

MINUTES

North Carolina Breastfeeding Coalition
August 9, 2018 4:30-6pm
Perinatal Region 6: Greenville
The Education Center at 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

Art of Breastfeeding Conference, Raleigh NC 10/8-10/10

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

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

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

Welcome, Introductions, and Mission Moment

Ellen Chetwynd

- Welcome to NCBC meeting at Region 6
- Introductions
- NCBC is the state local coalition for the US Breastfeeding Committee (national level)
- Overview of NCBC in the national landscape
- Fit of NCLCA/NCBC within USBC
- Counties in region 6

Announcements

Revision of **Ready Set Baby** is now available from CGBI

Join NCBC/NCLCA

- We welcomed Machel Williams as NCBC Executive in July!
- **NC Medicaid policy**, incident-to lactation billing
- 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: Rhonda Argenbright, Ellen Chetwynd (Chair), Hannah Edens, Norma Escobar, Sara Foreman, Eileen Johnson, Kelly Messing, Allison Morton, Anitha Muddana, Hailey Norris, Jenny Ownbey, Kathy Parry (Past Chair), Wendy Proctor, Kamiela Rosber, Rebecca Rhulen (NCLCA Chair),

Nicola Singletary (secretary), Sophie Szymeczek, Crystal Unger, Machel Williams (Executive Assistant), Katie Wouk (Treasurer)

Phone Participants: phone participation was not available for this meeting

June Minutes Approval

Motion and second to approve June minutes

Treasurer report

Ellen Chetwynd (provided by Katie Wouk)

Updates:

Total Income: \$225; Membership dues: \$225

Total General Disbursements: \$1738.33

Balance available for General Disbursements (6/19/18): \$9067.58

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: 101 (7 Lifetime members)

NC Lactation Consultant Association 2017 Members: 74

NC Lactation Consultant Association 2018 Members: 79

Open to non-IBCLC; one must join NCBC to join NCLCA. (1 LCERP webinar and group discount memberships are benefits)

2017 Organizational Memberships: 6

2018 Organizational Memberships: 6

How to Join NCBC

- 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

Note: If you join in the final quarter of 2018 then you are a member for the full calendar year 2019. Reminder that membership January to December; only if you join after October will it roll over to next year.

NCBC fb page: have over 1800 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

Action: Rhonda Argenbright, Kathy Parry and Sophie Szymeczek will contact 3 remaining hospitals in PR6 to check status and encourage to apply for golden bow and national bow. ***Region 6 is very close to eliminating all formula discharge bags throughout the whole region! This will be a huge accomplishment for such a large region!***

BF Friendly Business

Contact: Mabelle 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, 2018 and July 1, 2018** 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. From Perinatal Region 6 Vidant Beaufort Hospital received both the Breastfeeding Friendly Workplace and Breastfeeding Friendly Business Award this cycle!

- PR1 Buncombe County WIC
- PR1 EDSI (locations are in North Carolina, but are headquartered in Michigan)
- PR1 Fox and the Fig
- PR5 Mill Creek Family Practice
- PR1 Mountain Area Health Education Center (MAHEC) (Family Health & OB/GYN Specialists)

- PR2 SonShine Embrace Learning Center, Inc.
- PR3 Topgolf Charlotte
- PR6 Vidant Beaufort Hospital

Mother-Baby Clinic

Contact: Jillian Roehm, jillianroehm-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.**



Awards this cycle.

- PR6 Jones County Health Department
- PR5 Bladen Kids Care
- PR5 Women’s Health Specialists
- PR4 SAS Healthcare Center,
- PR2 Magnolia Birth Center,
- PR1 MAHEC

Needs/opportunity: Colorado protocols could be used to update ours, volunteer/s to help with this

Parent Advocacy Updates

Love Anderson will begin in a position as our Parent Advocacy liaison in September 2018.

Grant Funding Opportunities

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

Updates: NCBC has created a new position to seek out appropriate grant funding. Sarah Hogan will be our “Grant Coordinator”. Sarah will be sharing any resources she finds with us. Thank you Sarah for taking on this position!

State Breastfeeding Updates

Contact:

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

State Breastfeeding Peer Counselor Coordinator, Lisa Baker Lisa.Baker2-at-dhhs.nc.gov

Updates:

- NC MCBFD application due date is October 31, 2018.
- NC BFCCD application due date is October 15, 2018.

- NSB Breastfeeding Supplies Competency Training will be offered in Winter 2018
- NC Lactation Educator Training Program (NC LETP) IBCLE Approved registration is open for the Fall 2018 course. Register here: <http://www.nutritionnc.com/wic/conferences.htm>
- Core Trainings and Quarterly trainings from the Regional Lactation Training Centers are posted through November 2018 are available on <http://www.nutritionnc.com/wic/conferences.htm>
- Breastfeeding Peer Counselor Managers' Core Training Webinar. Register Here: <http://www.nutritionnc.com/wic/conferences.htm>
- Tuesday, September 18, 2018 from 2-4pm
- Thursday, September 20, 2018 from 10am-12pm
- Governor Roy Cooper declared August 1st to August 7th "World Breastfeeding Week" in North Carolina. <https://files.nc.gov/governor/documents/files/World%20Breastfeeding%20Week.pdf>
- The Request for Applications for the North Carolina Regional WIC Training Center will be posted on the <http://www.nutritionnc.com> by September 21, 2018
- The Loving Support Award of Excellence winners: <https://www.fns.usda.gov/wic/loving-support-award-excellence-awardees>

NCBC Region 6 Awards

The following attendees were recognized for the contribution to breastfeeding support presented by Hannah Edens. Congratulations!!!

- Dare County, achieved the highest BF initiation in NC, 92.3%
- Jones County, highest improvement in initiation rates in region
- Dare County, highest rates of any BF at 6 weeks, 68% in WIC population
- Wayne, highest improvement in BF at 6 weeks in region
- Dare, highest rate, any BF at 6 months, 50%
- Wilson county, highest improvement, any BF at 6 months
- Pamlico county, highest rate of fully BF packages in region
- Onslow county, loving support premier gold winners in the country!

Milk Fairy Awards: Milk Fairy Awards are spontaneous awards given to meeting attendees by meeting attendees to honor and appreciate their work in the field of breastfeeding advocacy. **Do you have someone you really appreciate in your region? Bring them to an NCBC meeting with you and give them a Milk Fairy Award!**

- Allison Morton, for enthusiasm for work, and drive to become involved in perinatal breakout sessions
- Sarah Bormon, involved WIC director, seeking out additional training for region, passionate
- Rhonda Argenbright, for a lifetime of breastfeeding support, continued wishes that BF support will be a part of what she does in retirement
- Nicola Singletary for saying yes to taking on NCBC secretary role on top of her other jobs
- Kathy Parry for NCBC past Chair
- Katie Wouk for NCBC board treasurers
- Rebecca Rhulen, for MCing NCLCA session
- Jennifer for networking
- First attendance at NCBC meeting
- Mabelle Williams and Kelley Messing for mothering at the conference today
- Ellen Chetwynd, Kathy Parry and Norma Escobar for inspiration to pursue breastfeeding passion
- Hannah Edens for breastfeeding support from Katie Wouk
- Crystal Unger for doing a lot behind the scenes

- Ellen Chetwynd for taking on being the NCBC chair without institutional support

Next Meeting

The next NCBC meeting will be on October 20 from 10am-1pm in Asheville. Join us for snacks, time for socializing, and beverages beginning at 9:30am.

Full State Breastfeeding Report

- **Breastfeeding Unit**
 - State Breastfeeding Coordinator is Chiara Phillips. Her email address is Chiara.Phillips-at-dhhs.nc.gov
 - State Breastfeeding Peer Counselor Coordinator is Lisa Baker. Her email address is Lisa.Baker2-at-dhhs.nc.gov
- **NC Maternity Center Breastfeeding-Friendly Designation (NC MCBFD):**
 - April 30, 2018 submission received 3 applications for review
 - NSB was invited and accepted an invitation to assist as requested with ENRICH Carolinas (funded by a grant from Duke Endowment) from the Carolina Global Breastfeeding Institute to assist with hospitals interested in pursuing the NC MCBFD program.
 - More information: <http://dukeendowment.org/story/helping-hospitals-in-the-carolinas-become-baby-friendly> or <https://sph.unc.edu/cgbi/enrich-carolinas/>
 - Next NC Maternity Center Breastfeeding-Friendly Designation applications are due: <https://www.fns.usda.gov/wic/loving-support-award-excellence-awardees>
- **NC Breastfeeding-Friendly Child Care Designation (NC BFCCD):**
 - The content of the BFCCD application is in the final stages of the approval process at NC DPH.
 - Next review committee meeting will be on August 29, 2018.
 - Next application due date is October 15, 2018
 - Breastfeeding questions related to CACFP and questions about the NC BFCCD may be directed to Jessica Bridgman at Jessica.Bridgman-at-dhhs.nc.gov
- **NC Lactation Educator Training Program (NC LETP) IBCLE Approved**
 - Fall Course: August 28, 29, 30, and November 28 and 29, 2018 (Plus 2 clinical days to be scheduled)
 - Registration is available at: <http://www.nutritionnc.com/wic/conferences.htm> under “Breastfeeding Topics” then “NC Lactation Educator Training Program”
- **Core Trainings and Quarterly trainings/Region Lactation Training Centers -**
 - Core Trainings and Quarterly trainings are ongoing in each Perinatal Region through November 2018, <http://www.nutritionnc.com/wic/conferences.htm>
 - Perinatal Region I: Friday, August 17, 2018 MAHEC, Asheville
 - Perinatal Region II: Friday, August 17, 2018 Forsyth Medical Center, Winston Salem
 - Perinatal Region III: Wednesday, August 29, 2018 Hornets’ Nest Park, Charlotte

- Perinatal Region IV: Tuesday, August 28, 2019 Wake County Human Services, Raleigh
- Perinatal Region V and VI: Friday, August 10, 2018 at the NCLCA Breastfeeding Symposium, EAHEC, Greenville

- **Breastfeeding Supplies Competency Training (BSCT) CDR Approved:**

- Next offering Winter 2019

- **Breastfeeding Policy Review:**

Training will be held on Tuesday, September 18, 2018 from 2-4pm and Thursday, September 20, 2018 from 10am-12pm.

- **North Carolina Regional WIC Lactation Training Centers**

- The Request for Applications (RFA) *North Carolina Regional WIC Lactation Training Center* will be posted to the www.nutritionnc.com by September 21, 2018.
 - All questions about the Regional WIC Lactation Training Centers and the Request for Applications should be directed to Lisa.Baker-at-dhhs.nc.gov

- **Local WIC Agencies**

- Loving Support Award of Excellence Award Winners
 - Each year the U.S. Department of Agriculture, Food and Nutrition Service (FNS), Special Supplemental Nutrition Program for Women, Infants and Children (WIC) announces the Loving Support Award of Excellence program. The award 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.
 - Gold Premiere Award Winners (Three of 12 awarded nationally and 100% of awarded in the Southeastern Region):
 - Buncombe County
 - Henderson County
 - Onslow County
 - Gold Award Winners:
 - Alamance County
 - Cherokee County
 - Madison County
 - Toe River Health District
 - View all Loving Support Award of Excellence winners here: <https://fns-prod.azureedge.net/sites/default/files/wic/LSA-Awardees.pdf>
- Nutrition Services Branch's (NSB) World Breastfeeding Week Activity
 - In celebration of the 2018 (celebrated August 1, 2018-August 7, 2018) World Breastfeeding Week (WBW) coordinated by the World Alliance for Breastfeeding Action (WABA) NSB is sponsoring a pump design contest among the local WIC agencies. The contest requests that local agencies turn accessible no longer usable

breast pumps into creative works of art that encapsulate the WBW slogan “Breastfeeding: Foundation of Life.”

- The winners were announced on August 6, 2018
 - Region I and Grand Prize Winner: Cherokee County
 - Region II – Davidson County
 - Region III – Mecklenburg County
 - Region IV – Caswell County
 - Region V – New Hanover County
 - Region VI – Carteret County
- Winners will be displayed at the North Carolina Lactation Consultant Association’s (NCLCA) Breastfeeding Symposium in Greenville, NC on August 10, 2018. NSB thanks the NCLCA Breastfeeding Symposium planning committee for allowing us to showcase our local agencies’ WBW activity during the Symposium.
- Questions, please contact Lisa Baker at Lisa.Baker2@dhhs.nc.gov
- North Carolina World Breastfeeding Week Proclamation
 - Governor Cooper declared August 1st to 7th “World Breastfeeding Week” in North Carolina
 - View the proclamation here:
<https://files.nc.gov/governor/documents/files/World%20Breastfeeding%20Week.pdf>
 - UNC Gillings School of Global Public Health, Nutrition Department in partnership with NSB submitted a concept paper to the Robert Wood Johnson Foundation for the Healthy Eating Research: Building Evidence to Promote Health and Well-Being Among Children. (<https://www.rwjf.org/en/library/funding-opportunities/2018/healthy-eating-research--building-evidence-to-promote-health-and.html>)
 - The concept paper states to study is to test the feasibility and initial efficacy of a multilevel responsive parenting intervention designed to increase optimal infant feeding behaviors and infant dietary intake within the WIC population.

The DPH Breastfeeding Unit

- 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. <http://nutritionnc.com/wic/wicLAR.htm#agreementAddendaData> Under “Other Resources” → “WIC Agreement Addendum” → “Agreement Addenda Data.” If you have questions about data collection contact Chiara Phillips at Chiara.Phillips@dhhs.nc.gov
 - 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
- Breastfeeding Technical Assistance provided to:
 - MCH Improving Community Outcomes (ICO4MCH): Breastfeeding Initiative to Reduce Infant Mortality
 - NSB accepted invitation to continue to continue as the Statewide Evaluation Workgroup for the third year of funding
 - Breastfeeding CoINN: Paternal breastfeeding support
- *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.”
 - The toolkit is completed and available on the Work Well NC website here: https://workwellnc.com/NC_Making_It_Work.php and <https://www.ncbfc.org/making-it-work>
 - The Division of Public Health has applied for a CDC Grant
 - Opportunity Number: CDC-RFA-DP18-1807
 - Opportunity Title: The State Physical Activity and Nutrition Program
 - 5 year competitive grant
 - Awards will be announced 9/29/18.
 - Outcomes
 - Short-term outcomes include: demonstrated progress on FSG, supportive BF interventions, community planning and transportation interventions that support safe and accessible PA and ECE PA and nutrition standards.
 - Intermediate outcomes include: increased number of places that implement FSG, places that implement supportive BF interventions, places that implement community planning and transportation interventions that support safe and accessible PA, ECEs that implement nutrition and PA standards and established or enhanced coalitions.
 - Long-term outcomes include: increased purchasing of healthier foods, BF, PA with an emphasis on walking, ECE nutrition and PA standards met and sustained coalitions.
 - If NCDPH is awarded funding,
 - Local coalitions will form to apply for mini-grants to work on grant strategies. Coalitions can include local breastfeeding coalition representative as well as others who may work on other grant strategies (e.g., local health department staff, town/city planner)
 - A NC Breastfeeding Advisory Group (consisting of NCDPH, NCBC, CGBI, NCLCA, NCPeds and local BF coalition representatives) will be convened to coordinate partner activities that address BF strategies, including:
 - create/adapt and distribute BF friendly resources for birthing facilities, primary care practices, ECEs, worksites and community organizations (e.g., faith communities)
 - provide training and TA to local coalitions on making birthing facilities, primary care practices, ECEs, worksites and community organizations (e.g., faith communities) BF friendly
 - develop and implement a communications campaign to ensure consistent messaging for moms and providers
- **Conferences:**
 - **North Carolina Lactation Consultant Association 2018 Breastfeeding Summit (August 9, 2018-Greenville, NC)**

- Chiara Phillips, State Breastfeeding Coordinator will be presenting on the State of the State Address
- **National WIC Association's 2018 Nutrition Education & Breastfeeding Promotion Conference and Exhibits (September 24-27, 2018-New Orleans)**

Regional Breastfeeding Coordinator of Perinatal Region VI, Hannah Edens (Eastern AHEC), Regional Breastfeeding Coordinator Perinatal Region V, Norma Escobar (New Hanover County Health Department) in conjunction with Lisa Baker, State Breastfeeding Peer Counselor Program Manager will be presenting on the North Carolina Regional WIC Lactation Training Centers.

NEXT ACTIONS

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The Making It Work Tool Kit is available on the Work Well NC and NCBC website here: https://workwellnc.com/NC_Making_It_Work.php and <https://www.ncbfc.org/making-it-work>