SURVEY COURSE ON OPTIMAL INFANT AND YOUNG CHILD FEEDING

Instructors
Prof. Miriam Labbok  
labbok@unc.edu  /  966-0928/ 412A Rosenau Hall
Adj. Assoc. Prof. Mary Rose Tully  
mtully@unch.unc.edu/ 966-3428/6th floor UNC Women’s Hospital
TA/Instructor Brook Colgan, brook@email.unc.edu

Meeting Times
Wednesdays, 9:30am-12:20pm, 2305 MacGavran-Greenberg

Objective: The student will have sufficient knowledge, critical skills, and familiarity with clinical aspects of breastfeeding to serve as a basis for research, program, and/or policy considerations.

Description:
This survey course will briefly cover the principal topics in this broad field of knowledge, including domestic and global issues. Teaching methods will be primarily lecture with discussion and student presentations. The topics will include relevant maternal and infant anatomy, physiology, and endocrinology; complementary feeding; immunology; pathology, pharmacology and exposures; psychology, sociology and anthropology; growth and development; research issues; ethics, Code of Marketing and other legal issues; breastfeeding support skills; counseling, communication and advocacy; and programming and policy.

Competencies:
As a survey course, nearly all competencies are addressed, including Analytic Assessment Skills, Policy Development/Program Planning Skills, Communication Skills, Cultural Competency Skills, and Community Dimensions of Practice Skills. There is greater emphasis on Basic Public Health Sciences Skills and Leadership and Systems Thinking Skills.

Grading:
Grading will be based on class participation, a research paper and project, class presentations, and exams.

1. Class Participation, including two class presentations – 30%
2. Social Marketing Assignment – 15% and Paper – 15%
3. Midterm – 20% and Final Exam– 20%

Grades will be assigned as follows:
H = Clear Excellence
P = Entirely Satisfactory*
L = Low Satisfactory
F = Fail
I = Incomplete

*P+ is also given within the School of Public Health to denote above average work.

Required readings:
Required readings, indicated by an asterisk (*) in the syllabus, will be available on the Blackboard site. Some readings will be taken from the textbooks and the chapters will be available on Blackboard:

It is important to review the required readings before each class as they will reinforce what is discussed in class and enable better participation in class discussion.
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<th>DATE</th>
<th>Title and Instructor</th>
<th>Objectives</th>
<th>Readings</th>
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| 14 Jan 2009 | Introduction and Overview Labbok             | 1. Define “optimal” feeding, and understand why six months exclusive breastfeeding is recommended  
2. Have an understanding of trends in US breastfeeding rates, including disparities, and trends around the world  
3. Be able to explain “protection, promotion and support”  
4. Be familiar with the major findings and the literature on the major risks of not breastfeeding for the child, both in the short- and long-term  
5. Be aware of the literature on breastfeeding and maternal health  
*2. Hale text: Gross anatomy of the lactating breast (Ch. 2), p.19-34.  
*3. Lawrence text: Physiology of lactation (Ch. 3), p. 65-103.                                                                                                                                                                                                 |
| 28 Jan 2009 | Health Consequences of Breastfeeding for Mother and Child: Immunology, Pathology, Pharmacology and Exposures Labbok | 1. Understand the causation of the health impact of lactation  
2. Recognize the breadth of the immunological base of breastfeeding  
3. Be able to carry out simple calculations of disease burden  
4. Understand the extent of breast pathology associated with breastfeeding, and the health system implications  
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<th>Assignments</th>
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| 4 Feb 2009 | **Counseling Basics: Breastfeeding Advocacy Skills and Communication Issues for Public Health Professionals** Tully | 1. Be able to list the components of basic clinical support for breastfeeding for the newborn, including milk banking  
*1. ILCA clinical guidelines for the establishment of exclusive breastfeeding.  
| 11 Feb 2009 | **Programming and Policy** Labbok | 1. Know the genesis and content of global, US and selected NC policies  
*4. DHHS Blueprint for Action on Breastfeeding. Available at: [http://www.4women.gov/breastfeeding/bluprntbk2.pdf](http://www.4women.gov/breastfeeding/bluprntbk2.pdf)  
| 18 Feb 2009 | **Social Support, Clinical Pathology, Milk Banking** Tully | 1. Describe areas where culture may influence breastfeeding practice  
2. List common breastfeeding problems  
3. Learn the purpose, history and role of donor milk banks  
2. Use the two approaches in model program planning  
3. Use the approaches in critique of a current program or advocacy approach  
<p>| 4 Mar 2009 | <strong>Midterm and Review</strong> Labbok | |
| 11 Mar 2009 | <strong>No Class</strong> | Spring Break |</p>
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<th>Date</th>
<th>Session Title</th>
<th>Topic</th>
<th>Details</th>
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4. Sachs M, Dykes F, Carter B. Feeding by numbers: an ethnographic study of how breastfeeding women understand their babies' weight charts. IBJ. 2006;1:29 |
*2. Labbok- Definitions/research summary  
3. ILCA Standards of Practice  
4. IBCLC Code of Ethics. Available at: [http://www.iblce.org/old/ethics.htm](http://www.iblce.org/old/ethics.htm)  
### MHCH 605-001 SPRING 2009

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<th>Reading/Assignment</th>
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1. Understand difficulties in assessment of impact of breastfeeding programs at the global level  
2. Be able to list components of program assessment, monitoring, and evaluation, and how they differ  
3. Demonstrate ability to apply these components to a breast-feeding related situation |


| 14 Apr 2008 | Final and Review Labbok                        |                                                                                  |
| 1 May 2008 | Exam Week                                    | Final Paper Due by 5pm                                                            |

**Exams:** The midterm and final will consist of a combination of multiple choice and short answer questions.

**Social Marketing Assignment:** Due April 8th

1. Go through the required reading material in the Social Marketing Assignment Folder.
2. Thoughtfully select a target population, gather relevant breastfeeding data for this population, and consider possible strategies for improving breastfeeding rates.
3. Develop a potential social marketing message or messages for this population.
4. Design a qualitative research approach (The provided reading is good, but you may also use other readings to guide your approach.)
5. Conduct a mini focus group or in-depth interview with 4-6 persons of the target audience.
6. Be prepared to give an informal 5-10 minute presentation of the data you gathered, the message that you created, and the results from your research.

**Paper Assignment:** Due May 1st

1. Topic Area: Policy and Program Interventions in Infant Feeding
2. Description: You are developing a strategic plan for breastfeeding protection, promotion, or support. In 750 words, write a clear and concise position paper discussing a selected policy or programs that addresses breastfeeding as an important public health issue. Be sure to discuss SWOT (strengths, weaknesses, opportunities, and threats) of the policy or programs. In addition, recommend strategies to address the weaknesses.