

# Breastfeeding Exclusive

Carolina Global Breastfeeding Institute  
Newsletter

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## Breastfeeding and Feminism International Conference

The ninth Breastfeeding and Feminism Symposium - now renamed "The Breastfeeding and Feminism International Conference" (BFIC) was held in March and was sponsored by Women's Health and Wellness/UNCG and CGBI/UNC Chapel Hill. Due to its growth in size and breadth of participation, the BFIC was held again in Chapel Hill. Our title and purpose this year was to advance "Forging Partnerships for a Better Tomorrow." There were more than 100 participants from 8 countries, more than 30 speakers, and many highlights, including the addition of a social media component, and evaluations were again extremely positive. The content included consideration of partnerships with many organizations, both in the US and globally. We also further explored feminism, possible commonalities with the LGBTQ community, lactation consultants (LCs) activities, women's health, and social media. Highlights included our keynote speakers: Drs. Judy Norsigian of Our Bodies, Ourselves; Bette Gebrian of the Haitian Health Foundation, and our always-lauded historian and friend, Jacky Wolf of Ohio University.



Conference co-organizers Paige Hall-Smith and Miriam Labbok.

The Social Media component provided an additional aspect to all proceedings as the conference hashtag was very active, drawing in people from both inside and outside the conference. Thank you to [www.birthswell.com](http://www.birthswell.com) for social media support. The total "reach" of the tweets, meaning the number of people who saw tweets about the conference, can be hard to fully measure; however, the number of people who saw tweets sent by the @BFandFem handle (the official Twitter account of the conference) was 272.4K. BFIC's audience on Twitter was primarily women between the ages of 35-44; however, there was good participation by women over 55, as well as men.

# Breastfeeding and Feminism International Conference

Continued

Some of the offsite participants chose to be quite active, engaging in conversations with conference attendees. Many were “high profile” bloggers with large audiences, which significantly increased the reach of the conference. These included Bettina Forbes of Best for Babes, Susan Barston of Fearless Formula Feeder, and Jessica Martin of The Leaky Boob, to name a few.

The strategies put in place by Birthswell encouraged content sharing and views on Facebook as well; during the conference, 13K people noted 28.6K impressions of BFIC specific content. This did not include content created by others who were participating in the BFIC and the 106 new Facebook “fans” acquired during the conference. This audience was primarily women between 25 and 45. The international reach was significant; there was active participation among US folks, but also significant participation from Canada, UK, Australia and Malaysia, among others.

Please join us next year, March 19-20, 2015 in Chapel Hill, for a major celebration at the Tenth Breastfeeding and Feminism International Conference!

## Mary Rose Tully Training Initiative Congratulations, Graduates!

The Carolina Global Breastfeeding Institute is pleased to recognize the graduates of the fifth class of The Mary Rose Tully Training Initiative (MRT-TI). The following ten students have successfully completed all IBLCE Pathway 2 requirements and will sit for the IBLCE exam in July:

Leslie Canale, Deborah “Annie” Freeman (pictured left), Shelly Hoekstra, Cathy Joyce, Teisha Lightbourne, Annie Oumarou, Abigail Smetana (pictured right), Montana Wagner, Zakiyah Williams, and Angela Williamson (pictured center). The Mary Rose Tully Training Initiative has maintained a 100% pass rate for all students in the previous four classes, and the faculty has every confidence in the most recent graduates.



The MRT-TI program is designed to produce future leaders in breastfeeding support who come from and will contribute to a variety of disciplines. The course success would not be possible without the hard work and mentorship of the faculty at our clinical sites and our guest lecturers in the classroom. Clinical faculty put in countless hours preparing our students to become leaders in the field. We now have 7 clinical sites and will be looking to expand our sites in high need areas of the state. Existing sites include: Cape Fear Valley Medical Center, NC Women’s Hospital (UNC), Rex Hospital, WakeMed Cary, and Women’s Birth and Wellness Center. New clinical sites added in the 2013-14 academic year include Randolph Hospital in Asheboro and Vidant Medical Center in Greenville. For more information about The Mary Rose Tully Training Initiative, please visit our website: [www.breastfeeding.unc.edu](http://www.breastfeeding.unc.edu), click on Lactation Consultant Training.

## Letter from the Director

Dr. Miriam Labbok

Dear Friends and Colleagues:

This has been a very exciting quarter for CGBI and its partners. Perhaps the three major highlights were our MRT-TI and Doctoral Student graduations, the ninth Breastfeeding and Feminism Symposium – now renamed The Breastfeeding and Feminism International Conference (BFIC) due to its growth in size and breadth of participation, and our newest CGBI member, Dr. Kristin Tully. Please see the articles herein on BFIC and Kristin. I very much enjoyed hooding Dr. Alane Murdock, now seeking an additional doctoral degree – an MD – at Duke, and all the many MRT-TI and MPH graduates leaving us, but going on to new and exciting careers.

We also are looking forward to next quarter: Don't forget World Breastfeeding Week, August 1-7. See <http://worldbreastfeedingweek.org/> for more details.

Best wishes,  
Miriam



At the graduation ceremonies, Miriam (right) is pictured with fellow MCH faculty Sian Curtis, Ph.D. and Anna Maria Siega-Riz, Ph.D.

### **NEW Project: Beyond the Hospital**

This spring, CGBI was awarded funding from the John Rex Endowment for a one-year planning grant: Reaching beyond the hospital: Supporting breastfeeding for health and nutrition outcomes among vulnerable populations in Wake County. This planning project will explore the prenatal and post-maternity breastfeeding support and care provided in Wake County as experienced by low income and minority women during these two essential and vulnerable periods of time: pregnancy and the first 12 weeks postpartum, and to identify a social marketing/targeted education approach with consistent breastfeeding messaging across all healthcare contacts.

We are excited to already have a dedicated group of stakeholders representing county, state, physician and other healthcare, and non-governmental agencies and organizations that provide services to women during the target times of pregnancy and the first 12 weeks postpartum, and look forward to expanding the group to include mothers and others who support low-income and minority families in the community. This stakeholder-driven project will include focus groups representing women in the target groups, as well as members of their support circles (e.g., fathers/partners, grandparents).

We are grateful to the John Rex Endowment for their support of this project to promote breastfeeding, especially for exclusive breastfeeding, in Wake County, NC.

## Associates Corner - Dr. Karen Bonuck

### Effect of Primary Care Intervention on Breastfeeding Duration and Intensity

Dr. Karen Bonuck is a Professor in the Department of Family and Social Medicine at the Albert Einstein College of Medicine. There, she conducts research on a range of parent-child interventions, pediatric sleep disorders, and breastfeeding promotion. This past February, she and colleagues, including Dr. Miriam Labbok and Dr. Alison Stuebe, published their results of two NIH-funded trials of routine, primary-care based breastfeeding promotion interventions.

The Provider Approaches to Improved Rates of Infant Nutrition & Growth Study (PAIRINGS) included two arms: usual care versus pre- and postnatal visits with a lactation consultant (LC) and electronically prompted guidance from prenatal care providers (EP). The Best Infant Nutrition for Good Outcomes (BINGO) study included 4 arms: usual care, LC alone, EP alone, or LC+EP. For BINGO's outcome at 3 months, high intensity was greater for the LC+EP (17.3% vs 8.1%; odds ratio [OR] = 2.72, 95% confidence interval [CI] = 1.08, 6.84) and LC (20.5% vs 8.1%; OR = 3.22, 95% CI = 1.14, 9.09) groups versus usual care, but not for the EP group alone. For the PAIRINGS outcome at 3 months, intervention rates exceeded usual care (16.0% vs 6.2%; OR = 2.86, 95% CI = 1.21, 6.76); the number needed to treat to prevent 1 dyad from nonexclusive BF at 3 months was 10.3 (95% CI = 5.6, 50.7). LCs integrated into routine care alone and combined with EP guidance from prenatal care providers increased breastfeeding intensity at 3 months postpartum. (Bonuck et al. AJPH, 2014).

#### Carolina BEBES:

##### Birth and Breastfeeding: Evidence Based Education and Support



BEBES has been busy this year! We hosted two film screenings this Spring. *Breastmilk* was shown at the 9th Annual Breastfeeding and Feminism International Conference, where we also held a bake sale. *The Business of Being Born: Classroom Edition* was screened and discussed on campus with an expert panel. In addition, we held two fundraisers at Chapel Hill businesses to raise awareness for the organization and funds for our scholarship program. For the first time, BEBES provided scholarships to participants in the Mary Rose Tully Training Initiative to help offset the fees associated with becoming an IBCLC. We were able to provide 10 scholarships. BEBES will continue to sell t-shirts, as well as onesies and totes (pictured below), to benefit the organization and our scholarship program in the coming year.



We would like to recognize and congratulate our graduating members: Amy Korbe, Liz Regan, Meg Boatwright and Zakiyah Williams. They will be missed! We also welcome our new leadership team: Jaimie Lea, Jeniece Alvey, Allie Stevens, Jen Schroeder, and Katie Mitchell. Please contact us via email at [unc.bebes@gmail.com](mailto:unc.bebes@gmail.com) with questions or if you are interested in ordering a t-shirt, tote bag or onesie. We are looking forward to a new year of events and outreach this Fall.

## CGBI Welcomes New Colleague:

Kristin P. Tully, Ph.D.

Dr. Kristin P. Tully joined the CGBI team this June as a Research Associate. She majored in Economics and Honors Anthropology for her B.A. at the University of Notre Dame, obtained a Ph.D. in Biological Anthropology from Durham University in England, and successfully completed an NICHD postdoctoral fellowship at the Duke University School of Nursing and the University of North Carolina at Chapel Hill Center for Developmental Science through the inter-institutional Carolina Consortium on Human Development.

Currently, Kristin also project manages two federally funded longitudinal research studies on parenting contributions to infant sleep through the Center for Developmental Science. Kristin is interested in understanding and supporting the individualized needs of new families. Her program of research investigates childbirth decision-making, infant feeding tradeoffs, and parent-infant sleep practices.

Kristin is “delighted and honored to join the CGBI team. It takes a village to be a breastfeeding mama. I especially thank my husband, Jon, and my dad, Chip, for their support in enabling me to take on these professional roles. The opportunity to effectively contribute to, and continually learn from, the Carolina Global Breastfeeding Institute and our colleagues is very exciting.” You can reach Kristin at [kristin.tully@unc.edu](mailto:kristin.tully@unc.edu).



Kristin is pictured here with her family.

### Congratulations!

We extend our congratulations to Emily Taylor, who received the **2014 Sidney S. Chipman Alumni Award** from the UNC Gillings School of Global Public Health Department of Maternal and Child Health. The award honors Dr. Chipman, the founder of the Department of Maternal and Child Health (MCH). Each year the award is given to an MCH graduate “who has made outstanding contributions to the field of maternal and child health.” Emily left CGBI in March of this year to concentrate her efforts on the organization she founded - WISE, which stands for Women-Inspired Systems Enrichment. You can read more about Emily’s receipt of this award and view the full transcript of her acceptance remarks on our website under the tab “Newsroom.” Congratulations, Emily!

## Publications and Presentations

### Publications:

Stuebe AM, Horton BJ, Chetwynd E, Watkins S, Grewen K, Meltzer-Brody S. Prevalence and risk factors for early, undesired weaning attributed to lactation dysfunction. *J Womens Health (Larchmt)*. 2014 May; 23(5):404-12. doi: 10.1089/jwh.2013.4506. Epub 2014 Mar 21.

### Presentations:

Anderson KL. In the panel Your Baby SHOULD...Stories of Schedules from the Land of Oz. 12th Annual Triangle Breastfeeding Alliance; 2014 April 10; Cary NC.

Sullivan CS. Addressing Breastfeeding Concerns in the Mother-Baby Dyad. NC Social Work Conference. 2014 March; Raleigh, NC.

Sullivan CS. Avoiding Booby Traps: Providing Evidence-Based Care to the Breastfeeding Dyad. ECU Family Medicine Academic Day. 2014 April; Greenville, NC.

### Blogs:

Stuebe AM. Breastfeeding Medicine blog [Internet]. The Academy of Breastfeeding Medicine, 2014. Shame, guilt and the search for common ground. 2014 Mar 4. Available from: <http://bfmed.wordpress.com/2014/03/04/shame-guilt-and-the-search-for-common-ground/>

Stuebe AM. Breastfeeding Medicine blog [Internet]. The Academy of Breastfeeding Medicine, 2014. How often does breastfeeding come undone? 2014 Mar 27. Available from: <http://bfmed.wordpress.com/2014/03/27/how-often-does-breastfeeding-come-undone/>

Stuebe AM. Breastfeeding Medicine blog [Internet]. The Academy of Breastfeeding Medicine, 2014. What if we realized that food security is homeland security 2014 Apr 7. Available from: <http://bfmed.wordpress.com/2014/04/07/what-if-we-realized-that-food-security-is-homeland-security/>

### Correction:

#### North Carolina Breastfeeding Coalition (NCBC) Update

We wish to update a statement made in the March 2014 Breastfeeding Exclusive article - The North Carolina Breastfeeding Coalition. The NCBC voted to change the name of the Licensure and Reimbursement Committee to the "IBCLC Advocacy Committee." Thank you to the NCBC for all their work to support breastfeeding in North Carolina.

*We welcome your feedback.  
Please send your comments  
or suggestions regarding  
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### Be In Touch!

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