Preparation for World Breastfeeding Week Underway!

By Amar Omer-Salim

The World Alliance for Breastfeeding Action (WABA) is a global network that encompasses all who work to further breastfeeding. Its Core Partners include the Academy of Breastfeeding Medicine, International Baby Food Action Network, International Lactation Consultant Association, La Leche League International, and Wellstart International, with a shared mission “To protect, promote and support breastfeeding worldwide, in the framework of the Innocenti Declarations (1990 and 2005) and the Global Strategy for Infant and Young Child Feeding, through networking and facilitating collaborative efforts in social mobilisation, advocacy, information dissemination and capacity building.” WABA is perhaps best known for its global sponsorship of World Breastfeeding Week (WBW), celebrated during the first week of August on the anniversary of the Innocenti Declaration. Some countries choose to celebrate the first week in October, to avoid the August holidays. WABA’s goal is primarily to create an enabling environment for mothers worldwide, so this year’s theme, BREASTFEEDING: A Winning Goal - for Life!, underscores the importance of ongoing support for mothers, along with the momentum of goal orientation of this year’s Football World Cup. In addition, in 1990 eight global goals, the Millennium Development Goals (MDGs), were set by governments and the United Nations to fight poverty and promote healthy and sustainable development in a comprehensive way by 2015. Therefore, this year’s WBW theme also responds to the latest MDG countdown by highlighting the importance breastfeeding for the post 2015 agenda and by engaging as many groups and people of various ages, as possible. So let us all score a goal or two – a breastfeeding goal – for life and for health! WABA calls on us all to Protect, Promote and Support breastfeeding: it is a vital, life-saving goal. Please visit worldbreastfeedingweek.org/ - a one stop center for information on the theme and materials you can download and use, as well as a photo contest and a pledge form for your local event. CGBI Associates Drs. Felicity Savage and Rukhsana Haider are Chair and co-Chair, respectively, and CGBI Director Miriam Labbok also serves as co-Chair. The Acting Executive Director is Dato Anwar Fazal.
Expanding the Breastfeeding Friendly Child Care Training of Trainers

The Breastfeeding-Friendly Child Care (BFCC) Training of Trainers has reached ninety Child Care Center Trainers from North Carolina’s coastal counties in the east to those in the mountains in the west. This enthusiastic BFCC Trainers group includes Child Care Health Consultants, Infant Toddler Specialists, WIC Regional Breastfeeding Coordinators, and Shape NC Hub Specialists, as well as Liaisons from a faith-based group, Partners in Health and Wholeness, and CACFP sponsors.

This January, we were excited to be able to offer the training beyond North Carolina to the Black Mothers’ Breastfeeding Association (BMBFA) in Detroit, Michigan. On a cold day in January (the temperature hovered in the teens all day!), members of the BMBFA met with CGBI’s BFCC Project Director, Kathleen Anderson, to participate in the training. Their comments in response to the training questions, in small and large group discussions, as well as during the feedback session that followed the training, provided new insights on many of the training components. This was a valuable opportunity for CGBI to evaluate the training components for usability and applicability beyond North Carolina. The input we received will help CGBI to develop a BFCC training curriculum that can truly meet the needs of communities in NC and beyond.

The North Carolina Breastfeeding Coalition

Working to Advance Breastfeeding in North Carolina

Since 2005, the North Carolina Breastfeeding Coalition (NCBC) has been bringing together individuals and organizations throughout the state to advance capacity to support breastfeeding in North Carolina. The coalition is thriving and growing with many successful projects and new initiatives, including 1) mini-grants to organizations supporting breastfeeding in underserved populations in NC, 2) yearly scholarships to lactation consultant candidates to be applied to the IBLCE exam fee, and 3) a Ban the Bags campaign (Golden Bow Award) for hospitals and birthing centers that have banned formula discharge bags. This initiative has greatly contributed to a successful outcome – 84% of live births in NC are in bag-free facilities.

CGBI supports and collaborates with the NCBC. As NCBC Co-Secretary, Kathy Parry is excited to share a new Community Outreach committee that seeks to create interconnectivity among members and to partner with national organizations, such as Moms Rising and Best for Babes, in order to engage local NC communities. Catherine Sullivan serves on the Licensure and Reimbursement Committee which is the North Carolina affiliate of the US Lactation Consultant Association. This committee, formerly known as the MidSouth Lactation Consultant Association, has joined forces with the NC Breastfeeding Coalition to advance the field of lactation consulting.
Dear Friends and Colleagues:

Every quarter of every year is an exciting time for mothers’, children’s and families’ health and well-being, and this quarter we continue to be amazed by our baby steps forward. I hope that you all saw the NYTimes article that credited increases in breastfeeding as contributing to lower levels of obesity in 2-5 year olds in the US (February 26, 2014, page A1 of the New York edition), and the kerfuffles caused by misunderstandings of research on breastfeeding.

Here at CGBI, we are happy to report that the popularity of our interstate collaboration projects is expanding, and the use of our materials by other entities is on the upswing. Kiddada Green invited Kathleen to carry out a BFCC TOT for Black Mothers Breastfeeding Association (see article in this issue), and Kathleen shared our breastfeeding in child care intervention approach at the California Annual Breastfeeding Summit. Miriam spoke on population health at the American College of Preventive Medicine annual meeting. Catherine and Miriam were honored to be part of the W.K. Kellogg Foundation’s First Food leadership meeting, encouraging and creating the space for all to increase collaboration and coordination on racial equity in breastfeeding. Most recently, the 9th Annual Breastfeeding and Feminism International Conference (BFIC) was held here in Chapel Hill on March 20-21st with participants from 8 countries, and many states – Please save the dates for the 10th Annual BFIC, March 19-20, 2015, for a major event and celebration of a decade of work to ensure that women and their families are fully considered in breastfeeding support programming. In addition to our website, http://cgbi.sph.unc.edu/ we also host a blog from time to time that deals with the less academic side of things … http://www.breastfeeding4health.com

Finally, I am happy to note that our students, advisees, and ongoing classes are doing well. We fully expect to see 10 new IBCLCs come the Fall, and our survey course is experimenting in “flipping” the course, with the students doing most of the teaching. We will let you know the results!

Best wishes, 
Miriam
The National Maternal Child Health (MCH) Workforce Development Center (the Center) at the University of North Carolina at Chapel Hill recently was launched to assist state Title V professionals in enhancing their leadership of and engagement in health transformation. About half of the states are transforming their health systems through implementation of the Patient Care and Affordable Care Act (ACA) and the others through other strategies, but regardless of the approach, health systems are changing. The Center is organized around four key elements of health transformation: (1) increasing access to care; (2) incorporating quality improvement into all aspects of health care systems; (3) promoting systems integration/harmonization; and, (4) leadership for managing change. The Center provides training in three ways: (1) universal training through the Association of Maternal Child Health Programs’ (AMCHP’s) Transformation Station website; (2) targeted assistance on challenges identified by state Title V leaders; and, (3) intensive approaches that provide on-site expertise in challenges that cross several domains of transformation efforts.

Breastfeeding is a prominent component of the ACA, with provisions on insurance coverage, workplace support, and hospital practices. AMCHP’s Issue Brief, State Opportunities and Strategies for Breastfeeding Promotion through the Affordable Care Act (December 2013) highlights many examples of collaboration between state Title V programs and lay and professional practitioners and community-based programs to promote and support breastfeeding. Because developing successful breastfeeding likely involves each of the four elements of the Center, there may well be opportunities to assist states in emphasizing breastfeeding in state health transformation plans.
Alumni Spotlight

Rachel M Davis, MPH, RD, LD, IBCLC

Rachel Davis is a recent graduate of The University of North Carolina Chapel Hill. In December of 2013 she received her Master’s in Public Health from the Department of Maternal and Child Health. Currently, Rachel is employed as a registered dietitian and lactation consultant with the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) at the South Carolina Department of Health and Environmental Control (SCDHEC). She conducts care plans for high-risk clients and provides nutrition and breastfeeding education, support and services in the Hartsville, Chesterfield and Marlboro County Health Departments of the Pee Dee Region of South Carolina. Rachel has a strong desire and passion for helping others. She feels her job is highly rewarding and loves being able to motivate and assist individuals and families in improving their health and well-being.

Publications and Presentations

Publications:


Presentations:

Anderson KL. Supporting Breastfeeding in Child Care. South Carolina’s 8th Annual Program for Infant/Toddler Care (PITC) Advanced Training Conference; 2014 Mar 3; Charleston, SC.

Anderson KL. Building Partnerships at the State and National Levels for Breastfeeding-Friendly Child Care. Breastfeeding and Feminism Symposium: Forging Partnership for a Better Tomorrow. 2014 Mar 21; Chapel Hill, NC.
Anderson KL, Labbok MH. Carolina Ten Steps to Breastfeeding-Friendly Child Care in the panel Establishing Breastfeeding Friendly Childcare Settings: Resources to Help Child Care Providers and Breastfeeding Families. 4th Annual California Breastfeeding Summit; 2014 January 30; Sacramento, CA.


Chetwynd E. The provision of breastfeeding support: Differentiating the research on peer counselors and IBCLCs (2). Breastfeeding and Feminism Symposium: Forging Partnership for a Better Tomorrow; 2014 Mar 20-21; Chapel Hill, NC.


Labbok M. Carolina Ten Steps to Breastfeeding-Friendly Child Care. Round Table, W.K. Kellogg Foundation First Food Forum; 2014 Mar; San Antonio, TX.


Labbok M. Breastfeeding and Family Planning: Current thinking and potential impact on women. Breastfeeding and Feminism Symposium: Forging Partnership for a Better Tomorrow; 2014 Mar 21; Chapel Hill, NC.


Parry K. Avoiding Early Supplementation. Piedmont Health Services; 2014 Jan 15; Carrboro, NC.

Sullivan CS. Addressing Breastfeeding Concerns in the Mother-Baby Dyad. Public Health Social Work Conference; 2014 Mar 5; Raleigh NC.

Sullivan CS. The provision of breastfeeding support: Differentiating the research on peer counselors and IBCLCs (1). Breastfeeding and Feminism Symposium: Forging Partnership for a Better Tomorrow; 2014 Mar 20-21; Chapel Hill, NC.

Tully KP, Holditch-Davis D, Brandon D. An adaptive leadership perspective on the discrepancy between planned and reported home infant sleep locations. Breastfeeding and Feminism Symposium: Forging Partnership for a Better Tomorrow; 2014 Mar 20-21; Chapel Hill, NC.