United States Breastfeeding Committee (USBC) Membership Meeting and Coalitions Conference

The USBC is comprised of more than 50 member organizations that meet twice per year in Washington, DC to further collaborative efforts in support of breastfeeding. This August, USBC announced a new 5-year strategic plan and proposed a constellation model for working on key areas. The USBC meeting preceded the 5th National Breastfeeding Coalitions Conference, where leaders from state coalitions come together for skills and capacity building, as well as sharing. CGBI was an active participant in both meetings. For details of our presentations, please see Page 6.

Equity was a topic of interest for participants and presenters alike. We heard many moving presentations about the work being done to move toward greater equity among all, which includes not only the health services and outcomes for the individual, but also the ability of individuals to access those services. In addition, the importance of diversity among breastfeeding support workers was discussed. CGBI contributed to the discussion through examining access and reimbursement with a collaborative poster presentation: “Building the Case for Medicaid Reimbursement of IBCLCs: A Toolkit for State Coalitions” (K. Houk, C. Sullivan, E. Chetwynd, A. Fogelman), making the case that equity in access to lactation support providers can be improved through consistent reimbursement. The poster outlines an action plan toolkit that can be applied to individual states. CGBI invites you to consider using this useful tool, and sharing it with your colleagues. It may be found as a news item on our website: breastfeeding.unc.edu/newsroom.
Another highlight of the events in Washington, DC was the passionate, moving speech given by Acting Surgeon General Dr. Boris Lushniak. He demonstrated a comprehensive understanding of the value of our work, as well as a personal passion for breastfeeding. The room was inspired and several were teary-eyed during the standing ovation he received. Dr. Labbok urged him to share his knowledge and passion with groups of people who may not understand the importance of our work, and many left with hopes that the “Acting” in front of his title might soon be removed.

All in all, it was a fruitful week. CGBI was asked to lead sessions related to improving maternity care practices at both meetings. We look forward to continuing to work toward this and other areas, together with all of you.

**CGBI Project Update:**
**Prenatal Breastfeeding Education: Ready, Set, BABY**

We have recently made the new and much improved *Ready, Set, BABY* materials available on our website. *Ready, Set, BABY* is a set of visually appealing, low-literacy educational materials designed for educating all prenatal women about breastfeeding. These unique and comprehensive materials meet and go beyond the requirements of Step 3 of the Baby Friendly Hospital Initiative, and are intended as primary education to be offered either one-on-one or in group sessions. The revisions to the educational materials reflect a pilot study and evaluation we began in 2012.

*Ready, Set, BABY* starts out with an open discussion that helps mothers vocalize what they have heard about infant feeding, good and bad, and leads into education about some of the most common myths we know exist. *Ready, Set, BABY* helps mothers know what to expect and why, and empowers them with the knowledge that breastfeeding problems are 1) normal to encounter and 2) resolvable with support. It also helps mothers understand the changes in maternity care practices that occur as facilities move toward Baby-Friendly® designation, a growing trend in the United States.

The patient booklet and educator flip chart were well received at the International Lactation Consulting Association (ILCA) conference in Arizona this July, where project director, Kathy Parry, discussed Step 3 in detail during a concurrent session. Please visit the Tools for Action Quicklink on our website to view our Prenatal Breastfeeding Education link. Downloadable PDFs are available in Section III. If you would like to collaborate with CGBI to receive complimentary materials for your prenatal clinic, please email kathyparry@unc.edu.
Dear Friends and Colleagues:

It is still summer here in North Carolina, but I doubt that any CGBI-ers have had much chance to get outside – it has been a busy time for all. We have been working, learning and sharing all summer via meetings and conferences: NCBC, ILCA (and the equity in lactation summit), ABM, USBC, and the national collaboratives for supporting breastfeeding friendly child care and healthcare. We launched our new exhibit and materials at the ILCA and USBC conferences and met many new friends who have been added to our distribution lists. (Maybe some of you are reading this today…) We also had the opportunity to meet with (Acting) Surgeon General Boris Lushniak at USBC – what a guy! And, we have wrapped up World Breastfeeding Week and National Breastfeeding Month. (Please visit our blogsite: http://www.breastfeeding4health.com/ for musings on this and on the last year)

One important topic that has been discussed at many of the events mentioned above is the issue of equity. How DO we achieve equity in this nation so ruled by finance and propaganda for divisiveness? How do we achieve equity when we continually step quietly around the issues of race, poverty, and gender? In the last week alone, there has been a CDC study confirming that indeed African American/Black women are less likely to have their maternity care in the more breastfeeding-supportive hospitals, and another new analysis that confirms that only the top earning quartile of women earn as much as the top 50% of men. And, dare I guess how many are unemployed in this country, or are otherwise disenfranchised? We are painfully aware that socio-economic disenfranchisement is associated with significantly poorer health and reduced longevity…

Each of us has to choose his or her own approach to address these issues that run deep in our society. Here at CGBI we hope to continue to do our part by addressing the issue of inequity in support for women and mothers, especially related to the reproductive health continuum – birth, breastfeeding and birthspacing.

Wishing all a productive final quarter…

Sincerely,

Miriam
Dr. Margaret Bentley is a nutritional anthropologist who holds several positions at the University of North Carolina at Chapel Hill, including Professor of Nutrition, Associate Dean for Global Health, and Associate Director for the Institute for Global Health and Infectious Diseases. Dr. Bentley’s research focuses on women’s and infants’ nutrition, infant and young child feeding, HIV and breastfeeding, and community-based interventions for nutrition and health. She has worked in several geographic settings, including sub-Saharan Africa, India, the Galapagos and Peru to investigate the social and behavioral factors related to infant and young child feeding, development, and growth.

Much of her domestic work in Baltimore, Maryland and central North Carolina has focused on the infant feeding practices of African-American women. Collectively, this work has documented, and intervened upon, the important influence of fathers and grandmothers on women’s infant feeding decisions, including breastfeeding initiation and the timing of the introduction of complementary foods. Most recently, Dr. Bentley was awarded funding by the National Institute of Child Health and Human Development to conduct a randomized trial titled “Mothers and Others: Family-based Obesity Prevention for Infants and Toddlers,” which includes secondary outcomes aimed at improving breastfeeding rates among African-American women. More information can be found at www.clinicaltrials.gov (NCT01938118).

Abigale Smetana Joins CGBI

Abby graduated with a BSN from Saint Joseph College in West Hartford, CT in 2004 and began working as a staff nurse on a medical unit at Saint Francis Hospital in Hartford, CT. She served in the United States Air Force Nurse Corps from 2006-2010 where she worked first as a staff nurse and then as a Dedicated Preceptor and assistant for the USAF Nurse Transition Program. After separating from the USAF, Abby and her family moved to North Carolina. She earned her MSN in Nursing and Healthcare Leadership at Duke University in 2013 and completed the Mary Rose Tully Training Initiative at UNC Chapel Hill in 2014.

She will be working part time as a Project Assistant for CGBI, and will focus her attention on the accreditation process for the MRT-TI program, as well as assisting with breastfeeding education modules. Abby and her husband Ben reside in Cary, NC with their three young children, Damien, Hannah, and Hugo.
Alumni Spotlight:
Heather Wasser, PhD, MPH, RD, IBCLC

Heather Wasser received her Master's in Public Health (2003) and Doctor of Philosophy (2012) from the Department of Nutrition at The University of North Carolina at Chapel Hill. She was a graduate of the 2010 MRT-TI cohort. During her doctoral studies, she worked closely with Dr. Peggy Bentley, her advisor and dissertation chair, to publish several manuscripts highlighting the importance of infant temperament and the influence of non-maternal caregivers, such as fathers, grandmothers and child care providers, on breastfeeding and the developing diets of infants and toddlers.

Currently, she is the project director for an R01 efficacy trial titled “Mothers and Others: Family-based Obesity Prevention for Infants and Toddlers,” with Dr. Peggy Bentley (see previous page).

Carolina BEBES:
Birth and Breastfeeding: Evidence Based Education and Support

Carolina BEBES is off to a strong start this semester! In August, BEBES hosted a well-attended back-to-school social to welcome all new and returning students in the Department of Maternal and Child Health, as well as to recruit new members. The first general meeting was also a success. Held on September 9th, it had a great turn out from undergraduate and graduate students interested in global and domestic birth and breastfeeding practices.

Projects for this year include supporting the North Carolina Breastfeeding Coalition campaigns, collaborating with the SPH Global Health committee on campus events, and expanding BEBES’ role in advocating for empowering birth practices in North Carolina and globally. BEBES will meet on the second Tuesday of every month from 12-1 p.m. All students, faculty, staff, and community members are welcome to attend.

To receive email updates from BEBES about meetings and events, please send a message to unc.bebes@gmail.com and ask to be added to the listserv.
Congratulations!

JHL Award for Evidence-Based Leadership in Breastfeeding

Miriam Labbok was honored at the International Lactation Consulting Association annual conference this July with an award celebrating her application of research to practice. The Journal of Human Lactation Award for Evidence-Based Leadership in Breastfeeding was established last year to recognize leaders in breastfeeding research. Congratulations, Miriam, on a well-deserved award!

Mary Rose Tully Training Initiative

Inaugural “White Coat Ceremony”

The 2014-2015 cohort of the Mary Rose Tully Training Initiative are the first to receive professionally embroidered white coats for distinguishing MRT-TI students at the multiple participating clinical sites. The students received their white coats in a ceremony on August 15th.

Publications and Presentations

Publications:


Presentations:


Publications and Presentations

Continued


Steube, A. Breastfeeding and Maternal Health. Resident Research Day Visiting Professor Wake Forest School of Medicine, Winston Salem, NC, June 2014.


Be sure to visit our website for additional news!