

Breastfeeding Exclusive

Carolina Global Breastfeeding Institute Newsletter

Volume 7, Issue 3, September 2015



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Stuebe named Distinguished Scholar in MCH

We are pleased to announce that Alison Stuebe, MD, MSc, FACOG, has been named Distinguished Scholar of Infant and Young Child Feeding at the University of North Carolina at Chapel Hill as part of the Endowed Professorship recently granted to CGBI. Her position, jointly held in the UNC Gillings School of Global Public Health and UNC School of Medicine, became effective June 1, 2015.



Dr Stuebe has been working with CGBI since she arrived on campus in 2008. Since that time, she has worked closely with us to develop and enhance quality of care, optimal breastfeeding and reproductive health through research and training. We are very pleased that this now formalizes the relationship. "I am thrilled to have this opportunity to forge additional collaborations with CGBI and other colleagues across the University," she said. "By enabling more women to achieve their breastfeeding goals, we can improve health across two generations."

Stuebe, who is board-certified in obstetrics and gynecology and subspecialty-certified in maternal fetal medicine, is associate professor of maternal and child health in the Gillings School and of obstetrics and gynecology in the School of Medicine. She serves as associate director of research and program development at the UNC Center for Maternal and Infant Health, in the medical school, and as medical director of Lactation Services at UNC Health Care.

The Distinguished Professor for Infant and Young Child Feeding Fund is supported by a generous gift from an anonymous donor who also provided the endowment which founded the Carolina Global Breastfeeding Institute. "This gift and Dr. Stuebe's appointment bring additional strength to CGBI," said Miriam Labbok, MD, MPH, IBCLC, CGBI Professor, and Director. "We remain deeply grateful for the vision of this donor, who 10 years ago foresaw the potential of having an academic institute in a school of public health dedicated to breastfeeding and related family health, and supported the birth of CGBI. Alison will provide a most welcome new perspective to inform our second decade of work."

New Project Update

The FEEDing Initiative

We are happy to announce a new grant from the Kate B. Reynold Charitable Trust. The FEEDing Initiative, Feeding Engagement for Enhanced Development, is a project that is part of a larger effort by the Trust entitled Great Expectations: Preparing Forsyth County's Youngest Children for a Lifetime of Success. In Forsyth County, North Carolina, roughly half of all kindergarteners enter school unprepared in terms of early literacy. Our goal with this new project aligns with that of Great Expectations: to help ensure that young children – particularly those living in financially-disadvantaged families – receive the foundation necessary to succeed in school and life by the time they complete kindergarten, which includes meeting age-appropriate developmental milestones from birth to entry into the first grade.



We are working with local providers and stakeholders to create a synergy of support for development and school achievement. The primary intervention is to increase optimal interactive feeding, including support for breastfeeding and for responsive and interactive complementary feeding, as well as support for mothers, partners and families to learn the skills necessary for the above. Specifically, we will introduce a five-pronged approach using tools and methods to stimulate verbal and non-verbal communication from birth to three years and beyond. Stay tuned for periodic updates on this exciting endeavor.

EMPower Breastfeeding: Enhancing Maternity Practices Update Looking Back on a Productive Year

Our first year of the EMPower Breastfeeding Initiative has been filled with productive collaboration and project planning with Abt Associates and the Center for Public Health Quality, with expert guidance from the CDC. This year, CGBI led a tailored recruitment effort for the initiative designed to target hospitals serving populations with the highest needs. As a result, we are working with 96 hospitals that met the project's rigorous criteria. Visit the EMPower website to see the map of all EMPower facilities. We have also been actively involved in the ongoing development and refining of the monitoring measures and data collection, as well as the building of our internal communications platform. CGBI also helps coordinate hospital training activities, provide expert input for breastfeeding-associated hospital issues, and maintains a group of EMPower Physician Champions that are able to tackle situations when expert physician guidance is needed at a facility.



This project is both exhilarating and challenging. We would like to take this opportunity to applaud all of the quality improvement coaches and our own breastfeeding coaches, Julia Bourg, Gigi Lawless and Catherine Sullivan, who have completed 63 on-site coaching visits so far. Congratulations on that achievement! Thank you to our supporters and collaborators and please stay tuned for further updates.

Letter from the Director

Professor Miriam H. Labbok, MD, MPH, IBCLC



Dear Friends and Colleagues:

It seems that 2015 may well be an important year in all of our efforts towards creating a local, national and global optimal breastfeeding norm: WHO/UNICEF have launched the Global Breastfeeding Advocacy Initiative (GBAI) and WABA's World Breastfeeding Week was dedicated to the 25th anniversary of the Innocenti Declaration by highlighting one of its operational targets – "Breastfeeding and Work: Let's make it work!"; USBC is reorganizing to be even more effective in its efforts to create a cultural and political shift; more and more hospitals, state coalitions and government organizations are making changes that normalize breastfeeding; and here, at home, CGBI staff continue to work hard on all of our efforts to change the world today.

CGBI is very involved in meeting the demands of three generous donor organizations, as well as continuing ongoing work that has evolved from previous projects. Our largest agreement is a contract from CDC through Abt Associates where we serve as the breastfeeding team lead in an initiative designed to support hospitals in their efforts to achieve BFUSA designation. We are very pleased that, together with Abt and CPHQ, we have recruited and accepted a group of hospitals that represent those with the greatest need in terms of the population served. We are seeking to increase equity in the availability of quality breastfeeding support.

The W.K. Kellogg Foundation supports us to work on the sustainability of the National Collaborative for Advancing the Ten Steps (NCATS), the National Collaborative for Advancing Breastfeeding in Childcare (NCABC), our unique approach to prenatal anticipatory breastfeeding guidance, called Ready, Set, BABY; our recommendations for Donor Human Milk Banking; and our ongoing support for overcoming inequities in the support for breastfeeding, including research on the issues that Black Americans face in this regard.

Our third major effort, funded by the Kate B Reynolds Charitable Trust, is the FEEDing Initiative: Feeding Engagement for Enhanced Development. Our goal in this project is to support the creation of a cultural norm of interactive, responsive and engaged feeding in every home, for its positive impact on early child development. This project allows us to bring together all of our efforts - prenatal, hospital, postpartum and childcare - integrating them into ongoing projects in Forsyth County.

The articles in this newsletter provide additional information on several of these efforts, as well as the launch of a unique community, national and global effort to create Breastfeeding Family Friendly Communities. Thank you for all of your ongoing efforts for mothers, children and families, everywhere.

Best wishes,
Miriam



Miriam with Larelle High, who is completing her Advanced Nutrition Experience for her MPH-RD with CGBI. Larelle is also an MRTTI scholarship recipient.

Associates Corner

Brenda Bandy, IBCLC

Brenda Bandy is a founding member and past president of the Kansas Breastfeeding Coalition, Inc. (KBC) where she currently serves as their Program Director. Brenda has a passion for bringing people together to remove barriers to breastfeeding. She has been a member of CGBI's NCATS and NCABC from the beginning and regularly shares materials, ideas and collaboration stories with both groups.

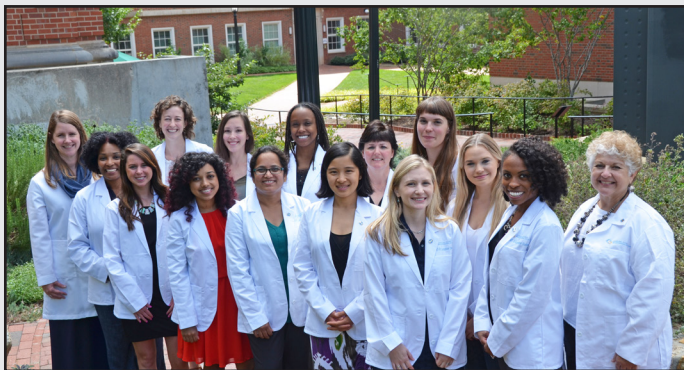


She currently administers the KBC's child care provider education program helping over 2,000 child care providers improve their support of breastfeeding families. With the help of NCABC, the KBC is well prepared to partner with Child Care Aware® of KS in the development of a state-wide designation for providers as a result of recent funding for this endeavor.

Brenda also serves on the workgroup that created and advises the Kansas "High 5 for Mom & Baby" program, designed to help hospitals implement five of the Ten Steps. To date over 50 hospitals in Kansas participate in this program. NCATS members' willingness to share resources and ideas has been invaluable in the development and sustainment of this program. Kansas looks forward to sharing with NCATS members lessons learned and strategies for success from the "High 5 for Mom & Baby" program.

In addition to her work with the KBC, Brenda is a member of the Board of Directors for the United States Breastfeeding Committee (USBC) representing La Leche League and the Mountain Plains region of state breastfeeding coalitions at the USBC. Brenda and the organizations she serves have benefited from membership in NCATS and NCABC and she strives to help others by sharing regularly with these groups. For collaboration and sharing, you may contact Brenda at bandy@kansas.net or 785-477-4666.

Mary Rose Tully Training Initiative: White Coat Ceremony



Back Row: Katie Wouk, Natasha Otteson, Vanessa Chetty, Cheryl Malkin, Mimi Fry, Abigail Sanders

Front Row: Catherin Sullivan (Director of Training/Course Coordinator), Angela Malloy, Brooke Foster, Glamarys Acevedo, Anitha Muddana, Shan Robertson, Krista Ung, Larelle High, Dr. Miriam Labbok (CGBI Director)

Not pictured: Siobhan Wulff

The 2015-16 cohort of The Mary Rose Tully Training Initiative is the largest class in the history of the program. Students received their white coats and CGBI Golden Bow pin in a ceremony on Friday, September 11th.

Alumni Spotlight:

Teisha Lightborne, RD, MPH, IBCLC

Teisha Lightborne, MPH, RD, IBCLC is the newly appointed senior NICU dietitian and donor milk program coordinator at Children's National in Washington, DC, a hospital ranked 4th in the nation, where more than 800 of the tiniest babies are cared for every year in the Level IV NICU. Teisha's responsibilities include developing individualized evidence-based nutrition care plans for every baby, educating fellows and residents on the benefits of early nutrition and human milk, as well as developing hospital-wide protocols to promote growth and human milk use.

Teisha enjoys her daily responsibilities and finds the work to be amazingly impactful. She attributes the achievement of her current position, in part, to the excellent mentors she was fortunate to spend time with during her MPH-RD training at UNC Chapel Hill, and especially to her training in the Mary Rose Tully Training Initiative. Her education in the biochemical process involved in nutrition, growth and human milk and use of evidence-based practice tools, combined with her diversified clinical experience made her a qualified candidate for this position. She is grateful for the comprehensive lactation and nutrition foundation provided by MRRTI/CGBI. "My clinical training through CGBI is priceless, especially for those who benefit most – the babies!"



Carolina BEBES:

Birth and Breastfeeding: Evidence Based Education and Support



The BEBES student group is ready for another exciting year of breastfeeding and birth activities and events. To start off the semester, BEBES hosted a fundraising and social event at the Top of the Hill Back Bar in Chapel Hill for new and old members and friends. The new co-leaders of BEBES also recently tabled at the school's Student Activities Fair and recruited new members with yummy baked treats.

The BEBES group had its first official planning meeting of the semester. They are excited to continue hosting a sexual health trivia night and a movie screening with the Student Global Health Committee. They are also looking forward to new projects like a diaper drive, birth kits for an international NGO, and a possible partnership with the Carrboro Spanish Association.

If you're interested in getting involved and learning more about what BEBES does, contact the leaders at uncbebes@gmail.com.



Co-leaders Paige Schildkamp (left) and Nicole Bentov

Breastfeeding Family Friendly Cities Initiative

World Breastfeeding Week Launch

During National Breastfeeding Month, the Mayors of Chapel Hill and Carrboro launched an initiative to become the first Breastfeeding Family Friendly Cities. Mayors Mark Kleinschmidt and Lydia Lavelle announced their support for the Breastfeeding Family Friendly Cities effort and to achieve this goal by World Breastfeeding Week, 2016. The launch of this effort was held on August 10, 2015 at 6 PM at the Oasis Café with a reception and presentation of plaques indicating each city's Certificate of Intent.

The Breastfeeding Family Friendly Cities (BFFC) effort initially was supported and coordinated by a representative team from Chapel Hill Rotary Club, the Catholic

Community of St Thomas Moore, La Leche League, and the Chamber of Commerce, and later expanded to include Orange County Health Department, Inter-Faith Council for Social Service, North Carolina Breastfeeding Coalition, East Chapel Hill Rotary, the Chapel Hill Carrboro Sunrise Rotary, and others in and around the area. BFFC development was led by CGBI at the request of Baby-Friendly USA and the international World Alliance for Breastfeeding Action (WABA). CGBI will continue this coordination role with all partners.

“Chapel Hill and Carrboro are cities that care about the health and welfare of all families”, said Mayor Kleinschmidt, “Once UNC Hospitals achieved their Baby-Friendly Hospital status, we realized the community could continue to support this endeavor through the Breastfeeding Family Friendly Cities designation.” Mayor Lavelle added, “By joining this effort, Carrboro continues its dedication to being inclusive to all types of families. We are proud to launch the program with the Town of Chapel Hill.”

The BFFC steps can be found at this link. If you would like more information, please contact us.



Seated: Mayor Lydia Lavelle (Carrboro, left) and Mayor Mark Kleinschmidt (Chapel Hill)

International Lactation Consultant Association 2015 Conference: 30 Years and Moving Forward



It was our distinct pleasure to exhibit at this year's ILCA conference in Washington, DC. We enjoyed meeting new colleagues and reconnecting with many of you. See you next year!!

Save the Date! Breastfeeding and Feminism International Conference:

Advancing Breastfeeding Policy and Advocacy: Focus on Work and Poverty

Sunday afternoon March 20, 2016 – Tuesday, March 22, 2016

Abstracts due by October 23rd, 2015. See website for further details.

Publications and Presentations

Publications

Stuebe AM. Does breastfeeding prevent the metabolic syndrome, or does the metabolic syndrome prevent breastfeeding? *Semin Perinatol.* 2015 Jun;39(4):290-5. doi: 10.1053/j.semperi.2015.05.008. Epub 2015 Jul 15. Review.

Twigger AJ, Hepworth AR, Tat Lai C, Chetwynd E, Stuebe AM, Blancafort P, Hartmann PE, Geddes DT, Kakulas F. Gene expression in breastmilk cells is associated with maternal and infant characteristics. *Sci Rep.* 2015 Aug 10;5:12933. doi: 10.1038/srep12933.

Yotebieng M, Labbok M, Soeters HM, Chalachala JL, Lapika B, Vitta BS, Behets F. Ten Steps to Successful Breastfeeding programme to promote early initiation and exclusive breastfeeding in DR Congo: a cluster-randomised controlled trial. *Lancet Glob Health.* 2015 Sep;3(9):e546-55. doi: 10.1016/S2214-109X(15)00012-1

Blogs

Labbok M. Have you seen the recent Similac ad? Thanks to Casey Rosen-Carole. June 11, 2015 Accessed online: <http://www.breastfeeding4health.com>

Presentations

Anderson K, McHenry-Koenen A, Utzinger D. Respect and inclusion: Each breastfeeding family is unique. Presented at the La Leche League Alliance for Breastfeeding, Leader Development Seminar. Nashville, TN, July 2015.

Anderson K. Breastfeeding-Friendly Child Care. Presented at the 2015 Breastfeeding Symposium. Greenville, NC, August 2015.

Labbok, MH. 1) Evidence, Resources and Tools to Start your MBFHI Accreditation! Making it Simple; 2) From Theory to Practice: Mother-Baby Friendly in Action; 3) Standing on Firm Ground: Understanding and Interpreting Breastfeeding Intervention Research; and 4) Breastfeeding, Fertility, Birthspacing and LAM: Old Wife's Tale/Myth or Modern Contraceptive Issue? Presented at the 1st International Breastfeeding Conference & 3rd Breastfeeding Congress. Philippine Pediatric Society, in cooperation with The Medical City. Manila, August 3-4, 2015.

Parry, K. Ready, Set, BABY: Prenatal Readiness. Presented at the Vidant Health Nurse Managers Meeting via online video. Greenville, NC. July 2015.

Stuebe AM. Lactation and hormonal contraception. Presented at Updating US Medical Eligibility Criteria for Contraceptive Use, Centers for Disease for Control and Prevention, Atlanta, GA, August 2015.

Sullivan CS. Tools for Action: Reimbursement Advocacy. Presented at the North Carolina Lactation Consultant Association Summit. Wilmington, NC, June 2015.

Sullivan CS. Supporting Breastfeeding: What Every Family Doc Needs to Know. Presented at the ECU Family Medicine Academic Afternoon. Greenville, NC, June 2015.

Sullivan CS. Breastfeeding Advocacy and Action in North Carolina. Presented at the Every Woman Southeast. Webinar, August 2015.

Tully KP. Developing the breastfeeding relationship: The role of postnatal unit bassinets. Presented at the UNC Developmental Psychology Lunch, September 2015.

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

Be In Touch!

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