteers as we work toward improving support for our breastfeeding families in NC. We sent an all-call to current regional coordinators for updated contact information. We received responses from Elaine and Abigail. We are looking to schedule monthly check-ins with each region to centralize our efforts.
- NCBC received a grant to develop the mother-baby clinics to Mother Baby Award for outpatient healthcare clinics, will pilot in the Wilmington area. Subsequent years hope to expand to other regions in the state.

Needs/opportunity: Regional coordinators needed for region 2 and 3

Grant Funding Opportunities

Contact: Sarah Hogan, sarahmariehogan-at-gmail.com and ellenchetwynd-at-gmail.com

Updates: NCBC awarded funding under the RFA#A-359 Physical Activity and Nutrition Program from NC DHHS. **KEEP YOUR EYE OUT FOR POSITIONS THAT NEED TO BE FILLED FOR THIS GRANT WORK.**

Funding Opportunities

IBLCE Exam Scholarship: application will open in March

Recognition of Tawana Cherry and Connie McClendon as fall 2018 scholarship recipients, Congratulations!

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

Non-Medical: Sometimes problems are more than just medical. Sometimes it's more about parenting, needing a friend, or maintaining a relationship with your partner then it is about breastfeeding.

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](#)

Increase Breastfeeding Expertise: Looking for suggestions for improving breastfeeding expertise for medical providers. **How can we as parents better help you to make this happen? (Email Love with suggestions)**

Website

- Trimark almost finished with pro bono work on regional pages in 2019
- Planning to phase out zipmilk.org in 2019 as NCBC develops alternative resources.

State Breastfeeding Updates

Contact:

State Breastfeeding Coordinator, Chiara Phillips Chiara.Phillips-at-dhhs.nc.gov
State Breastfeeding Peer Counselor Coordinator, vacant

Updates:

- **North Carolina WIC Program and Child and Adult Care Food Program are OPEN FOR BUSINESS**
- NC MCBFD application available [here](#)
 - Next application deadline: April 30, 2019
- The NEW NC BFCCD application [here](#)
 - Next application deadline: January 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: February 13-15 and May 16-17, 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
- [Call for hands-on science fair exhibits](#) for 2019

Region IV Report on progress from 2018 Summit Break-out Session

At the 2018 Greenville Summit's break-out session, Region IV was represented by 5 counties out of the 13 counties within the region. We broke into county groups. Each group discussed their area's strengths. Then they identified a challenge or opportunity for improvement, along with a strategy to address the challenge / opportunity for improvement.

To date, 3 of the 5 groups reported progress toward their strategy:

Chatham:

Challenge/goal: Improve access to care.

Strategy: Create alliances by at least 1 conversation with 1 program.

Group's contact person, Angie Hilliard, reported the following efforts in Chatham County:

- Made one connection to CEO of Chatham Hospital
 - Collaboration in future for lactation with expansion of new services expected within medical center over the coming years. We plan to touch base at later time.
- Contact made with Pittsboro Mommies Group via social media

Durham:

Challenge/goal: Improve outpatient services to Duke.

Strategy: continue efforts through Duke Family Medicine.

Group's contact person, Jan Tedder, reported the following efforts in Durham County:

- Connected with Love Anderson, Breastfeeding Family Friendly Communities of Durham.
- Joined the Baby-Friendly committee at Duke Hospital as a community representative. Outpatient possibilities being explored.
- Continued volunteer teaching lactation education and support at Duke Family Medicine Residency.
- Plans to present "Teaching Child Development to Extend Breastfeeding Duration" to LCs at Duke Hospital.

- Met with the Duke Hospital speech therapist at Duke Hospital regarding referrals from outpatient LCs about complicated breastfeeding issues.

Orange:

Challenge/goal: Collaborate for more consistent prenatal education.

Strategy: Support the NC Central Breastfeeding Coalition through attendance.

Group's contact person, Alisha Bailey, reported the following efforts in Orange County:

- Ongoing efforts to identify a way to offer more coordinated prenatal education: discussion has occurred at the NC Central BF Coalition meetings; local players are very eager to work together to provide more cohesive prenatal support. It appears it will remain an ongoing project.
- Increased participation in the coalition meetings – including attendance from LLL and Women's Birth and Wellness Center, plus representation from BF Friendly communities.
- Reached out to current MRTTI students, inviting them to attend coalition meetings.
- Will provide future coalition meeting dates/locations/times to NCBC [to post on the website](#).

NCBC Region 4 Regional Focus

Jessica Bridgman: Breastfeeding Friendly Childcare Designation Presentation

- Recently updated application, shortened from 30 to 3 pages based on feedback from potential applicants
- 10 steps related to BF friendly childcare, 5 standards, 1 standard = 1 building block
- All licensed childcare centers are eligible to apply, including home childcare
- All licensed facilities are required to set aside an area for breastfeeding in their center or home, that means all centers are eligible for at least one star
- Standards do not have to be achieved in order
- Some centers have policies on not providing human milk over a certain age (commonly 12 months, and sometimes as early as 6 months). Jessica has resources related to this topic, contact her if you need more information.
- Designation valid for 3 years, will need to renew at that time.
- Applications are done quarterly and dates are on the [website](#).
- [Guide for parents](#) in search of BF Friendly childcare

Next Meeting

The next NCBC meeting will be on March 23rd from 10am-1pm in perinatal region 2, location TBA

Full State Breastfeeding Coordinator Report

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**
 - **North Carolina's WIC Program and Child and Adult Care Food Program are OPEN FOR BUSINESS**
- **NC Maternity Center Breastfeeding-Friendly Designation (NC MCBFD):**
 - October 31, 2018 NC MCBFD Application submissions were reviewed on December 20, 2019. I will complete technical assistance phone calls with each maternity center. Anticipated date certificates for February 2019
 - 2019 Application Deadlines for NC MCBFD:
 - Tuesday, April 30, 2019
 - Thursday, October 31, 2019
- **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 newly revised 3-page application may be submitted effective January 15, 2019. The previous application will continue to be accepted through the April 15, 2019 for both first-time applicants as well as those applying to increase their designation level; although all are encouraged to transition to and utilize the revised application when applying.
 - 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**
 - Spring 2019 Course Dates: February 13, 14, 15 and May 16 and 17, 2019 (Plus 2 clinical days to be scheduled) 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, February 8, 2019: Mountain Area Health Education Center, Asheville, NC
 - Perinatal Region II: Friday, March 29, 2019: Novant Health Forsyth Medical Center, Winston Salem, NC
 - Learn more about Northwest AHEC's Breastfeeding Forum [here](#)
 - Perinatal Region III: Wednesday, February 27, 2019: Hornets' Nest, Williamson Pavilion, Charlotte, NC

- Perinatal Region IV: Wednesday, February 6, 2019: Wake County Human Services, Raleigh, NC
 - Perinatal Region V: Thursday, February 21, 2019: New Hanover County Health Department, Wilmington, NC
 - Perinatal Region VI: Monday, February 4, 2019: Eastern Area Health Education Center, Greenville, NC
- **Breastfeeding Supplies Competency Training (BSCT) CDR Approved:**
 - 2019 Winter Breastfeeding Supplies Competency Training is running from January 7 to April 5, 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](#)
- **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 and Mary Showalter: acmoore@novanthealth.org
 - **Perinatal Care Region III: Mecklenburg County Health Department**
 - Regional Breastfeeding Coordinator: Lisa Barker (*interim*): 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**

- Loving Support Award of Excellence is an award program established to recognize local WIC agencies that have provided exemplary breastfeeding promotion and support activities. The award is given at three levels of performance that build on one another: Gold, Gold Premiere, and Gold Elite. The Gold Premiere level requires the local agency to have at least 15% of participant receive the fully breastfeeding food package (no breastmilk substitutes) and show an increase in issuance of this food package. Please congratulate the following North Carolina counties for the receipt of these awards in 2018.
 - Gold Level Award Winners
 - Cherokee County
 - Alamance County
 - Madison County
 - Toe River Health
 - Gold Premiere Award Winners
 - Henderson County
 - Onslow County
 - Buncombe County
- WIC Breastfeeding Data: Local Agency
 - Reminder: NSB's Epidemiologist has updated the SFY 2016 and posted SFY 2017 WIC Breastfeeding Data in February 2018. The updated and new breastfeeding data is available [here](#).
 - The North Carolina 2017 SFY shows that 72.88% of postpartum women participating in WIC initiated breastfeeding, 48.9% of infants participating in WIC were breastfeeding at 6 weeks of age and 29.10% of infants participating in WIC were breastfeeding at 6 months of age
- **DPH: Women's and Children's Section**
 - Women's Health Branch
 - Healthy Beginnings
 - Added to their Request for Applications the requirement that all awarded sites complete breastfeeding education training and provide one group session on breastfeeding annually with inclusion of the partner.
- **DPH: Chronic Disease and Injury Section Report**
 - Community and Clinical Connections for Prevention and Health Branch (CCCPH)
 - Beginning in April 2019, the Community and Clinical Connections for Prevention and Health Branch (CCCPH), NC Division of Public Health, will fund seven organizations to implement CDC's State Physical Activity and Nutrition Program strategies across the state. Awardees who will be working on interventions supportive of breastfeeding include:
 - North Carolina Breastfeeding Coalition (NCBC). They will receive \$56,520 to work towards increasing breastfeeding rates among populations at highest risk for health inequities. NCBC's project will coach primary care providers through a process to
 - increase accessibility of breastfeeding support by medical providers and peer counselors,
 - improve their breastfeeding protocols, practices and interventions, and

- attain the Mother-Baby Friendly clinic award for outpatient clinics.

They will begin their work in two primary care clinics serving low-income families and families of color in New Hanover, Pender and Brunswick Counties.

- Smart Start of New Hanover County will receive \$ 32,887 to implementing nutrition standards in early care and education centers. They will use the Farm to Early Care and Education model to enhance technical assistance and training in support of nutrition, physical activity and breastfeeding in three to five child care centers. This initiative will increase the number of Child and Adult Care Food Program nutrition standards met and support mothers who choose breastfeeding options after they return to work and enroll their children in early childcare.
- Preventative Health and Health Services Block Grant
 - Beginning in June 2019, local health departments will have the opportunity to use funds to work on breastfeeding-friendly awards and designations through the 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](#)