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| **MINUTES**North Carolina Breastfeeding CoalitionSaturday, April 21, 2018 from 10:00 am – 1:00 pmCone Women’s Hospital801 Green Valley RoadEducation Center Classroom 5Greensboro, NC 27408**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. |
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| ***\*\*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— ‘***  |

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| **Upcoming Conferences:****NCLCA Summit** will be August 9, 2018 and **Breastfeeding Symposium** will be August 10, 2018 in Greenville; Joan Meeks will be the keynote speaker and Diana Durg will be also a speaker. A call for posters will occur for the NCLCA Summit; a 50 % discount for conference registration is available. NCBC members get a $20.00 reduction in registration. Looking for speakers from Region 1 and 3 to share case studies. ***Save the Date on NCLCA tab of NCBC website.***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 – email trianglebreastfeedingalliance-at-gmail.com |
| **Discussion Leader** | **Topic of Discussion** | **Important Highlights of Discussion/Comments/Progress****Next Actions** |
| Ellen Chetwynd | Welcome and IntroductionsMission Moment | ACTIONS/Welcome* Update on Greensboro after recent tornado and thoughts to those dealing with that.
* Vision and Mission of NCBC shared.
* NCBC is the state local coalition for the US Breastfeeding Committee (national level).
* Overview of NCBC in the national landscape
* NCBC collaborations with NC Division of Public Health, NCSU, UNC, UNCG, and Child Fatality Task Force
* NCBC 2017-2018 strategic goals shared.
* NCBC core values are *Advocacy, Inclusion, Equity, Education, and Integrity.*
* Meetings occur across the state within the 6 perinatal regions as we proceed with the “Year of Growth”; regional focus.
* Minutes from February 27, 2017 approved. Motion by Rebecca Ruhlen, and second by Crystal Unger
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| **Attended In-Person:** Shlanda Burton, Ellen Chetwynd (Chair), Amber Christis, Brandi Crawley, Courtney Hendrix, Daina Huntley, Havalah Moore, Kathy Parry (past Chair), Chiara Phillips (State BF coordinator), Crystal Unger (PR Resource Coordinator), Rebecca Ruhlen, Nicola Singletary (secretary), Laura Smith**Phone Participants:**  Kimberly Garner, Connie Mclendan, Rhonda Argenbright (past secretary)**Strategic Goals:**1. Serve as North Carolina’s collective voice for breastfeeding families through programming and advocacy.
2. Promote evidence-based practices to support breastfeeding in the health care systems in North Carolina.
3. Champion workplace support for breastfeeding families in North Carolina.
4. Increase access to lactation support and diversity in the field within North Carolina.
5. Build the capacity of North Carolina Breastfeeding Coalition through an atmosphere of inclusion and outreach.
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|  Ellen Chetwynd (provided by Katie Wouk) | Treasurer’s Report | NEXT ACTIONS: Treasurer’s Report* Treasurer report approved
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| Treasurer’s Report:Total Income: $430.73; Membership dues: $430.73Total General Disbursements: $4309.73; Triangle Breastfeeding Alliance Exhibit $20.00, Racheal Hoaglan’s administrative funds $408.43, Golden Bow award postage $13.65, transfer of QC Cocoa BEANS funds $2,367.65, and IBCLC exam scholarships $1,500.00Balance available for General Disbursements (4/19/18): $10,374.88 |
| Ellen Chetwynd for Laura Sinai | Membership | NEXT ACTIONS: Membership* Members may join at any time during the calendar year ($20.00 for NCBC membership, $5.00 for NCLCA membership); 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 and NCLCA. All other people in that organization can join NCBC at half price but will have to pay full $5.00 for NCLCA. 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
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| **Membership Report:****Total 2017 NCBC Members: 100** (7 Lifetime members) **Total 2018 NCBC Members: 83** (7 Lifetime members)**NC Lactation Consultant Association 2017 Members: 74****NC Lactation Consultant Association 2018 Members: 63**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: 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 1600 likes.**Follow us on Twitter: @NCBreastfeeding** |
| Ellen Chetwynd | Leadership Transitions for 2018 | NEXT ACTION: Leadership Transitions* **Open position for Membership Outreach Coordinator and Parent Advocacy; open positions for project award committee involvement.**
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| **Leadership Transitions Updates:**2018-2019 Chair - Ellen Chetwynd2018-2019 Treasurer – Katie Wouk is planning to stay on as treasurer for a second term.2018-2019 Secretary – Nicola SingletaryMembership Outreach Coordinator – position is open; focus is outreaching to new members. Laura Sinai will remain the Membership Administrator.Parent Advocacy - Love Anderson in September 2018Restructuring of Project Award Committees: Project Award committees have been restructured to allow for more varied levels of involvement: chair and assistant chair (rotating every 6 months), area coordinator/liaison (ongoing support), and friend of the committee (email listing).  |
| Ellen Chetwynd for Heather Lynn | Golden Bow Award | NEXT ACTIONS: Golden Bow Awards (ban the bags in hospitals)* 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 Heather Lynn know.
* Let Heather know about any hospitals which have received the Golden Bow award and are not in compliance.
* Anyone interested in being added to this listserv, committee assistant chair or area liaison please email Heather Lynn (heatherhiggins-at-gmail.com)
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| **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. 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**.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](http://ncbfc.org/) for more details about volunteer opportunities. **Updates:** 89% of live births taking place in NC are at bag-free facilities!! Listserv for “friends” of this award is forthcoming Golden Bow AwardsPR2 Thomasville Medical Center PR2 Wilkes Medical Center PR6 Vidant Chowan PR6 Sentara Albermarle PR6 Onslow Memorial In PR2 hospitals that have not banned the bags: Caldwell Memorial Hospital, Frye Regional Medical Center, Lake Norman Regional Medical Center, Iredell Memorial **Needs:** Heather Lynn (heatherhiggins-at-gmail.com) is the chair. Need assistant chair as of January 2018.Area liaisons are needed from Perinatal Region II, III, V, and VI hospital. 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. |
| Ellen Chetwynd for Natalia Smith | Business Case Award | NEXT ACTIONS: Business Case* Distribute cards to local businesses
* Anyone interested in being a committee assistant chair or area coordinator please contact Natalia Smith at nlsmith-at-alumni.peace.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 - **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.**Updates:** 12 new awardees**Needs:** Natalia Smith (nlsmith-at-alumni.peace.edu) is chair. A new assistant chair is needed for January 2018. Perinatal Region II and VI Area Coordinators are also needed. |
| Ellen Chetwynd for Anitha Muddana | Mother-Baby Breastfeeding Friendly Outpatient Clinic Award | NEXT ACTIONS: Mother/Baby Breastfeeding Friendly Outpatient Healthcare Clinic Award* If interested in being an application reviewer, please email Anitha Muddana,

(muddana-atemail.unc.edu) |
| **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 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 “](https://www.babyfriendlyusa.org/get-started/the-guidelines-evaluation-criteria)[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.](http://www.bfmed.org/Media/Files/Protocols/Protocol_14_revised_2013.pdf)Applications are available on the NCBC webpage. **Application deadlines are February 1st and July 1st.****Updates:** 2 new awards: PR6 Vidant Women’s Care Tarboro, PR3 CMC Myers Park OB/GYNIf 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. **Needs:** Anitha Mudduna (anithaseenu9-at-gmail.com) is chair.A new assistantchair is needed as of January 2018. Perinatal Region III Area Coordinator is needed. Friends of the committee for discussion (Gina Rose, Natalia Smith) |
| Ellen Chetwynd | NCBC and DPH Collaboration | NEXT ACTIONS NCBC/DPH Collaboration: We will be looking for NCBC members who are interested in being advisors for a potential joint project with DPH. If the project moves forward, there will be some financial support for the person who is the point person. Counties who might be interested include Richmond & Cumberland and surrounding, Robeson and surrounding, and Mecklenburg and surrounding. We would ideally someone from the area for the position, and will keep members posted as to any developments or needs. |
| **NCBC/DPH Collaboration Report**NC DPH is applying for a CDC grant. Jen Sohl-Marion (CCPH division) has been in contact with NCBC as she has been looking for collaborations within the state. Workplace accommodations, clinic-based support of BF, and child care are the areas being written into the grant. NCBC awards systems would be expanded and used for the Workplace accommodations and clinic-based support of BF. NCBC will not be involved in the child care portion as there are no current initiatives. Dana Huntley with CGBI will discuss childcare with DPH. |
| Rhonda Argenbright/ Jam Gourley/ Phyllis Kombol | IBCLC Scholarships | NEXT ACTIONS: IBCLC Exam Scholarships* Edit application for 2019.
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| **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 were 3 scholarships awarded to Jinaki Burroughs, Bridget Hudson, and Brenda Vieyra; $500.00 each. They will be sitting for the October 2018 exam. Congratulations scholarship recipients!!! |
| April Fogelman/Rhonda Argenbright/Ellen Chetwynd | NCBC Mini-Grant | NEXT ACTIONS: NCBC Mini-Grant* This subcommittee will be assessed in the light of our business plan. We will take it off of the website until future action is decided.
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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 amongdiverse and underserved populations in NC. Mini-grants are offered upon requests as funding allows. **Updates:** Status of funding uncertain, remove from website**Needs:** Clarification of funding max and application review for realistic requests. |
| Ellen Chetwynd | Website and Local Coalitions | NEXT ACTION: Website and Local Coalitions* Is your local group listed on our website?
* How could our website serve your work better?
* Can post job opportunities.
* Link to local coalition websites
* Need for volunteer for quick website tasks, email ellenchetwynd-at-gmail.com
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| **Website and Local Coalitions*:*****Purpose: Purpose:** To enhance communications among advocates of breastfeeding in North Carolina via online information and sharing.**Update:** Join us on social media: Facebook and Twitter. Thank you to Trimark for probono work on the website |
| Karsey Erickson | ZipMilk.org | NEXT ACTIONS: Zipmilk* All forms of BF support, IBCLC(s) please add your information and encourage others in your area update
* Respond to requests for updates for zipmilk
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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. Please note that in an effort to keep this resource more updated, members will have to confirm their listing every year, or be removed. Karsey Erickson is our Zipmilk leader.**Updates:**  |
| Love Anderson in September | Parent Advocacy Update | NEXT ACTIONS: Parent Advocacy* Please e-mail Kathy Parry regarding parent breastfeeding focus advocacy groups in your areas at kathyparry-at-unc.edu
* Please help to publicize the breastfeeding support groups in NC; submit support group information to kathyparry-at-unc.edu so it can be added to NCBC webpage
* Breastfeeding USA website ([breastfeedingusa.org](http://breastfeedingusa.org))
* La Leche League: <http://www.wp.lllofnc.com/index.php/local-groups/>
* Nursing Mothers of Raleigh website (<http://www.nursingmothersofraleigh.org/>)
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| **Parent Advocacy Report:****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.**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. **Updates:**  There are 7 chapters in North Carolina. They have their own fb page. Find out more on the Breastfeeding USA website: <https://breastfeedingusa.org/content/breastfeeding-counselor-locations> **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.lllofnc.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.**Updates: LLL** Conference will be spring 2018**.** Join LLL of NC on Facebook for the latest Conference updates: [https://www.facebook. com/LLLofNCAreaConference](https://www.facebook.com/LLLofNCAreaConference)or sign up for conference email updates at the LLL of NC website: [http://www.lllofnc.or g/events/2017conference/](http://www.lllofnc.org/events/2017conference/)  For more information about the LLL of NC Groups and Leaders, please check out the website at: <http://www.lllofnc.org/localgroups/> for more information.**Other Updates:**  |
| Norma Escobar/Rebecca Ruhlen /Catherine Sullivan | NC Lactation Consultant Association | NEXT ACTIONS: NCLCA* Mark your calendar for August 9th and 10th for the NCLCA Summit and Breastfeeding Symposium in Greenville, NC
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| **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.**Updates:****Reimbursement:** The North Carolina Medicaid statement is out ([see handout about medical lactation services policy](https://docs.wixstatic.com/ugd/fa37e1_dcc5594ab041439e96197de5058f3d87.pdf)). Provides for reimbursement for medical lactation services by a physician, certified nurse midwife, nurse practitioner, physician assistant or IBCLC. Care provided by an IBCLC must be in the office of a physician or physician group to be reimbursed. Working to discuss reimbursement with other insurance providers, first meeting with Aetna in early May. If you are knowledgeable about billing, and interested in this topic, email ellenchetwynd-at-gmail.com**NCLCA Breastfeeding Summit August 9th, 2018**: This year, the [NCLCA Breastfeeding Summit](https://www.ncbfc.org/nclca-summit) will take place on August 9th and the Perinatal Region 5 & 6 Breastfeeding Symposium in Greenville, NC (August 10th). Information as to how to apply on the NCBFC website. Lactation Science Fair is an opportunity for sharing best practices. Last year’s big hit was “nursing necklaces”, “layback breastfeeding”, usage of a creamatocrit, etc….During this year’s summit, our fourth one, we will once again have Perinatal Regional Break-out sessions, a Lactation Science Fair as well as a new case study session called “It Worked”. We want to showcase North Carolina talent so be on the lookout for the call for Science Fair and Case Study proposals |
| Chiara Phillips | State Coordinator Report | NEXT ACTIONS/ State Breastfeeding * MC MCBFD next application deadline is Monday, April 30, 2018
* NC BFFD next review committee meeting will be in May 2018 and next application deadline is July 15, 2018
* NSB Breastfeeding Supplies Competency Training Summer session registrants will receive verification of acceptance into the course by Wednesday, April 25, 2018 will begin May 7, 2018. Registration is closed and NO late registration is accepted.
* NC Lactation Educator Training Program (NC LETP) IBCLE Approved registration is open for the fall 2018 course. Register <http://www.nutritionnc.com/wic/conferences.htm>
* Core Trainings and Quarterly trainings from the Regional Lactation Training Centers are posted through June 2018 are available on <http://www.nutritionnc.com/wic/conferences.htm>

 Please contact Georganna Cogburn at 828-257-4754 (Office) or via email  Georganna.Cogburn@mahec.net if you can provide information relevant to “Perinatal Region I’s  WIC Regional Lactation Training Center, MAHEC Request” |
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| **State Breastfeeding Coordinator 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):**
	+ Please congratulate the new NC Maternity Center Breastfeeding-Friendly Designation Awardees
		- Four-Star Breastfeeding-Friendly Designation
			* Carolinas Medical Center- Cleveland
			* Carolinas Medical Center-NorthEast
			* The Outer Banks Hospital
		- Three-Star Breastfeeding-Friendly Designation
			* Watauga Medical Center
		- Two-Star Breastfeeding-Friendly Designation
			* Halifax Regional Medical Center
	+ Next submission deadline for applications is Monday, April 30, 2018
* **NC Breastfeeding-Friendly Child Care Designation (NC BFCCD):**
	+ 46 Child care centers have achieved the NC BFCCD
	+ Meeting held April 3, 2018
		- Reviewed one application
	+ Presented (included CACFP and BFCCD) at the Annual Statewide Child Care Health Consultant Conference 4/11/18
		- Q&A Panel included significant discussion of [child care rules](https://www.ncchildcare.nc.gov/PDF_forms/rule_changes_effective_OCT1_2017.pdf) and [child care sanitation rules](https://www.ncchildcare.nc.gov/PDF_forms/Section_2800_Sanitation_of_Child_Care_Centers.pdf) related to provision of human milk ages one and beyond in cups. Panelist included representatives from DCDEE, Environmental Health and CACFP.  Provided additional clarification that human milk is not defined as a ‘bodily fluid.’ Also working on providing human milk after 12 months.
	+ The content of the BFCCD application has been approved by the review committee and will next go through the approval process at NC DPH.
	+ Next review committee meeting will be in May 2018 and next application deadline is July 15, 2018
	+ Special Nutrition Unit Supervisor, Arnette Cowan, retired on March 1, 2018. Interim Child and Adult Care Food Program (CACFP) director is Mary Anne Burghardt. Breastfeeding questions related to CACFP may be directed to Karen Lainez Rubi at Karen.LainezRubi@dhhs.nc.gov and questions about the NC BFCCD may be directed to Jessica Bridgman at Jessica.Bridgman@dhhs.nc.gov
* **NC Lactation Educator Training Program (NC LETP) IBCLE Approved**
	+ Spring Course: Continues May 22 and May 23, 2018 (Plus 2 clinical days to be scheduled)
	+ 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” Provide medications and mothers milk
* **Core Trainings and Quarterly trainings/Region Lactation Training Centers -**
	+ Core Trainings and Quarterly trainings are ongoing in each Perinatal Region through June 2018, <http://www.nutritionnc.com/wic/conferences.htm>
		- Perinatal Region IV (April 26, 2018), V, VI are offering a May Quarterly. Region I, II, III have canceled quarterly training due to eWIC rollout
* **Breastfeeding Supplies Competency Training (BSCT) CDR Approved:** Winter offering – begins January 8, 2018-April 6, 2018
	+ - Winter 2018 BSCT ended on April 6, 2018 with 32 completing coursework and demonstrations
	+ Summer 2018-Begins May 7, 2018 through August 3, 2018
		- Registration closed on Friday, April 13, 2018. No late registration is accepted.
		- Registrants will be notified by April 25, 2018, if they are not accepted
* **Local WIC Agencies**
	+ eWIC Rollout
		- NSB has completed eWIC rollout in 9 out 11 regions. Rollout is scheduled to be completed no later than the Week of May 21-25, 2018.
			* Information: The North Carolina WIC Program is moving from a paper-based method of WIC benefit issuance to an electronic benefit transfer system (eWIC). Instead of paper food instruments, WIC food benefits will be issued into an electronic benefit account at the local WIC clinic.
				+ More information available: <http://www.nutritionnc.com/ewic/>
	+ 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.”
			* All submissions are due to Lisa Baker Lisa.Baker2@dhhs.nc.gov via on Friday, July 27, 2018 and will be judged by a three-person panel.
			* Winners will be displayed at the North Carolina Lactation Consultant Association’s (NCLCA) Breastfeeding Symposium in Greenville, NC on August 9, 2018 and 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
		- NSB anticipates that North Carolina Governor, Roy Cooper, to sign 2018 World Breastfeeding Week Proclamation submitted.
	+ IBCLC in Local WIC Agencies
		- April 2018, 38 IBCLCs are employed in local WIC agencies in various positions. This 58% increase since last assessment in May 2017 (24 employed in local WIC agencies).
			* Approximately, 6% of IBCLC are employed in WIC in NC (based on most recent data of 640 IBCLC in NC)
			* Perinatal Region V has 3 WIC staff who are exam eligible and plan to take the exam in the Fall 2018
	+ Breastfeeding Peer Counselor Programs offering home visiting
		- April 2018 assessment 16 agencies serving 19 counties provide home visiting services.
* **The DPH Breastfeeding Unit**
	+ WIC Loving Support Awards-State recommendations were submitted to FNS on Friday, March 23, 2018. Waiting for FNS approval
	+ 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 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
			* Evaluation of Performance Measures and Data Interpretation
		- Breastfeeding CoINN: Paternal breastfeeding support
	+ The Division of Public Health is applying for CDC Grant
		- Opportunity Number: CDC-RFA-DP18-1807
		- Opportunity Title: The State Physical Activity and Nutrition Program
	+ 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 NSB staff (Chiara Phillips and Lisa Baker) abstract was accepted for the National WIC Association’s 2018 Nutrition Education & Breastfeeding Promotion Conference and Exhibits September 24-27, 2018 in New Orleans, LA
	+ Perinatal Region I’s WIC Regional Lactation Training Center, MAHEC Request:
		- Mountain Area Health Education Center (MAHEC) based in Asheville, NC is evaluating how to counsel breastfeeding mothers who test positive for (via drug test or infant’s meconium) or admit to marijuana use. MAHEC OB-GYN has a high-risk OB clinic and Opioid Maintenance Therapy clinic. The message to breastfeeding mothers has always been to discontinue marijuana use (whether smoked, vaped, or eaten) during pregnancy and not to breastfeed if the patient plans to continue or start marijuana use after delivery. The OB team has established an exploration team led by Georganna Cogburn, the Regional Breastfeeding Coordinator for Perinatal Region I, to evaluate the current research and assess if the current message needs to be updated. The exploration team would like to assess how other institutions across North Carolina are counseling breastfeeding mothers on marijuana use. We ask that any institution willing to share relevant information about breastfeeding and marijuana use whether the counseling provided to breastfeeding mothers or research that advises their message to please reach out to Georganna Cogburn. Georganna Cogburn can be reached via email Georganna.cogburn-at-mahec.net or 828-257-4754. Please share any relevant information.
		- What is the current message communicating with mothers in NC? CGBI resources about BF and Lifestyle for mothers including MJ use
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| Ellen Chetwynd | United States Breastfeeding Committee Activities | NEXT ACTIONS: USBC Report* CDC-USBC Bimonthly Coalition Webinars are open to everyone. **Next webinar** is (Tuesday) **April 10, 2018** 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 also be emailed out to the listserv by the NCBC Secretary.
* “Like” the USBC Southeastern FB group as well as the NCBC FB page
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| **US Breastfeeding Committee Updates:**  |
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| Crystal Unger | Perinatal Map Activity | NEXT ACTIONS: Perinatal Map Activity* We will continue a regional focus with NCBC meetings; 2018 will be a Year of Networking. Be ready to discuss your

perinatal region’s key informants for breastfeeding support when NCBC meets near you.Email Chrystal Unger cunger-at-eagles.nccc.edu to be included on planning meeting phone calls or to add resources to spreadsheet* **Next steps for Region** : continue to gather emails for contacts; Ellen and Crystal will work on creating contacts

For the names that were given* **Next steps for Region 3:** create a story core booth at the NCLCA Summit (resources could be funded by NCBC to

get stories from mothers across the state); recruit mothers to attend NCBC portion of meeting to discuss breastfeeding experiences.* **Next steps for Region 2**: GC Bra to work in collaboration with WIC and other resources to pull together a larger coalition to organize an educational event to focus on use of medications during breastfeeding.
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| **Perinatal Map Activity (The Year of Growth):**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? At the 2017 NCLCA Summit, during the perinatal regional break-out session, each of the regions was given a Perinatal Regional Report which summarized all of the breastfeeding resources on a county to county level that a team from NC State and NCBC were able to gather. Each region was asked to review the report and come up with: 1) a list of breastfeeding advocates from the region who would form the basis of a communication network with NCBC, and 2) an achievable breastfeeding advocacy goal that would provide a focal point for the regional activity over the year.**Region 2:** **Discuss drug use and breastfeeding,** Questions in the community regarding use of medications postpartum period. Postpartum Support International, Postpartum.net good resource for support including support groups and providers knowledgeable about these issues.**Local Resources****Laura Smith:** (Chair of GC Bra), Guildford County Breastfeeding Alliance, increase lactations support in the area, meet bimonthly, extravaganza in August 17th, 12-2:30pm, panels of experts and moms, sometimes speakers, 1st Tuesdays of every other month, 2-hour lunch event targeted to professionals like lactation providers, peer support, pediatric providers and ob/gyns. MOPS is a mother/baby group that could be involved in GC Bra. This year the extravaganza agenda is coming together to include hypertension, milk sharing, milk storage and mother panel. Contact lauracsmith07-at-gmail.com for more informationBrooke Gilliam (Chair of Breastfeeding Family Friendly Communities), these meetings are open to the community. Has been on a hiatus but last meeting in March, 2018, increasing BF support in businesses, targeting businesses already frequenting, is considering decals for recognizing NCBC awards. 21 businesses in Guildford county that are BF friendly. Meetings are open. First Targeted own business to make sure BF friendly, low hanging fruit (gym, coffee shops, childcare, etc.). Considering decals to supplement the plaques, currently using the NCBC awards. Ready Freddy Initiative in Forsythe county <http://www.forsythpromise.org/readyfreddy/> Ready for school, ready for life. Part of this was breastfeeding. Nurse Family Partnership, work mainly with pregnant families. Opportunity to promote breastfeeding prenatally.Renee Jackson, Healthy Beginnings focus on breastfeeding. Baby Love Plus supervisor is now Tonya Daniel, coordinating with Renee Jackson. Childcare block grant, dedicating more funds to infant and toddler development so hopefully focus on population related to BF. Work Family and Resource referral agency in Winston-Salem for training for infant care providers. Florida State curriculum, possibly not using the breastfeeding components. Ready Set Baby is being used in Forsyth as part of Healthy Beginnings, trying to get more BF knowledge out. There is a new updated version of Ready, Set, Baby but WIC still has RSB booklets and flip chart available for use by local agencies. CGBI has webinars available for this resource.Bennett College new community Doula program, 2 classes since December, over 30 women so far. Tonya Daniels did the trainingPostpartum Support International, has a database of vetted providers, contact Kimberly Garner for more informationPossible GC Bra to do a training/seminar on supporting breastfeeding for women involved in drug use. |
| Ellen Chetwynd | Adjournment of Official Meeting |  |

**2018 Meetings:**

**Meetings are held 10:00 am -1:00 pm with networking beginning at 9:30 am**

**June 21st (Thursday) in Wilmington (focus on Perinatal Region 5)**

**August 9th (Thursday) in Greenville (focus on Perinatal Region 6)**

**October 20th (Saturday) in Asheville (focus on Perinatal Region 1)**

**December 1st (Saturday) in Charlotte Focus on Perinatal Region 3)**