

Breastfeeding Exclusive

Carolina Global Breastfeeding Institute

Newsletter

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Happy
Holidays!

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National Platform for Advancing Best Practices for Breastfeeding Support

By: Catherine Sullivan and Kathleen Anderson

How do you facilitate continued collaboration among groups located in areas across the country working toward the promotion, protection, and support of breastfeeding in health care and child care?

We are pleased to introduce the National Platform for Advancing Best Practices for Breastfeeding Support, an online tool to facilitate continued collaboration of the members of the Interstate Ten Steps and the members of the Collaboration on Support of Breastfeeding in Child Care. The W.K. Kellogg Foundation is supporting our hosting of these two new portals on a platform funded by the United States Breastfeeding Committee (USBC). Launched in early November, the National Platform is the home of the National Collaborative for Advancing the Ten Steps (NCATS), the new name of the ongoing Interstate Collaborative that was formed in 2011 to address the need to accelerate the systematic implementation of the Ten Steps to Successful Breastfeeding in maternity care practices to support optimal breastfeeding. The National Platform also is home to the National Collaborative for Advancing Breastfeeding in Child Care (NCABC), which includes representatives from the meeting on the Collaboration on Support of Breastfeeding in Child Care, as well as other state-level representatives who have developed or are planning/developing statewide programs and policies that support breastfeeding in the child care environment. Although it is possible to be a member of both communities, the NCATS and NCABC are two separate communities within the national platform.

Hosted by the Carolina Global Breastfeeding Institute, the National Platform supports sharing at a number of different levels. The Community Hub level is available to all members of either the NCATS or the NCABC community, providing a place to post events and view documents pertinent to all community members. The Area level is for members within a state, large metropolitan statistical area, or Tribal area within NCATS or NCABC. Area members can upload and work collaboratively on documents important to the Area. Similar collaborating opportunities are available at the Committee and Task Force levels. The National Platform is open to those who have participated in previous CGBI-hosted collaborative meetings and/or are directly involved with implementation of best practices at the state or policy level. Both groups welcome additional states that have active programs, or plan to have programs in either of these areas.

Please contact Catherine Sullivan (catherine_sullivan@unc.edu) or Kathleen Anderson (klanderson@unc.edu) if you are interested in more information.

Exciting Changes to the Website

By Kathy Parry and Thea Calhoun-Smith

The CGBI website has a new look and layout. The University of North Carolina system moved to a new web design platform, and this was a great opportunity to revamp the organization of our site and incorporate new webpage features.

Our home page includes a vibrant collage of breastfeeding mothers and introduces you to the menu of options. To reach the home page from another page of the website, click on “UNC Gillings School of Global Public Health” at the very top of the page. Our new menu includes the following tabs: *Who We Are*, *What We Do*, *Where We Work*, *Newsroom*, *Take Action!*, and *Giving*. Each of these menu tab titles can be clicked to take you to their respective page, and you may also hover over the menu tab titles to view the submenu of other clickable pages.



Highlights of the website include a Quicklinks menu on the right of each page for easy access to the most frequently visited pages of the website, and a newly organized page of our publications including embedded links to the journal articles when possible.

We would greatly appreciate your feedback. Please let us know how to make the site more useful to you. Also, if you notice a link that does not work or something out of place, please notify us and we will fix the problem right away. Thank you in advance for your support.

Congratulations!



Much deserved CONGRATULATIONS continue for our director, Dr. Miriam H. Labbok, who recently received the Carl E. Taylor Lifetime Achievement Award from the American Public Health Association’s International Health Section. We are grateful to Dr. Labbok for her work to promote, protect, and support breastfeeding around the world.

Congratulations, Dr. Labbok!

Dr. Miriam Labbok, right, accepts the Lifetime Achievement Award from Professor Gopal Sankaran, co-chair of the International Health Section awards committee

Letter From the Director

Dear Friends and Colleagues:

The New Year is upon us: a time to reflect and a time to look forward. With thanks to our donor families, and to the W.K. Kellogg Foundation, we have been able to maintain and grow our work in support of enabling every woman, and every family, to create and achieve optimal breastfeeding goals. Let us take this time to consider the events of the last year and their contributions to the next...



In North Carolina, building on partnerships with State organizations and agencies and the NC Breastfeeding Coalition, we have seen major strides in the protection, promotion and support of breastfeeding. The Division of Public Health's NC MCBFD five-star designation for our hospitals has had excellent uptake, as has the Golden Bow Award for 'banning the bags' containing infant formula given to mothers at hospital discharge. In addition, research continues. Crystal Springer, MD, a former MRT-TI student, working with Brook Colgan, completed a revealing study of the impact of SIDS ads on women. Overall, the ads showing extreme danger were not positively received, and women expressed resentment that the ads vilified normal family-friendly sleep patterns. Other research, led by Emily Taylor and Kathy Parry, found that formula advertising, especially when available in a health care setting, confused new mothers and made them doubt themselves. We look forward to continuing work on all of these issues, and to continue and expand our work in support of all breastfeeding-vulnerable groups, and to make all lessons learned available for ready access.

Nationally, we are pleased to have hosted two successful nationwide meetings - one on implementing the Ten Steps to Successful Breastfeeding in hospitals and one on supporting Breastfeeding in Child Care. We also have recently established two associated portals (see page 1). In addition, we continued our full participation in USBC and the Secretary's Advisory Committee on Infant Mortality (SACIM).

Globally, our close involvement with the World Alliance for Breastfeeding Action and the Academy of Breastfeeding Medicine grows stronger, with election to the Boards of each. Meanwhile, we continue to seek resources to support improved breastfeeding skills development in a global network of health care training centers that stand ready and willing to improve their breastfeeding curricula and support dissemination of best practices. And we will be holding our 9th Breastfeeding and Feminism International Conference on March 20-21, 2014. Visit the website at <http://breastfeedingandfeminism.org/> to register.

So let's all continue in 2014 to work towards the creation of an enabling environment that will support every woman and every family to decide to optimally breastfeed the next generation, and to succeed, for the health of the mother, the health of the family, and the health of the nation.

Wishing you all the joy of the holiday season, and a peace-filled and productive 2014,

Miriam

Associates' Corner:

Women-Inspired Systems Enrichment (WISE)

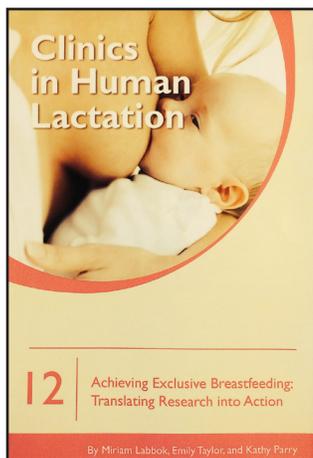
By Emily Taylor, MPH, IHI-IA, LCCE, CD(DONA)

It seems like only yesterday that I served as the Deputy Director of the Carolina Global Breastfeeding Institute, and now here I am contributing from the Associate's Corner. Leaving this role was bittersweet, so I am happy to report that CGBI and WISE have formed a meaningful affiliation and will continue to collaborate to improve maternal and child health well into the future.

I left CGBI in May to start WISE, which stands for Women-Inspired Systems Enrichment. WISE offers cutting-edge quality improvement methods for collaborative and sole-system initiatives; health system leadership development; curriculum creation and implementation; staff development, monitoring and evaluation, and collaboration facilitation. Operating with the belief that societies are strongest when women are able to attain optimal health, WISE chooses to focus on improving health systems that serve women.

I am excited to report that WISE' first big project is Improvement Advising for the New York City Breastfeeding Hospital Collaborative. NYCBHC aims to increase from 2 to 12 the number of hospitals designated Baby-Friendly in New York City. Employing the services listed above, we are successfully moving the needle in 18 urban hospitals. It is gratifying to see the hospital teams (and ultimately the moms and babies) benefit from tools designed for CGBI's Breastfeeding Hospital Collaborative. For those of you working on similar efforts (especially my colleagues in the National Collaborative for Advancing the Ten Steps), I encourage you to visit the Healthcare Initiatives page on CGBI's website to learn more about how the evidence-based B-KAP, provider education materials, patient education materials, and training of trainers' curriculum may work for you and yours. Working together, we really can make a difference and have fun doing it!

New Monograph: Achieving Exclusive Breastfeeding



Achieving Exclusive Breastfeeding: Translating Research into Action is the title of a new book published in 2013 by Hale Publishing as a part of their Clinics in Human Lactation series. Authors Miriam Lobbok, Emily Taylor and Kathy Parry discuss the findings from the literature on exclusive breastfeeding related to eight time periods in the reproductive health cycle: preconception, prenatal, perinatal/birth, immediate postpartum, days 3-12, day 12 – week 6, weeks 6-12, and months 3-6. Suggestions for translating the research findings are made, and several programs and activities in the US are highlighted that help eliminate the identified barriers to achieving exclusive breastfeeding. A detailed annotated bibliography is accessible online.

This monograph may be of interest to breastfeeding professionals specializing in research, policy or programming. It can be ordered online through Hale Publishing.

Alumni Spotlight

Zahra Reynolds, MPH, IBCLC

Zahra Reynolds completed the MRTTI and MPH programs in Maternal and Child Health in 2011. Since then, she has been applying her MPH to improve the collection and use of health data around the world with the MEASURE Evaluation project at the Carolina Population Center. She uses her breastfeeding knowledge in the design of surveys related to maternal and child health in Liberia and in analyzing breastfeeding data from a women's study in Russia. While she misses the clinical interaction with breastfeeding dyads, she relishes the opportunity to advocate for good breastfeeding based on her research data.



Zarah on vacation in Morocco

Carolina BEBES Update

Birth and Breastfeeding: Evidence Based Education and Support



This year, BEBES has been further developing its vision to include more activities and programs to provide opportunities to learn about normal birth and breastfeeding and advocating for supportive birth and breastfeeding practices locally, nationally and globally. Its goals are to expand efforts to provide evidence-based advocacy, training and community activities and to provide a better understanding among students, faculty, staff and community members, to develop a more inclusive membership, and to work closely with CGBI.

This fall, BEBES submitted an article to several school-wide newsletters regarding the importance of breastfeeding in breast cancer prevention and advocacy for cancer survivors who desire to breastfeed. We also invited two speakers, Dr. Miriam Labbok, and Ellen Chetwynd, who discussed the importance of healthy birth and breastfeeding and provided an introduction to the role of the International Board Certified Lactation Consultant® (IBCLC®). BEBES also held fundraisers at Sweet Frog Frozen Yogurt and Top of the Hill to raise money for basic operations and for MRT-TI program participants to fund their exam.

BEBES already is planning a number of activities to continue its advocacy work during the spring semester. BEBES members are excited about the growth of the organization and potential to continue providing education and support for birth and breastfeeding. *Pictured: December graduate and BEBES Co-President, Rachel Davis*



Congratulations to the entire 2012–2013 MRT-TI class for successfully passing the IBLCE exam. Good luck in your future careers!

Adara Blake, Brittany Chamberlain, Danielle Chu, Rachel Davis, Chiara Phillips, Lindsey Hurd, Sonia Lai, Aunchalee Palmquist, and Julie Whitfield.

Publications and Presentations

Publications:

Tully KP, Ball HL, Maternal Accounts Of Their Breastfeeding Intent And Early Challenges After Cesarean Childbirth, *Midwifery*; 2013 Oct 26. pii: S0266-6138(13)00306-9. doi: 10.1016/j.midw.2013.10.014.

Yotebieng M, Chalachala JL, Labbok M, Behets F. Infant feeding practices and determinants of poor breastfeeding behavior in Kinshasa, Democratic Republic of Congo: a descriptive study. *Int Breastfeed J*. 2013 Oct 1;8(1):11. doi: 10.1186/1746-4358-8-11.

Presentations:

Anderson KL. Report on Carolina ten steps to breastfeeding-friendly child care project and collaboration on breastfeeding support in child care meeting. CDC Division of Nutrition, Physical Activity, and Obesity Early Care and Education Networking Call; 2013 Oct 30.

Handler A, Kotelchuk M, Labbok M, Shields S. Addressing women's health as an infant mortality reduction strategy. American Public Health Association 141st Annual Meeting; 2013 Nov 5; Boston, MA.

Labbok M. Role of Preventive Medicine and Public Health Physicians in Support of Breastfeeding. UNC Preventive Medicine Seminar. 2013 Sep 25; Chapel Hill, NC.

Labbok M. Breastfeeding: A National Health Priority [podcast on the internet]. VoiceAmerica Health and Wellness Internet Talk Radio. Born to be Breastfed with Marie Biancuzzo; 2013 [broadcast 2013 Oct 7; cited 2013 Nov 27]. Available from: <http://www.voiceamerica.com/episode/73108/breastfeeding-a-national-health-priority>

Labbok M. Welcome and Overview of the Tapestry of Breastfeeding. Art of Breastfeeding; 2013 Oct 8-9; Chapel Hill, NC.

Labbok M. Population, Health and Nutrition Panel. Community Systems Foundation 50th Year Anniversary Conference; 2013 Oct 12; Ann Arbor, MI.

Labbok M. Breastfeeding Support: Special Issues of Culture and Context, NJ WIC Annual Meeting; 2013 Oct 20; East Brunswick, NJ.

Labbok M. Breastfeeding: A forgotten essential. American Public Health Association 141st Annual Meeting; 2013 Nov 2; Boston, MA.

Labbok MH. Why Breastfeed? Risks of not breastfeeding. In: What Every Physician Needs to Know About Breastfeeding; Academy of Breastfeeding Medicine Annual Meeting; 2013 Nov 21; Philadelphia, PA.

Labbok MH. Translating breastfeeding support across borders: What industrialized countries might learn from interventions in developing countries. Academy of Breastfeeding Medicine Annual Meeting, 2013 Nov 23; Philadelphia, PA.

Nickel N, MacHardy N, Labbok M, Barnett J, Bonuck K. Relationship of human milk feeding with infant health outcomes: A longitudinal analysis of BINGO and pairings study data. American Public Health Association 141st Annual Meeting; 2013 Nov 4; Boston, MA.

Nickel NC, Labbok M. No child left behind: Policy relevant approaches to measuring and reporting time trends in socio-economic breastfeeding inequalities. American Public Health Association 141st Annual Meeting; 2013 Nov 6; Boston, MA.

We welcome your feedback. Please send your comments or suggestions regarding Breastfeeding Exclusive to the editor at klanderson@unc.edu or the designer at kathyparry@unc.edu.

Be In Touch!

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