



Breastfeeding Exclusive

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BEBES are Back in Town!

Carolina BEBES (Breastfeeding Evidence-Based Education and Support) kicked off the 2009-10 school year with their first meeting in September, with many attendees from multiple departments in the School of Public Health. They have begun planning this year's potential projects, which include:

- Developing an information packet for nursing mothers who are entering students or new faculty members at the School of Public Health, with helpful tips on how to access pumping rooms and other resources
- Helping coordinate the Quintessence Breastfeeding Challenge at UNC Hospital October 3
- Organizing a brown bag lunch series of talks on breastfeeding, including "Breastfeeding 101"
- Bringing lecturers and film screenings to campus that discuss breastfeeding, and its connections to the reproductive continuum

Additionally, BEBES is excited to recruit students from other UNC health schools, as well as connect with students around the state who are interested in promoting and supporting breastfeeding on their campuses.

For more information, contact Rebecca Costello at rcostell@email.unc.edu.

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Improving Breastfeeding Support in Child Care Centers

Breastfeeding-friendly Child Care (BFCC) in Wake County (Co.) is a CBI project funded by The John Rex Endowment. This project seeks to improve support for breastfeeding in child care centers, with an emphasis on those centers that serve low-wealth families.

In this endeavor, CBI is collaborating with the Wake Co. Child Care Health Consultants (CCHCs) in coordination with Wake Co. SmartStart. CCHCs work with child care centers providing support and training on a wide range of health and safety issues. For the project, CBI has hired a Breastfeeding Support Child Care Health Consultant, Amy Petersen, who is doing the bulk of the on-the-ground work in the centers.

The first task has been to identify the knowledge, attitudes, and practices among child care center staff that will support breastfeeding families. To this end, the BFCC project team has drafted "10 Steps for Breastfeeding-friendly Child Care Centers" to be used as a self-appraisal tool by child care centers. In addition, we are administering a questionnaire to gather information from both center directors and individual child care providers.



*Barbara Cameron, MA, MSW
Project Director, Breastfeeding-friendly Child Care in Wake County*

As the project moves into services support, these findings are being used to develop breastfeeding support and training materials. Most of these materials are targeted for the child care providers, in particular a curriculum and support materials for a breastfeeding training. In addition, we are creating brief, easy-to-read materials for parents on topics including "Choosing Breastfeeding-friendly Childcare," "Can I Continue Breastfeeding When I Go Back to Work?" and "Helpful Hints for Successful Breastfeeding."

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We look forward to seeing you all in Philadelphia for APHA. Join us for the panel discussion on "Best Practices in breastfeeding support: Controversies and recommendations."

CBI Presenting at APHA Annual Conference

The Carolina Breastfeeding Institute's faculty and students will be presenting many sessions at the American Public Health Association (APHA) Conference in Philadelphia, Pennsylvania, November 7-11.

Miriam Labbok, CBI Director, will be presenting in three sessions, as well as Chairing the International Health Section events. The first session, "Best practices in breastfeeding support: Controversies and recommendations," will provide examples of programs in developing countries, progress that has been made, and challenges that they currently face in expanding services. Panelists will provide recommendations and outline current needs for expanding breastfeeding services internationally. Dr. Labbok will present the history of global breastfeeding support, including controversies and recommendations. She will also share information about the Institute's support for breastfeeding practices, and the multiple factors impacting a mother's decisions related to breastfeeding shaped by social and biological forces, in a session titled, "Enabling Optimal Infant Feeding Through Research, Teaching, and Advocacy: The Carolina Breastfeeding Institute."

During another session, Dr. Labbok will moderate and discuss the "Development of the Lactational Amenorrhea Method (LAM) for family planning: Research results and lessons learned from implementation." The objective of the session is to demonstrate how mainstreaming LAM into national and international family planning programs will benefit maternal and child health both by increasing birth spacing as well as by improving optimal breastfeeding.

Emily Taylor, Senior Projects Director, will present a poster on the "Constraints to Exclusive Breastfeeding: Findings and Recommendations." The presentation will cover a review of the literature with recommendations for policy and program change in the United States.

Hannah Pollet, GRA at CBI, will present a poster on "Breastfeeding after six months: A forgotten but revitalized global issue." The presentation will evaluate the health impact of breastfeeding after six months, and problems with its measurement.

Visit www.apha.org for more information and the full conference schedule.

New Clinical Breastfeeding Support Course

The University of North Carolina Women's and Children's Hospital and the Carolina Breastfeeding Institute have just launched a new course in clinical breastfeeding support for credit from the UNC Gillings School of Global Public Health. The course seeks to provide a broad spectrum of clinical practice experiences related to the mother and child with regard to breastfeeding, including consideration of population and program-based applications.

The course, titled "Clinical Support for Breastfeeding," is structured to provide supervised breastfeeding support education in the context of clinical lactation services and public health practice. Students will complete 300 hours of direct supervision by an IBCLC faculty member who has re-certified at least once, along with additional patient contact with re-certified non-faculty IBCLCs. The course includes direct supervision following a gradual process which begins with student observation of well couplet care, followed by clinical practice experience under direct supervision until the competencies are mastered, and then culminates in independent practice with the mentor nearby to assist and offer advice and support.

For additional information, including the syllabus, visit the Carolina Breastfeeding Institute website at www.sph.unc.edu/breastfeeding or email Brook Colgan at brook@email.unc.edu.

Note from the Director

Dear Friends:

The summer is over and Autumn is returning in this hemisphere. This means that we have celebrated World Breastfeeding Week (WBW) in August and are looking forward to another celebration of it the first week in October. With the WBW banner hanging high in the Atrium of the School, we made a bit of a splash. We are supporting this year's theme by lobbying at many levels to ensure that breastfeeding support is part and parcel of emergency planning.

This has been a very busy quarter, despite the students being off around the world - Hannah Pollet in Honduras (politics cutting this short), Jennifer Pearson in Nicaragua, Khadija Turay in South Africa, Rebecca Costello in California, and Jamila Squires in Montana - all working on breastfeeding and rights programming in one way or another. Nathan Nickel stayed here with us and picked up all the student research work in addition to his own: analyzing the findings from hospitals to seek out a more efficient and effective way to achieve and assess the Ten Steps.

It has been a busy time for grant writing and publication preparation, fitted in between the work on the several ongoing projects - the service aspect that makes it all worthwhile. This newsletter has updates on many of our projects, in addition to which I offer these few additional highlights of the last quarter:

- Completion of the final draft submission to ILCA of a globally applicable, annotated and referenced competency matrix for the development of curricula for training lactation consultants.

- Working with the BEST for Babies Alliance of Durham to strengthen support for breastfeeding in the African American population.
- Launching of the first public health clinical training course in breastfeeding, thanks to the vision of Mary Rose Tully. (We believe that this is unique in a school of public health... please let us know if you know of others.)
- Provision of inputs in the planning of the Health and Wellness Trust/NC Healthy Start breastfeeding support project for east northeast North Carolina.
- Participation in a national summit on breastfeeding sponsored by Kellogg Foundation, as well as serving as an invited contributor in two national Call for Action meetings to support and inform federal representatives.
- Supporting the work of the State Breastfeeding Working Group, the United States Breastfeeding Committee, and the World Alliance for Breastfeeding Action (WABA), including work on the formation of a North American arm: WABA-NA.

Our affiliates have also been busy. For example, Audrey Naylor and Wellstart have released a freely accessible learning module. Check it out: <http://www.wellstart.org/Self-Study-Module.pdf>. We will be contacting CBI associates and affiliates to submit brief updates for future newsletters.

Finally, we are happy to welcome new CBI students: Ellen Chetwynd and Heather Sponsel have joined us as first year Masters students.

We are looking forward to busy times ahead!



Miriam Labbok,
MD, MPH,
FACPM, FABM,
IBCLC

Director of the
Carolina

"Carolina
Breastfeeding
Institute:
Nurturing our
future,
normalizing
optimal infant
and young
child feeding
to achieve
maternal and
child health,
and
promoting
attention to
the mother/
child dyad."

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Future plans for the project include the creation of a "Breastfeeding-friendly Child Care" award; inclusion of breastfeeding support in the star rating system for daycare centers; and the inclusion of breastfeeding in the Department of Child Development's mandatory training for child care providers. Working with our many collaborators and stakeholders in Wake County, we hope to make an important impact on some of our most vulnerable families—and their babies.

For more information, contact Barbara Cameron at bcameron@email.unc.edu

CBI Updates

Breastfeeding-friendly Healthcare Project (BFHC) –

The ongoing BFHC Project is supporting hospitals' efforts to implement the *Ten Steps*. CBI is engaged with twelve hospitals representing all perinatal regions in North Carolina. The hospitals completed a comprehensive baseline assessment of progress towards implementing the *Ten Steps*. Findings from the assessment indicate that a more accurate pictures of hospitals' progress will result from assessment strategies that include: 1) a wide range of questions on each of the steps, and 2) external review with semi-structured discussion. The Breastfeeding-friendly Healthcare Team is hopeful that these findings may be helpful to the NC Department of Public Health as they lead the development of an awards approach in North Carolina.

Quintessence Breastfeeding Challenge –

The Quintessence Breastfeeding Challenge is a world wide initiative to try to get as many babies breastfeeding at 11:00am local time, on October 3rd, as possible in an effort to encourage community discussion about issues related to breastfeeding and donor milk banking. This year Carolina BEBES & CBI teamed up to keep the challenge going in Chapel Hill. The event was dedicated to Mary Rose Tully, and welcomed breastfeeding mothers from around the Community and as far away as Wilmington.

WCOM-FM Carrboro, NC –

During World Breastfeeding Week, Miriam Labbok was invited to speak about current practices and theories regarding breastfeeding on the *Radio In Vivo: Your Link to the Triangle Science Community* program. A link to her talk can be found at <http://radioinvivo.net/>.

Volunteer Survey –

In response to the many individuals that contact CBI with an interest in volunteering, Hannah Pollet has created a Volunteer Interest Survey to help mainstream inquiries. We are thrilled to continue to welcome new faces to CBI and hope to reach more of our goals for promoting, protecting, and supporting breastfeeding with their help. Please visit our website for a link to the survey.

NC Public Health Association Annual Conference, Sept 30-Oct 2 –

Miriam Labbok, Emily Taylor, and Brook Colgan presented "Breastfeeding and Its Role in Preventive Medicine and Public Health" at this year's NCPHA meeting in Asheville, NC.



"To create an enabling environment, at the community, state, national and global levels, in which every mother is supported to achieve optimal infant and young child feeding and care, and every child achieves its full potential through the best start on life."

Upcoming Events

Academy of Breastfeeding Medicine—November 5-8, Williamsburg, VA

This year's meeting, "Breastfeeding: Lessons from History, Implications for Tomorrow," will provide cutting-edge research and clinical information on current issues in breastfeeding medicine.

Physician Training—November 14, UNC-Chapel Hill

"What Every Physician Needs to Know About Breastfeeding" is an 8 hour course for physicians, by physicians and based on the Academy of Breastfeeding Medicine curriculum. More information available at: <http://www.sph.unc.edu/breastfeeding/>.

The Business Case for Breastfeeding—November 30-December 1, SAS, Cary, NC

The 2-day event provides a widespread approach to promoting breastfeeding-friendly workplaces through skill-based training of community liaisons to business and facilitated partnerships among key stakeholders (including NCBC, Healthy Start, WIC, volunteer doula programs, Public Health staff, and others). The training will take place in central North Carolina on Monday and Tuesday, November 30 and December 1 from 9am-5pm at SAS, Cary.

Contact Emily Taylor for more information at emilytaylor@unc.edu.

We welcome your feedback: Please send your comments and suggestions to cbi@unc.edu.