

Breastfeeding Exclusive

Carolina Global Breastfeeding Institute Newsletter

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New Faces at the Institute

It is a new year and with it brings new faces at our small institute. We are honored to be working with all of these individuals and hope you'll enjoy this e-introduction to our growing team.

Diane Rowley, MD, MPH, will be adding her skills to CGBI's efforts on the EMPower Breastfeeding Initiative. Dr. Rowley is Professor of the Practice of Public Health in the Department of Maternal and Child Health at UNC's Gillings School of Global Public Health, where she teaches a course on Racial and Ethnic Health Disparities, co-teaches a course on Health Inequities, and conducts research on infant health disparities. She is also working on an evaluation the WK Kellogg Foundation First Foods breastfeeding program to assess achievement of racial equity. Prior to joining the UNC faculty in 2008, Dr. Rowley served as founder and Director of the Research Center on Health Disparities at Morehouse College in Atlanta, GA. She has also directed the first CDC research initiative on racial disparities in infant mortality. Dr. Rowley received her medical degree from Meharry Medical College, completed a pediatrics residency at the Medical College of Virginia, Virginia Commonwealth University and a preventative medicine residency at the CDC. She has a Masters of Public Health from the Harvard School of Public Health.



Julia Bourg, BSN, RN, IBCLC, has joined CGBI as an EMPower Breastfeeding Initiative (Lead) Coach. Julia graduated from Louisiana State University with a Bachelor's of Science in Nursing in 2004. She began her nursing career in maternity services specifically Neonatal Intensive Care as well as Mother-Baby. In 2009 she followed her passion and became an International Board Certified Lactation Consultant and immediately transitioned into the role of Lead Lactation Consultant at her hospital. Julia has led multiple change and quality improvement projects to improve breastfeeding outcomes in her hospital and community. After a strenuous 2 year journey led by Julia and her team, Terrebonne General Medical Center officially became the 2nd hospital in Louisiana to receive Baby-Friendly Designation in August of 2014. Julia's efforts have gained national recognition including being featured in the CDC's 2014 Breastfeeding Report Card as well as being recognized professionally as Excellence as Nurse Educator by the Sigma Theta Tau International Honor Society of Nursing. She also has been elected to and currently serves on the Louisiana Breastfeeding Coalition Steering Committee.



New Faces at the Institute Continued

Gigi Lawless, BSN, RN, IBCLC has joined CGBI as an EMPOWER Breastfeeding Initiative (**Lead**) Coach. Previously, she served as a Lactation Team Coordinator and Project Lead on implementation of the Ten Steps to Successful Breastfeeding that led to Baby-Friendly Designation at New Hanover Regional Medical Center. As a Registered Nurse and International Board Certified Lactation Consultant, she has committed her career to focusing on maternal-child health and removing barriers to breastfeeding in the hospital and community settings. Gigi has been involved in state and national collaboratives and quality improvement efforts to promote, protect and increase exclusive breastfeeding rates. She utilizes LEAN methodology and small test of change cycles to adopt evidence based practices. Gigi has been asked to speak on panels related to her expertise and experience in implementing the Ten Steps. She is an active member on the NC Breastfeeding Coalition and NC Lactation Consultant Association. Gigi received her BS in Nursing from the University of Central Florida.



Paige Schildkamp, BS graduated from UNC Chapel Hill with a BA in Spanish Language and Culture in 2011. She is now a graduate student in the Department of Maternal and Child Health at UNC's Gillings School of Global Public Health. As a graduate research assistant with CGBI, Paige is assisting with the Ready, Set, BABY (RSB) project. She also works at the Women's Health Information Center at the NC Women's Hospital, where she was originally introduced to RSB as a one-on-one facilitator for the educational sessions. Continuing her work with RSB, Paige is both continuing to give appointments and training hospital volunteers to lead appointments, as well as assisting in the program evaluation research process.

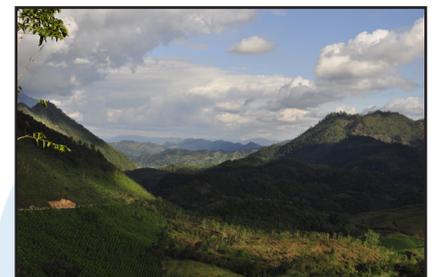
Gayane Arturovna Baziyants is currently a sophomore at UNC pursuing a double major in the bachelors of Global Health studies and Spanish language. Her position at CGBI was made possible through the work-study program at UNC. Gayane spends 10 hours per week supporting CGBI in administrative tasks, assisting with projects and different researching outreach opportunities. In her free time she works as a pharmacy technician at the Rite Aid pharmacy and volunteers at the UNC pediatric oncology clinic. Gayane works closely with children suffering from cancer and serious blood disorders. She hopes to apply to the Department of Maternal and Child Health in UNC's Gillings School of Global Public Health after graduating in 2017.



CGBI Project Update: Responsive Feeding in Altavera Paz, Guatemala

CGBI has co-authored a curriculum module in Responsive Feeding with Food for the Hungry (FH), an NGO working in Guatemala, among many other locations across the globe. The curriculum follows a previously tested methodology for education among rural, indigenous communities called Care Groups.

Essentially, mothers are elected from their communities to be health educators of small peer groups of 8-10 women, and are then trained by FH staff in how to facilitate the educational curriculum using culturally-appropriate, illustrated flip charts. Peer groups meet weekly or biweekly for a set number of times to complete the topic of education.



Letter from the Director

Dr. Miriam Labbok

Dear Friends and Colleagues:

Can you believe that we are already more than 2 months into 2015?! 2015... This is a year that has been on our radar for decades; it is a very important year for those dedicated to supporting all women and families to succeed in optimal breastfeeding. For example:

- MDGs: This year we measure several global goals that aided us in the support of breastfeeding. This is the year that the Millennium Development Goals are studied for achievement, and the year that the new Sustainable Development Goals are born.

- Conference on the Status of Women: this year is the 20th anniversary of the Beijing Conference on Women, during which the role of women as mothers was barely mentioned. Today, there is active advocacy for recognizing the productive role of mothers carrying and nurturing the next generation. We are contributing through work with the UN Breastfeeding Advocacy Team, and

- Anniversary of Innocenti: The Innocenti Declaration on the Promotion, Protection, and Support of Breastfeeding is 25 years old: This year is the 25th anniversary of the Innocenti Declaration, and this year. A photo of the original poster is presented here.

- World Breastfeeding Week (WBW) will be held on the 25th anniversary of the Innocenti Declaration TO THE DAY!! WBW this year is dedicated to the 4th operational target, Maternity Protection.

CGBI faculty and staff are honored to be a part of these discussions and activities, and those that are being launched this year.

- I will be serving as a co-lead in Group 3, and others will serve on Groups 1 & 2, in supporting the UNICEF Breastfeeding Advocacy efforts, initiated last year with Breastfeeding on the Worldwide Agenda, (http://www.unicef.org/eapro/breastfeeding_on_worldwide_agenda.pdf).

- CGBI continues its support for the UN Breastfeeding Advocacy Team (UNBAT) in its ongoing work to advance breastfeeding in the Commission on the Status of Women Conference CSW59/ Beijing+20 (2015) (see our website for details and links).

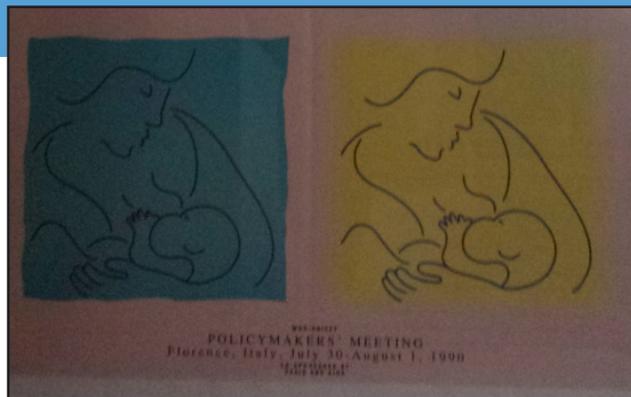
- In 2015 as well, the Academy of Breastfeeding Medicine will be launching its updates of Protocol #13 on the use of family planning during breastfeeding published this quarter, as well as an update of its Position Paper on Breastfeeding.

Back home, here in North Carolina, CGBI has continued to thrive, continuing to grow in terms of resources and staffing, and hopes to continue to bring evidence into advocacy as part of the above. In addition, we are in process of developing our next 10 year plan, with an as yet to be determined new Chair in the Department of MCH. Stay tuned!

With ongoing thanks to our original and continuing NC family donors,

Best wishes,

Miriam



*Excerpt from the original Innocenti Declaration Poster
Florence, Italy: 1990*

Associates Corner

Cynthia Klein, PhD

Cynthia Klein, PhD is a Senior Associate in the Public Health and Epidemiology Practice Area of the U.S. Health Division at Abt Associates, Inc. Dr. Klein has 18 years of experience leading health research and has conducted evaluations for federal, state, and local government and non-profit clients across a multitude of topics including healthy communities, nutrition and physical activity, and reproductive health. With a background in the behavioral sciences, Dr. Klein brings a strong understanding of evaluation principles and works closely with program leadership and stakeholders to ensure program objectives map to measurable outcomes. Recently Dr. Klein led a 3-year evaluation of an initiative that created an umbrella of support services for young children and their families aimed at impacting organizational and individual level changes in access to healthcare, quality of services, and other health-related outcomes. She is also currently serving as the Project Director for the Centers for Disease Control and Prevention (CDC)'s EMPOWER Initiative seeking to improve maternity care practices in hospital settings. Her work for the CDC, National Institutes of Health (NIH), and other federal agencies, has led to numerous presentations to scientific and non-scientific audiences, reports to stakeholders, and for publication.



As the Abt lead for the EMPOWER initiative, Dr. Klein is “excited to be working with such a qualified group of experts from CGBI and the Center for Public Health Quality (CPHQ)”. “We know that breastfeeding improves health outcomes for babies and their mothers,” said Dr. Klein, “I look forward to working with our partners to bring the best available technical assistance and support to hospitals to encourage successful breastfeeding and help them achieve Baby-Friendly designation.”

Project Update *Continued from Page 2*

Responsive Feeding in Altavera Paz, Guatemala

Responsive Feeding has been incorporated into feeding recommendations for infants and young children. It is not just what you feed babies, but how you feed them. Watching for early signs of hunger, responding appropriately, and feeding with affection and care are all important components of Responsive Feeding, and may help to reduce the burden of malnutrition and stunting that is seen in rural and indigenous communities across the globe.



A recent training of FH Staff in Coban, Guatemala. (Mary is top row center, Karen and Kathy are the two “gringas” on the right)



FH staff worked in groups of their native indigenous languages to discuss ways to explain difficult concepts.

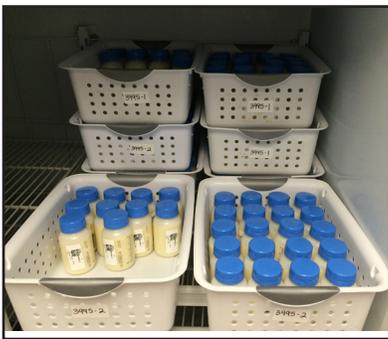
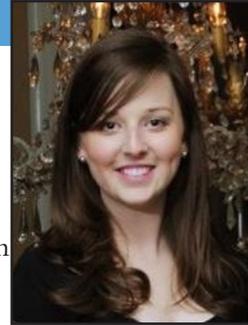
The Responsive Feeding module is currently being pilot tested in Altavera Paz communities, and if shown to be promising, will be shared with food security organizations for further dissemination. Culturally-specific content would need to be adapted for other communities after formative research explores key nutrition behaviors and beliefs.

This project was funded by the TOPS (Technical and Operational Performance Support) Program, a USAID/Food For Peace (FFP)-funded program seeking to build the capacity of FFP grantees and other food security and nutrition implementers. CGBI's efforts were led by Kathy Parry, in collaboration with Karen Calani of FH, and Mary DeCoster of TOPS (see group image above).

Alumni Spotlight:

Montana Wagner-Gillespie

Montana Wagner-Gillespie graduated in 2013 from North Carolina State University with dual Bachelor of Science degrees in Nutrition Science and Biological Sciences. She completed the Mary Rose Tully Training Initiative at UNC Chapel Hill in 2014. During her time at North Carolina State University she completed coursework in Maternal and Infant nutrition which sparked her interest in all things lactation in particular donor milk banking. Montana started volunteering at the WakeMed Mothers' Milk Bank in September 2013.



WakeMed Mothers' Milk Bank is one of 18 non-profit milk banks in North America. It provides pasteurized donor breastmilk to the most fragile babies in NICUs all over the southeast. After receiving her IBCLC certification in October 2014 Montana was hired on as the new milk bank coordinator for WakeMed. She is thrilled in her new role and looks forward the big changes at the milk bank, one of which will be their move from a small space on WakeMed Raleigh campus to a 2,000 square foot space at the WakeMed Cary Hospital slated for April 2014.

Carolina BEBES:

Birth and Breastfeeding: Evidence Based Education and Support



BEBES is excited to announce that we are collaborating with UNC's Campus Health Services to hold a Reproductive Health Trivia Night at Steel String Craft Brewery in Carrboro, NC. The event will be held on April 9th at 7:00pm! A portion of all sales for the evening will be donated towards BEBES' scholarship fund, which helps support Mary

Rose Tully Training Initiative lactation students in paying for the IBCLC exam. BEBES is also happy to announce that we will have a table at the Breastfeeding and Feminism International Conference again this year, selling apparel and assorted baked goods, to raise funds for scholarships. We will have vegan and gluten free options this year, so bring your sweet tooth!

This semester, BEBES members have been working to help the North Carolina Breastfeeding Coalition expand its Business Case for Breastfeeding Project to target larger corporations and organizations in North Carolina. We also toured the Women's Birth and Wellness Center in Chapel Hill, NC to learn more about the options that women have for delivery in the Triangle Region. We will be electing a new executive board in the coming weeks and will begin planning for another year of BEBES activities!

CGBI: News and Noteworthy



Here is a sampling of our recent recognitions and newsworthy activities.

- Our staff continues to engage in organizational leadership positions outside of the institute. Kathleen Anderson has been appointed as an LLL Alliance Area Delegate to the LLL USA Council and represents all parent support/advocacy groups on the board of the North Carolina Breastfeeding Coalition (NCBC). Kathy Parry is the Chair-Elect for the NCBC after having completed a term as Co-Secretary, and Catherine Sullivan is the Chair-Elect for the Women's Health Practice Group, Academy of Nutrition and Dietetics and represents NC's 6 WIC Perinatal Care regions on NCBC's board.
- The work of NCABC was recognized for a leadership in a recent Gannet News article as an effective "national group ... established to address promotion, protection and support of breast-feeding in the child care setting." <http://www.stevenspointjournal.com/story/life/2015/01/25/child-care-facility-breast-feeding-friendly/22226049/>
- We are so pleased that our work for the EMPOWER Breastfeeding project is picking up steam. Thanks to the social media and direct contacts made by Catherine Sullivan, especially, as well as by Kathy Parry and me, we had full houses at each Webinar. Looking forward to the applications rolling in, with a focus on serving the underserved.
- CGBI continues its role in supporting better understanding of the importance of exclusive breastfeeding and co-sleeping on a safe surface while breastfeeding as invitees of both the State and the Federal Safe Sleep working groups. This continues to be an uphill battle, but we continue our ongoing advocacy for policy development based on accurate research, and concomitant change in advocacy
- Applications for CGBI's unique Pathway 2 residential training program, the 2015/16 MRT-TI Lactation Consultant Training, are available at: <http://breastfeeding.sph.unc.edu/applying-to-the-mary-rose-tully-training-initiative/>
- Thea Calhoun-Smith completed the NC Lactation Educator Training Program in December 2014 and attended the February regional meeting of ROSE – Reaching our Sisters Everywhere. She will continue as the CGBI representative in this work together.

Looking forward to another productive year, producing evidence and materials to help you all in your work to support breastfeeding families.

EMPOWER Breastfeeding Initiative Update

The EMPOWER team has been hard at work and is pleased to announce that our recruitment phase for interested hospitals is now open. Please visit **EMPOWERBreastfeeding.org** to listen to archived recordings of the February webinars provided for hospital interested in applying. You can also view a PDF copy of the online application for planning purposes. All applications must be submitted ONLINE using the link provided by **March 20th, 2015 at 5pm**. An FAQ page is available to answer common questions that may not be included in the informational webinar recording. We anticipate that accepted hospitals will be announced by the end of April. See our December 2014 Issue for project details.



Publications and Presentations

Publications:

Chollet-Hinton LS, Stuebe AM, Casbas-Hernandez P, Chetwynd E, Troester MA. Temporal trends in the inflammatory cytokine profile of human breastmilk. *Breastfeed Med.* 2014 Dec;9(10):530-7. doi: 10.1089/bfm.2014.0043. PubMed PMID: 25380323; PubMed Central PMCID: PMC4267123.

Stuart GS, Lesko CR, Stuebe AM, Bryant AG, Levi EE, Danvers AI. A randomized trial of levonorgestrel intrauterine system insertion 6 to 48h compared to 6weeks after vaginal delivery; lessons learned. *Contraception.* 2014 Dec 29. pii: S0010-7824(14)00818-X. doi: 10.1016/j.contraception.2014.12.009. [Epub ahead of print] PubMed PMID: 25553871.

Tully KP, Holditch-Davis D, & Brandon D. The relationship between planned and reported home infant sleep locations among mothers of late preterm and term infants. *Maternal and Child Health Journal.* 2015, doi: 10.1007/s10995-015-1672-7. PMCID: PMC Journal - In Process.

Featured research article: In the November edition of the *Journal of Human Lactation* "Research Spotlight" (Tully KP & Ball HL. Maternal accounts of their breast-feeding intent and early challenges after caesarean childbirth. *Midwifery,* 30(6), 712-719, 2014).

Chapman DJ. Maternal perception of breastfeeding challenges after cearean delivery. *Journal of Human Lactation,* 30, 394, 2014.

Presentations:

Labbok M. Why Breastfeeding? Risks of Not Breastfeeding. Online Breastfeeding Conference, Working Together for Breastfeeding Success, joint webinar by ABM and iLactation, March 4 to April 16, 2015.

Stuebe A, Tolosa J, McEvoy C, Stamilio D. Perinatal smoking, postpartum depression symptoms and infant feeding. *Am J Obstet Gynecol.* 2015 Jan;212(1):S758. Poster presented at the Society for Maternal Fetal Medicine Annual Meeting, San Diego, CA, February 2015.

Stuebe A. How obstetric providers can enable women to achieve their breastfeeding goals. Presented at VIII Congreso Español de Lactancia Materna "Construyendo Salud," Bilbao, Spain, February 2015.

Stuebe A. Building a Breastfeeding Culture: Barriers to promoting breastfeeding and how to overcome resistance to change. Presented at VIII Congreso Español de Lactancia Materna "Construyendo Salud," Bilbao, Spain, February 2015.

Tully KP. Anthropologies of Breastfeeding: Producing New Conversations Pt 1. Trade-offs Underlying Maternal Breastfeeding Decisions: A Biocultural Conceptual Model (Paper) 113th Annual American Anthropological Association Conference. Washington, D.C., December 2014.

*We welcome your feedback.
Please send your comments
or suggestions regarding
Breastfeeding Exclusive
to the editor at
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Be In Touch!

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