



Breastfeeding Exclusive

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World Breastfeeding Week (August 1-7)

World Breastfeeding Week (WBW), organized by the World Alliance for Breastfeeding Action (WABA), is celebrated the week of August 1-7. Every year, over 170 countries celebrate WBW to commemorate the signing of the Innocenti Declaration in August of 1990 to protect, promote, and support breastfeeding.

This year's theme, "Breastfeeding! Just Ten Steps: The Baby-Friendly Way," recognizes the importance of supporting mothers so they can be successful in their goals to breastfeed their babies. Specifically, the WBW theme for 2010 celebrates The Ten Steps to Successful Breastfeeding, which form the basis for the Baby-Friendly Hospital Initiative, one of the four pillars of the Innocenti Declaration.

On Sunday, August 1, 2010, the Carolina Global Breastfeeding Institute and the Birth and Breastfeeding Congress will host a FREE event to celebrate our breastfeeding-friendly community. Come join us at the Weaver Street Market located at 101 East Weaver Street in Carrboro from 11A - 1P, during Jazz Brunch. *For more information, click here for the [WBW Flyer](#) or contact Brook Colgan at brook@email.unc.edu or 919.843.9043.*

The Mary Rose Tully Training Initiative

In the summer of 2009, the Carolina Global Breastfeeding Institute, along with the UNC Women's and Children's Hospital staff, developed **The Mary Rose Tully Training Initiative**. This clinical training program in breastfeeding support received approval from the International Board of Lactation Consultant Examiners (IBLCE) as a Pathway 2 IBCLC training option. Named in honor of Mary Rose Tully, this training program was a long standing dream of hers and she was excited to see the pilot class through their first semester of training.

This two-semester training course provides students with 300 directly-supervised clinical hours with a re-certified Lactation Consultant (RLC/IBCLC) along with nearly 150 hours of breastfeeding education in the context of clinical lactation services and public health practice. Students obtain a broad range of experiences by observing many different IBCLC's within and between hospitals, attending mother-to-mother support groups, and shadowing at local WIC clinics.

Students meet weekly throughout the academic year for a three-hour didactic session, which includes lectures, clinical topic review, and student experiential sharing. Experiential sharing involves student presentations of clinical cases along with dedicated time for asking questions regarding the management of those cases. Students also complete an 8-hour clinical day each week throughout the academic year in order to fulfill their 300 clinical experience hours.

In May 2010, the first six students successfully completed their requirements to sit for the IBLCE exam. Student evaluations from the pilot year included the following:

"This course was invaluable to my public health education. How can I, as a public health practitioner, help formulate breastfeeding programs/policy in the community and beyond if I have no idea what mother-baby dyads need, want, and have access to. I would recommend this course to any MPH student with an interest in maternal and infant health. I learned more about maternal and infant health issues in this course than in any of my standard public health courses."

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Breastfeeding-Friendly Childcare Project Update

By Barbara Cameron, MA, MSW

“Although the majority of the [childcare] providers come into the trainings with very little knowledge about breastfeeding we have found them to be open-minded and ready to learn.”

This spring, our Breastfeeding-Friendly Child Care in Wake County project began its first round of trainings of child care providers. So far, reactions to the trainings have been very positive. Although the majority of the providers come into the trainings with very little knowledge about breastfeeding, we have found them to be open-minded and ready to learn. They leave the trainings excited to share their new knowledge with the parents that they serve.

One key resource that we have developed for the providers is a set of educational materials for both parents and staff, ranging from posters to booklets. These materials were developed in response to the surveys we conducted in 2009 to learn more about providers' current knowledge and needs. We have worked to create simple, easy-to-read materials that cover the most important information for the parents and caregivers of young children.



Providers have responded enthusiastically to our materials. One instrument we developed is an interactive feeding plan, which is filled out by both parent and provider. This gives the provider the chance to learn more about the child's feeding habits at home, and creates the opportunity for discussion of topics including appropriate introduction of solid food and cue-based feeding. Many providers have left the trainings telling us that they will be implementing this form as soon as they returned to their centers.

We are continuing to refine the materials in response to feedback from the providers

who are using them, and we hope to have them available for download at the CGBI website in October of 2010. For more information, visit the [CGBI project page](#) or email Barbara Cameron at bmc.msw@gmail.com.

CGBI Senior Projects Director, Emily Taylor, elected Secretary for the United States Breastfeeding Committee (USBC)

For the past three years, Emily Taylor has served the United States Breastfeeding Committee as one of two voting members from the Carolina Global Breastfeeding Institute. Most recently, she also served as the USBC Development Chair and helped to organize campaigns such as the very successful "One Dollar for Every New Mom in the United States." In May, Emily was nominated for the Secretary position on the Board of Directors for USBC and the election results were announced this week.

Emily's responsibilities on the board will include establishing appropriate governance policies for the USBC and reviewing and approving the annual operating budget. Her specific role as Secretary will include overseeing correspondence of the organization and preparing and maintaining minutes of all meetings of the membership and the Board of Directors. As Secretary, she will also be the guardian of Corporate records and will certify and keep a copy of the Bylaws. Emily will accept her new position during the next USBC member meeting (August 6-7) in Arlington, VA. For more information on the USBC, visit their [website](#) or email Emily Taylor at emilytaylor@unc.edu.

Celebrate World Breastfeeding Week, August 1-7!!

By Miriam Labbok, MD, MPH

Dear Friends:

CGBI continues at a rather steady, sometimes frantic, pace in this, the middle of our fifth year. We are carrying out our funded studies and projects, seeking out new possibilities, teaching future leaders in the field of breastfeeding and public health, collaborating at the local, state, national and global levels, supporting entrepreneurial activities that enable families to breastfeed successfully, and celebrating global events like World Breastfeeding Week (August 1-7 each year).

We are gaining lessons learned daily from breastfeeding friendly efforts at the hospital, childcare and community levels, and the Mary Rose Tully Training Initiative has graduated its first class. Our certificate program has been put on hold, pending decisions as to whether certificates will continue, but trainings for physicians and training of trainers for nursing staff continue, spreading across the state. And this spring semester, the Infant Feeding Survey Course had more than 15 students from MCH, and also from Anthropology and other departments and Duke Medical School.

Our collaborations with others in the Department of MCH and in the Medical School are increasing. As paper preparation continues on all projects, complementary articles on the issue of the risks of formula feeding were published. (Stuebe A. The risks of not breastfeeding for mothers and infants. *Rev Obstet Gynecol.* 2009 Fall; 2 (4):222-31; McNeil M, Labbok M, Abrahams SW. What are the Risks Associated with Formula Feeding? A Re-Analysis and Review. *Birth.* March 2010; 37(1):50-58). We also plan to revisit our strategic plan in an ongoing manner, working towards ever expanding collaborations and impact.



Together with colleagues around the world, we are about to recognize the importance of maternity care support for breastfeeding during World Breastfeeding Week 2010,. We are pleased to have drafted many of the materials for WABA, the global organizing organization for the celebrations. For more information, please visit the [WBW website](#).

IF YOU ARE NEARBY, JOIN US AT WEAVER STREET MARKET IN CARRBORO, 11AM-1PM ON AUGUST 1, 2010, FOR AN OPEN-AIR JAZZ, BRING-YOUR-OWN BRUNCH WITH WORLD

BREASTFEEDING WEEK ACTIVITIES AND HONORS. FAMILY FRIENDLY!!

Finally, we welcome your feedback on *Breastfeeding Exclusive*. Please let us know how we might make this quarterly more useful for you, and do let us know if you would like to contribute an article.

Warmest regards,

Miriam

“Carolina Global 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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The Mary Rose Tully Training Initiative

Another student evaluation included the following remarks, "As a public health specialist, with a general focus on population health, this course provided an opportunity to incorporate public health knowledge at the individual patient level, thereby enhancing my public health perspective. I am leaving this university satisfied with the education I received because I was able to be a part of this initiative."

An abstract regarding the training program was accepted for a poster presentation titled "Breastfeeding Education in Clinical and Public Health Curricula" at the International Lactation Consultant Association (ILCA) meeting in San Antonio, Texas (July 21-25). Brook Colgan and Miriam Labbok presented the poster and received the "ILCA Project Poster Award." Based on feedback from the conference and market research that was conducted in the Spring of 2009, there is a great need for additional breastfeeding education programs in graduate health and medical training schools. Our market research indicates a demand for more standing opportunities for students and/or professionals to acquire clinical training hours under re-certified International Board Certified Lactation Consultants.



Carolina BEBES Update

By Ellen Chetwynd, RN, BSN, IBCLC

Carolina BEBES is a student group dedicated to promoting and protecting breastfeeding on the UNC campus, while also looking at breastfeeding in the community, the nation, and the world. The organization strives to normalize breastfeeding, and to see it as both a feminist and a social justice issue, as well as the ideal way to feed a baby and child.

Last year, BEBES made the decision to widen its areas of interest to include birth because the two topics are so closely linked that it is difficult to protect one without promoting the other. This will allow BEBES to look at programs such as the UNC volunteer doula program, BirthPartners, and other childbirth advocacy groups in the area as potential partners.

BEBES will continue its current projects collaborating with Carolina Global Breastfeeding Institute (CGBI) and North Carolina Breastfeeding Coalition (NCBC) to designate area businesses and campus buildings as Breastfeeding Friendly, and with UNC Human Resources on campus lactation rooms and making the HR website birth and breastfeeding resources more accessible.

BEBES will start a journal club this Fall and possibly expand it into a one credit class for the Spring semester. We will host talks on breastfeeding and birth by our excellent local speakers as well as try to work with other schools or groups to bring in bigger speakers (for instance, working with the schools of Pharmacy and Medicine to bring in Thomas Hale).

Finally, we will focus some of our efforts on fundraisers, such as breastfeeding friendly onesies and the ubiquitous, but tasty, bake sales. *For more information, please visit the [Carolina BEBES website](#), or email Ellen Chetwynd at ellenchetwynd@gmail.com.*

We welcome your feedback: Please send your comments and suggestions to cgbi@unc.edu or brook@email.unc.edu. Thank you!

