

NCBC in Perinatal Region I

**MINUTES**

North Carolina Breastfeeding Coalition

October 23rd, 2020 1-3 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**

- USLCA webinars (featured one on Covid) at <http://uslca.org/>
- 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](mailto:trianglebreastfeedingalliance-at-gmail.com)

**Next Meeting**  
To Be Announced

**Approval for August 2020 Meeting Minutes**

Motion to Approve: Ellen Chetwynd

2<sup>nd</sup>: Laurie Cimino

**Attendance**

**Phone Participants:** Sheila Britt-Smith, Ellen Chetwynd, Brittany Brown, Love Anderson, Connie McLendon, Machel Williams, Sarah Bennett, Natasha Bowden, Laurie Cimino, Chiara Phillips, Kim Neiheisel, Nicola Singletary, Emily Taylor

**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

### **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

### **Welcome, Introductions**

Connie McLendon

- Introductions
- Welcome to NCBC meeting in Region 1: Buncombe, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, McDowell, Mitchell, Polk, Rutherford, Swain, Transylvania, Yancey
- NCBC is the state local coalition for the US Breastfeeding Committee (national level)
- Overview of NCBC in the national landscape
- NCBC has joined USBC as a voting member: 4 named representatives are eligible to be on USBC's BOD. 2 members attend coalition conference. 1 member to attend USBC meetings and that member has voting power.
- NCBC areas of focus for USBC include skilled lactation support, paid leave, and community engagement. Any NCBC member interested in representing NCBC for one of these topic areas, please email Ellen ([ncbcpastchair-at-gmail.com](mailto:ncbcpastchair-at-gmail.com))
- Emily Taylor (Chair of USBC)
  - Mission of USBC is create a landscape of breastfeeding support across the US in a way that is driven by leadership, integrity and equity.
  - Been around for about 25 years now
  - Provide capacity and education support to the Coalitions across the US
  - Last year each Coalition became eligible for membership in USBC to vote and participate in national level advocacy
  - Go to [USbreastfeeding.org](http://USbreastfeeding.org) to see a list of all the organizations that are a member
- NCBC Board Overview
- NBC committees: Award committees: Golden Bow, BF Friendly Space/Business, BF Friendly Workplace, Mother/Baby Friendly Clinics; Parent Liaison; Childcare Liaison; Membership, NCLCA, Website/Social Media; USBC
- NCBC Projects: NCLCA Summit, Department of Labor Workplace Accommodations, LTG Partners/PPD Stigma Reduction Campaign
- NCBC Collaborations: DPH/Breastfeeding Steering Committee, PAN Grant

- Child fatality task force (CFTF): NCBC is at the table for the perinatal health committee, speaking out for breastfeeding at the state level.  
**Asks:** Reimbursement for Medical Lactation Support, Paid leave, Pregnancy and breastfeeding accommodations, Kin care and safe days
- What should NCBC be doing to support breastfeeding?  
Advocate and support milk expression for low income jobs.  
Education in rural communities and workplaces.  
Education/normalizing BF for teens.  
Sharing NCBC accomplishments and meetings on social media.  
National level advocacy for maternity leave policy.  
Track LC job loss and advocate for LCs when they are cut (Wilson).  
Educational materials supporting women's right to pump in the workplace.  
More general support for women's rights.  
Advocate for non-RN IBCLCs in the workforce.
- NCBC received the PAN Grant from CDC: Using grant to award clinics with MBF Clinic  
Award and improve breastfeeding support. Began project in Wilmington, where worked with two clinics: used peer counselors to provide breastfeeding education and support, implemented policies and protocols, educated providers and staff, and implemented text messaging with clients. Now working in Cherokee: peer counselors/doulas, policies and protocols, education, and text messaging. NCBC secured an additional grant to fund the cost of doulas attending births.
  - We are looking for two private owned clinics to work with for the next grant year
  - Need: to identify a clinic that is in a community or serving a community that could use the extra resources. Identify a clinic champion who works at the clinic to help bring all the requirements needed into the clinic, also identify a grant coordinator to implement the project at the clinic
  - Can go to our about page to find our contact information under our pictures
  - We are also going to be initiating a more formal process
- SELU Mothering Project and Breastfeeding Support
  - Region 1, 3 women who created this
  - Have a fb page
  - Featured in our October newsletter
- **NCBC Membership:**
  - annual NCLCA Summit discount
  - professional and leadership opportunities
  - volunteer opportunities
  - intimate networking with other BF parents, advocates and professionals

### Treasurer report

Connie McLendon (provided by Colette Waddill)

**Updates:**

Total Income: \$30,121.12 (Membership Income: \$1,071.91, Donation Income: \$1,143.17, Grant Income: \$27,906.04)

Total Expenses: \$34,423.13

Net Income: \$-4,348.04

### **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)**

#### **Updates:**

- We have two organization members this year: CGBI and WISE (Emily Taylor)
- We are looking to move application to an online Google Docs application and are asking all current members to fill out the new one once it is live just to have updated information.
- Two questions we are fielding: how we can engage more parents and get them to join NCBC, what are your credentials (we want to learn who the members of NCBC are so we can better serve them)

#### **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**

**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 1<sup>st</sup> and July 1<sup>st</sup>**.

**PRI:**



**Awards this cycle:** None this cycle

### **BF Friendly Business (customers) and Employers**

**Chair:** open position

**Contact:** nbcchair-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.

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

**Update:** 23 applications for the last award cycle.

**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 1<sup>st</sup> and July 1<sup>st</sup>.**

**Updates:**

- If anyone is interested in joining the committee, please contact the Committee Chair at NCBC.ClinicAward-at-gmail.com
- 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: [ncbcparent-at-gmail.com](mailto:ncbcparent-at-gmail.com)

Love is working toward finding a parent liaison in each region to form a committee for 2020. E-mail Love Anderson [ncbcparent-at-gmail.com](mailto:ncbcparent-at-gmail.com)

**Updates: Region I (Kim Neiheisel)**

- Parents struggling with getting in person support and even getting telephone support has been difficult
- Going out in public is harder for breastfeeding parents right now: feeding in places (can’t sit or go in changing rooms)
- There is talk that Mission Health is about to change their insurance benefits to not cover pumps
- Difficulty with getting newborn appointments which can impact breastfeeding
- LLL has been virtual and not in person which diminishes the aspect of comradery that LLL provides

**Parent questions about COVID-19**

- [What Can Parents Do Right Now?](#)
- Where can parents find a [Virtual Lactation Consultant?](#)
- What if a parent is about to [Give Birth During COVID-19?](#)

- What if a parent needs [Local Breastfeeding Support Meetings or Resources](#)? (Mostly Durham and Chapel Hill, but contact Love at [ncbcparent-at-gmail.com](mailto:ncbcparent-at-gmail.com) can add more BFFC, if you send me links)
  - Many North Carolina La Leche League Meetings and Other Breastfeeding Support Meetings across the USA have moved to an online platform <https://llusa.org/locator/>
  - Please contact your local LLL Leaders or other local breastfeeding parent support meeting for additional information
- [Global and National COVID-19 Breastfeeding Resources](#) because a parent might need to self-advocate to a medical professional?
- What if a parent needs [Non-Breastfeeding Support](#) because the parent is having trouble breastfeeding, but the struggles are not with breastmilk?
- What are the [Current Recommendations at a Glance \( KellyMom\)](#)?

\*This list was put together by 5 North Carolina community based breastfeeding Coalitions that are working to have their community become “Breastfeeding Family Friendly Communities.” These coalitions are parent driven.

### **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](mailto: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](mailto: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](mailto: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](mailto: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](mailto:Swhitaker722@yahoo.com)>
    - Point person for Chatham County
      - Angie Hilliard <[angie2242@msn.com](mailto:angie2242@msn.com)>
    - Point person for Orange County:
      - Kathleen Anderson <[kathleen@breastfeedingcommunities.org](mailto:kathleen@breastfeedingcommunities.org)>
    - Point person for Wake County
      - Megan Roberts <[MRoberts@safecildnc.org](mailto:MRoberts@safecildnc.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](mailto: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](mailto:scrunchymamawellness@gmail.com)>

### **State Breastfeeding Report from Chiara Phillips**

#### **Updates:**

- The NC Maternity Center Breastfeeding Friendly application is due **October 31<sup>st</sup>** all applications must be postmarked by then
  - The North Carolina Maternity Center Breastfeeding Friendly Designation will transition to accepting applications online as well as by mail starting on November 5, 2020.
- Alina has gotten married and has a new email address
- Chiara Phillips will be on maternity leave January-April, Alina will step in
- The Regional Breastfeeding Coordinator for Perinatal Care Region II has had a staffing change to Sheila Britt-Smith who is supported by Mary Showalter.
- Novant Health Foundation continues to hold the grant for Perinatal Care Region II
- The Perinatal Health Committee, which is committee of the legislative study commission, Child Fatality Task Force will be held on Monday, October 26, 2020 from 1-3:30pm. The Perinatal Health Committee has a carry over recommendation for consideration to endorse legislation that would guarantee all North Carolina workers the right to reasonable pregnancy and lactation in the workplace.
  - Will also be an update on the perinatal health strategic plan with a policy focus and the maternal health strategic plan with a policy focus
- The NC Breastfeeding friendly childcare designation is still on hiatus, but the review committee are meeting on October 30<sup>th</sup> to discuss application updates
- The WIC Program is open and conducting appointments on the phone and virtually. We are continuing to provide breastfeeding support to prenatal and postpartum women including breastfeeding peer counselor services. Referrals to the WIC Program can be



made online here: <https://www.nutritionnc.com/wic/wic-referral.asp> or by calling the local agency.

- Sharing a resource that is not affiliated with the NC Division of Public Health: COVID Moms Helpline: <https://www.covidmoms.org/>. Text-based support to safely navigate pregnancy, birth, and postpartum care during COVID-19. Questions may also be asked via Facebook messenger.

**State Breastfeeding Coordinator:** [Chiara.Phillips-at-dhhs.nc.gov](mailto:Chiara.Phillips-at-dhhs.nc.gov)

**State Breastfeeding Peer Counselor Coordinator:** [Alina.Rivera-at-dhhs.nc.gov](mailto:Alina.Rivera-at-dhhs.nc.gov)

### NC Stay Strong Campaign

- Know your three Ws: wear a cloth mask over your mouth and nose; wait 6ft apart and avoid close contact; wash your hands or use hand sanitizer
- From NCDHHS : visit their website to get flyers you can print out and use in your spaces to share with families

### NCLCA

(Ellen Chetwynd standing in for Jenny Jensen)

#### Updates:

#### Breastfeeding Summit:

- NCLCA Summit did a great job of engaging everyone: escape rooms
- Attendance was low but we did break even
- In the process of deciding whether to do next years Summit in person or virtually: leaning towards deciding to do it online so we can focus on making it amazing

#### USBC

- Ellen attended a USBC meeting as a voting member.
- Meeting was online and will be online next year as well
- Updates were given from the government agencies that work with breastfeeding:
  - CDC: going to be fewer breastfeeding markers in the Healthy People 2030 campaign, but the CDC will continue to track everything from the Healthy People 2020 campaign
  - HRSA Maternal and Child Health: partnering with Healthy Children to give their staff members training for HealthyStart
  - NICHD: the BEGIN program: breastfeeding equity the genesis of infant nutrition: a series of workshops coming up in January and February, open to everyone
    - Latest research: no live viruses found in breastmilk
    - Working with WHO to understand vertical transmission better
    - Working hard on safe sleep and breastfeeding

- The office of Women’s Health: about to post their new year guide to breastfeeding shortly and the hardcover will be available in October
- The Food Nutrition Services will put out a new dietary guide for Americans at end of the year: it will now have a section on 0-2-year-old age group
- Members’ newsletters will go out with information for member organizations
- There is a project you can get to on USBC website to tell your story about breastfeeding with COVID (they will be launching one for breastfeeding families in our state)
- Expanding member benefits to include complementary nonprofit risk management and financial and legal resources for organizations
- We can advertise our events and webinar services we provide with USBC
- Will be launching a member spotlight that will feature a different Coalition each time

**Toll on our Advocacy Work the Pandemic is having**

- Fatigue of being online is affecting our ability to go the extra mile, do the extra advocacy, keep the connections with others
- We are all feeling the effects, struggling with this
- Connecting with people through screens isn’t the same, missing the in-person connections

**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