

NCBC Meeting

MINUTES

North Carolina Breastfeeding Coalition

March 20th, 2021 12-1 pm

Virtual Meeting

Vision: Vibrant communities where breastfeeding and human milk feeding are part of the fabric of life.

Mission: To facilitate collaborative community work through education and advocacy that creates an environment of genuine breastfeeding support for all families.

***Note—In an effort not to use email addresses in our minutes at the advice of our website administrator, '@' in email addresses has been replaced with '-at-'*

Upcoming Conferences

- 2021 NCLCA Summit has been cancelled.

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

Next Meeting

May 6th, 12-1pm

Virtual Meeting

Attendance

Phone Participants: Brittany Brown, Connie McLendon, Love Anderson, Ann Conlon-Smith, Gina Rose, Kathleen Anderson, Laura Sinai, Mrika Kadeli Harrigan, Natalie Ward, Colette Waddill

Announcements

- The new lactation [resource map](#) on the NCBC website is now live!
- Have transitioned from using ZipMilk as a resource, we have an interactive resource map on website
- [Join NCBC/NCLCA](#)
- The [Making It Work Tool Kit](#) is available online
- On our website homepage there is a button on the top with a link to the NC updated telemedicine policy for reimbursement for medical lactation support
- The MilkyMermaid is offering lactation services in Greenville, NC starting next month.

Website

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

NCBC Updates

Connie McLendon

- Introductions
- Welcome to NCBC meeting
- NCBC Board Overview
- ZipMilk is no longer being used. We now have an interactive map on our website that is divided up into 6 Regions. Each county has a list of resources available in that county. To add a resource or make a change to a listed resource please click on the [Suggest Edits](#) button on the resource map webpage and fill out form.
- The MilkyMermaid is going to be offering lactation services in Greenville, NC starting next month.
- NCBC Grant work: Transforming Clinics for Better Breastfeeding Outcomes: PAN Grant thought the state that is awarded by the CDC
 - Focus on getting breastfeeding support in the communities we are working in. Primarily in populations with low breastfeeding rates.
 - Currently on Year 3 working in Region 4 with Piedmont Health Services (Federally qualified health centers) in 3 clinics in Alamance county.
 - Will be posting soon job opening for an IBCLC in this community to work on this grant.
 - This work centers on our Mother/Baby Friendly Clinic Award. With this grant we help clinics go through the process of transforming to be able to get this award and maintain the practices implemented.
 - Through this grant we: coach primary clinicians, increase accessibility of support, attain prestigious clinic award, and improve relationships with IBCLCs
 - Hoping to extend this grant for two more years by partnering with 2 HBCU Pathway 2 programs: Johnson C. Smith University and North Carolina A & T.

Treasurer report

Update not shared at meeting

Membership report

Connie McLendon (provided by Laura Sinai)
Contact: NCBC Membership-at-gmail.com

Updates:

Total 2017 NCBC Members: 100 (7 Lifetime members)
Total 2018 NCBC Members: 104 (7 Lifetime members)
Total 2019 NCBC Members: 96 (9 Lifetime members)
Total 2020 NCBC Members: 70 (9 Lifetime members)

NC Lactation Consultant Association 2017 Members: 74
NC Lactation Consultant Association 2018 Members: 82 (7 lifetime members)
NC Lactation Consultant Association 2019 Members: 80 (9 lifetime members)

Total 2020 NCBC and NCLCA Members: 33 (9 Lifetime members)

Annual Membership: Join the Family!

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

How to Join NCBC

- The new membership fee is \$25 effective 01/01/2020
- Members may join at any time during the calendar year on the website. Paypal is preferred
- Membership is open to everyone (no credentials required); members have voting privileges.
- All members are automatically a member NCLCA.
- When you become an organizational member one person in your organization is joined for free and all other members are half off (\$12.50)
- If anyone has trouble logging into the website or needs to check membership standing, contact NCBCMembership-at-gmail.com

Awards

Golden Bow

****We are considering phasing out this award as it is not as needed anymore. Many places have attained this already. Also there are other groups that are doing this work.****

Chair: currently an available position

Contact: nbcchair-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: None this cycle

BF Friendly Business (customers) and Employers

Chair: open position

Contact: ncbchair-at-gmail.com

Purpose: NCBC recognizes local companies that support breastfeeding families. In doing this, we distinguish between “Breastfeeding-Friendly Businesses” and “Breastfeeding-Friendly Workplaces”. Breastfeeding Friendly Businesses are businesses that welcome breastfeeding mothers as customers. This can be as simple as treating breastfeeding mothers well, never asking them to leave, cover up, or move. Businesses that have been granted the Breastfeeding-Friendly Business Award can proudly display the Breastfeeding-Friendly window cling. Breastfeeding-Friendly Workplaces are workplaces that have made accommodations to support breastfeeding mothers as employees. This can be as simple as allowing employees to have flexible breaks and access to a private room for expressing milk or nursing. The room needs to have a comfortable chair and a lock on the door. Plaques are awarded to businesses who meet application qualifications. Awards (plaque and window sticker) are presented twice per year - **February 1 and July 1** are dates for submitting applications. Award winners are also listed on the website. Apply online. Business cards are available to use when speaking to businesses. DPH Webinars on Business Case can be found on the website.

- 83 of 84 North Carolina WIC Programs are now Breastfeeding Friendly Workplaces

Update: 21 applications for the last award cycle. Anticipate notifications by 4/15/2021

Thank you to Love Anderson and BFFC for the design of the new window cling

Mother-Baby Clinic

Contact: Caroline Healy, NCBC.ClinicAward-at-gmail.com

Purpose: On October 8, 2014, the North Carolina Breastfeeding Coalition launched the “**Mother-Baby Friendly Clinic Awards Program**” now called “**Mother Baby Award for outpatient healthcare clinics**”. Awardees represent the best our state has to offer in terms of support for the breastfeeding family. The award is open to any outpatient medical clinic serving pregnant and postpartum women, infants and/or children in North Carolina. Applicants may include Health Departments, Family Medicine, Pediatric, Obstetric, Midwifery, or other types of clinics serving these populations. Criteria for the award are very closely based on the “Baby-Friendly USA Guidelines and Evaluation Criteria,” and the Academy of Breastfeeding Medicine’s “Clinical Protocol #14: Breastfeeding-Friendly Physician’s Office: Optimizing Care for Infants and Children.” As such, the act of reviewing criteria is, in and of itself, an opportunity to identify evidence-based best practices for the care of pregnant and/or post-partum women and children. Applications are available on the NCBC webpage. **Application deadlines are February 1st and July 1st.**

Updates:

- If anyone is interested in joining the committee, please contact the Committee Chair at NCBC.ClinicAward-at-gmail.com
- No applicants for February 2021 Cycle
- Currently working on getting in touch with all past awardees to encourage them to continue to follow the highest practices and policies that allowed them to achieve the award in the first place and reminding them that now is a great time to keep up with annual training. Also plan on sharing the best resources for Covid and breastfeeding we have on our website with the past awardees.

Parent Advocacy Updates

Chair, Love Anderson: nbcparent-at-gmail.com

Updates from NC counties or region:

- Thank you so much for your incredible work supporting our community! These have been incredibly difficult and challenging times. Your work is essential!
- Updated Lactation support provider information in the area is available on the Breastfeed Durham (<https://breastfeeddurham.org/lactation-support/>) website.
- We will add Breastfeed Orange NC will officially “launch” very soon.
- Breastfeeding Friendly Child care training is available for childcare providers/admins online this year on the 2nd Tuesday of the month from 1-2pm. Parents are encouraged to share the training with their childcare providers/suggest that their providers participate in the training. See information [Dates and Topics](#) and [Register Here](#)
- LLL meetings in Durham and Chapel Hill/Carrboro continue to be online and open to all families in North Carolina. Families can check out the LLL Durham (lldurham.org) or La Leche League Chapel Hill (llofchapelhill.org) websites for local meetings OR La Leche League USA Events page (<https://www.facebook.com/LaLecheLeagueUSA/events/>) for online meetings throughout the country at a time and day that best meets their needs OR the LLL USA Locator (<https://lllusa.org/locator/>) for local Leader contact information.
- Monthly meetings continue in Wilmington via Zoom. Also, Chocolate Milk in Wilmington has a Monthly meet-up (virtual) Port City BF project that has BF photo shoots scheduled for the end of the month.
- Friday-March 26th at 6 PM, NC BIPOC Birth Workers & Advocates Town Hall, Hosted by Maya Jackson and Joy Lampkin-Foster, Join us to discuss pressing issues that are impacting BIPOC Birth Workers and advocates across the state of North Carolina. This meeting creates a space for fellowship, networking, shared resources, and advocacy to support each other across county lines. Register to attend [here](#).
- No NC Summit this year
- Please remember to review the [North Carolina Breastfeeding Resources](#) by County and submit your [updates](#)
- Multidisciplinary clinic in Wilmington, NC held on Fridays 8am-2pm at Cape Fear Smiles to assess for tethered oral tissues: Natalie Ward (IBCLC), Dr. Cortez (dentist), and Dr. Samantha Bunge (chiropractor)
- Through the Breastfeed Durham group and a meeting with other lactation supporters in that county a letter was drawn up to Duke regarding the credentials needed to hold an IBCLC position at Duke.

- Historically Duke has required IBCLCs to also be RNs
- Through the letter and other advocacy work with Duke this rule was changed. Now IBCLCs do not need to also be RNs to be hired.
- Now pushing for other Hospitals in the Triangle area to make this change. Currently working with WakeMed and UNC reps to get them to reconsider their policy as well.
- Letter can be found on NCBC website

We are looking for this year's parent advocates. Because all NCBC meetings have transitioned to a digital format in 2021, NCBC is removing the regional aspect of the meeting. However, would you or someone you know like to present any information/updates from your region or county as a "Parent Advocate" at an NCBC meeting this year? Presentations must be limited to less than five minutes. And presenters must be ["official" members](#) of NCBC (financial assistance available upon request). Or please email me your updates to NCBC Parent Advocate <ncbcparent@gmail.com>.

Which meeting date(s) works best for you?

1. Thursday, May 6th 12-1
2. Wednesday, June 2nd 12-1 (Erin Crites <scrunchymamawellness@gmail.com>)
3. Monday, August 9th 12-1
4. Meeting: October 2021 TBA

Regional Parent Liaison

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

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

- **Statewide Parent Liaison Coordinator:** for the NC Breastfeeding Coalition,
 - Love Anderson, 919-622-8787, <ncbcparent-at-gmail.com>
- **Region I:** Buncombe, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, McDowell, Mitchell, Polk, Rutherford, Swain, Transylvania, Yancey (Region 1)
 - All of Region 1, Kim Neiheisel kimneiheisel@gmail.com

- **Region II:** Alexander, Alleghany, Ashe, Avery, Burke, Caldwell, Catawba, Davidson, Davie, Forsyth, Guilford, Iredell, Randolph, Rockingham, Rowan, Stokes, Surry, Watauga, Wilkes, Yadkin
 - **All of Region 2: Unfilled**
- **Region III:** Anson, Cabarrus, Cleveland, Gaston, Lincoln, Mecklenburg, Stanly, Union (Region 3)
 - All of Region 3: Kate Doughty doughka@outlook.com
- **Region IV:** Alamance, Caswell, Chatham, Durham, Franklin, Granville, Johnston, Lee, Orange, Person, Vance, Wake, Warren (Region 4)
 - All of Region 4: Stephanie Crystal Whitaker <Swhitaker722@yahoo.com>
 - Point person for Chatham County
 - Angie Hilliard <angie2242@msn.com>
 - Point person for Orange County:
 - Kathleen Anderson <kathleen@breastfeedingcommunities.org>
 - Point person for Wake County
 - Megan Roberts <MRoberts@safechildnc.org>
- **Region V:** Bladen, Brunswick, Columbus, Cumberland, Harnett, Hoke, Montgomery, Moore, New Hanover, Pender, Richmond, Robeson, Sampson, Scotland (Region 5)
 - All of Region 5: Olivia Rice <oliviabreastfeeds@gmail.com>
- **Region VI:** Beaufort, Bertie, Camden, Carteret, Chowan, Craven, Currituck, Dare, Duplin, Edgecombe, Gates, Greene, Halifax, Hertford, Hyde, Jones, Lenoir, Martin, Nash, Northampton, Onslow, Pamlico, Pasquotank, Perquimans, Pitt, Tyrrell, Washington, Wayne, Wilson (Region 6)
 - All of Region 6: Erin Crites <scrunchymamawellness@gmail.com>

State Breastfeeding Report from Chiara Phillips

Updates: no updates

State Breastfeeding Coordinator: Chiara.Phillips-at-dhhs.nc.gov

State Breastfeeding Peer Counselor Coordinator: Alina.Rivera-at-dhhs.nc.gov

NCLCA

Updates:

Breastfeeding Summit:

- 2021 NCLCA Summit has been cancelled. Hope to resume Summit as a live event in 2022.

Medicaid Transformation

- Medicaid Transformation was set to role out in 2019 but NC delayed it.
- NC is shifting Medicaid to a prepaid health plan. It will no longer be a fee for service type of insurance, rather it is based on the managed care model using pre-paid health plans.
- Individuals receiving Medicaid will need to choose a primary care provider as well as a health plan that fits their needs and is accepted by that provider.

- The Private companies that are participating as the prepaid plan administrators are WellCare, UnitedHealthcare Community Health Care, Healthy Blue, Amerihealth Caritas, Carolina Complete Health, and Eastern Band of Cherokee Indians Tribal Option.
- The state of NC is asking Medicaid recipients to look at these different plans and figure out which one works best for them. All the plans all have the same base, and you will still get the same care you have been getting. In addition to this each plan has additional benefits to help address those social determinants of health.
- This process of choosing a plan can be new and overwhelming to our patients and so Patients should contact Enrollment Broker for Choice Counseling: 1.833.870.5500
- **March 1st:** Mailings to Medicaid beneficiaries begin
March 15th-May 14: Open enrollment
April 15th: reminder postcard
May 15: Auto-enrollment (if recipients don't choose a plan by this date they will be auto enrolled into a plan)
July 1st: Health Plan Coverage starts
July 1- Sept 30: 90 Day Choice Period
- Some plans offer breast pumps
- Families need to be aware of what plan their providers take before choosing their plan. Some providers might not be taking certain plans.
- There are multiple ways beneficiaries can enroll and/or get more information:
 - Online (ncmedicaidplans.gov)
 - Mobile App (search for NC Medicaid Managed Care in Google Play or the App Store)
 - Call (speak with an Enrollment Specialist 1-833-870-5500)
 - Mail

Additional COVID-19 Info

- NCBC website will be kept up to date with information and links to best practices
- La Leche League meetings are virtual: go to <https://llusa.org/locator/> to find meetings
- AAP recommends that well child visits that include scheduled vaccines are still being conducted
- Resources can also be found on the Carolina Global Breastfeeding Institute website <https://sph.unc.edu/cgbi/carolina-global-breastfeeding-institute/>
- Virtual Ready, Set, Baby Prenatal Education Classes are available: taught by graduate lactation students with assistance from IBCLCs
 - Join virtual RSB class:
<http://zoom.us/j/98369482228>
 (meeting ID: 983 6948 2228)
 - Check Tri-County Breastfeeding Coalition Facebook page for updates and links to virtual classes