



# Breastfeeding Exclusive

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## Save the Date: March 11-12, 2011, Breastfeeding and Feminism Symposium

There is a growing recognition that one cannot separate support for the mother from support for the newborn, infant and child. This year, for the first time, the Breastfeeding and Feminism Symposium Series will partner with the Coalition for Improving Maternity Services in presenting ***Re-Framing Birth and Breastfeeding: Moving Forward***, to be held **March 11-12, 2011, at the Sheraton Hotel in Chapel Hill, NC**. This will be a combined meeting/symposium, with several joint sessions and two tracks to cover the many 'frames' we employ in our consideration of the issues related to birth and breastfeeding. The Breastfeeding and Feminism Symposia are a transdisciplinary effort to address breastfeeding as a public health priority, using feminist perspectives to emphasize the impact of gender and other forms of social stratification on individual women as they feed their babies. Early bird registration ends January 28, 2011! For more information, please visit <http://www.uncg.edu/hhp/cwhw/symposium/homepage.html>.

## Understanding and addressing breastfeeding support among African American women

by Elizabeth Jensen, MPH, PhD Candidate

Lack of support for breastfeeding mothers has been consistently identified in the literature as a barrier for breastfeeding across racial and ethnic groups. Through funding provided by NIH, the University of North Carolina, in partnership with the Community Health Coalition in Durham, conducted an iterative process to assess barriers, facilitators and potential mediating interventions for breastfeeding in the African American community in Durham, North Carolina.



Following a literature review and assessment of existing data, eight focus groups were conducted with African American mothers, fathers and grandmothers. Researchers transcribed, coded, and analyzed each focus group. Patterns and themes that emerged informed the development of a survey instrument and a support group pilot for pregnant or breastfeeding African American women. The pilot support groups were evaluated for acceptability and increase in knowledge of attendees.

Focus groups and key informant interviews indicated that African Americans may disproportionately experience inadequate support for breastfeeding. This lack of support was reported in the home, the workplace, among peers, and from healthcare providers. A pilot intervention of support groups for breastfeeding African American women generated an increase in knowledge about breastfeeding among group participants.

Comparing responses to pre questions and post questions, the odds of responding correctly on the post question was 3.6 (95% CI: 2.5, 5.2) times the odds of responding correctly to the pre test question. We tested education, parity, and age independently for interaction and found no

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## First class of The Mary Rose Tully Training Initiative achieves 100% exam certification

The Carolina Global Breastfeeding Institute is very pleased to announce that the first class of graduates of the Mary Rose Tully Training Initiative (MRTTI) all passed the IBLCE exam and have joined the ranks of International Board Certified Lactation Consultants, working to support mothers, infants, and children. The MRTTI is one of the first residential training programs for lactation specialists worldwide. This program is designed to produce future leaders in breastfeeding support who come from and will contribute in a variety of disciplines; so far we have had students from public health, nursing, nutrition, social work and anthropology.

The course success would not be possible without the hard work and mentorship of the IBCLCs at the UNC Women's and Children's Hospital at Rex Hospital. Specifically, special thanks are given to Robyn Lewis and Diane Asbill, who serve as the primary mentors and lecturers. Lastly, thanks goes to Mary Rose Tully, whose dedication to the profession and students resulted in the establishment of this training program.



The first class of graduates of The Mary Rose Tully Training Institute with Dr. Miriam Labbok and several IBCLC mentors at UNC Hospital.

## Postdoctoral Fellow, Kristin Klingaman, joins CGBI as Associate



Kristin Klingaman, PhD, has joined CGBI as a UNC Associate. She is a 2010-2012 postdoctoral fellow at the Center for Developmental Science. Her current work compares childbirth decision making and early infant care practices with late preterm and full term dyads with Professor Diane Holditch-Davis of Duke University. She states, "I am thrilled to join the CGBI team. The people in this Institute are involved in innovative research and serve in local, state, national, and international collaborations to help create environments in which families can realize their breastfeeding intentions."

Kristin completed her doctorate in Biological Anthropology at Durham University, England, with the guidance of Professor Helen Ball. Her dissertation is available at <http://etheses.dur.ac.uk/102/>. Kristin credits her undergraduate mentor, Professor James McKenna of the University of Notre Dame, with inspiring her and so many others. She feels honored to contribute to this work because she knows it "is so important on many levels."

Continued from page 1 **Breastfeeding support for African American mothers**

significant contribution from these participant characteristics in explaining the increase in knowledge. The findings from this research underscore the importance of a multi-level approach to breastfeeding support for African American women. No single intervention will likely address the disparity in breastfeeding between African American women and other racial groups in the United States. Opportunities for breastfeeding support exist at the individual, community, and policy level, including breastfeeding supportive policies and practices in the workplace, education and support from healthcare providers, and support from peers and family.

## Letter from the Director

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



Dear Friends and Colleagues:

This year, we were involved in the celebration of two World Breastfeeding Weeks: the traditional date of the first week in August that is celebrated in the US and in many other countries, and the alternative date of the first week of October. Much of Europe and other countries that have month long holidays in August found that there was little community awareness or press coverage in August, and chose the alternative dates.

My comments address our purposes and celebrations this year. As I chat with my colleagues worldwide, they often look at the Baby-friendly Hospital Initiative as a project whose time has come and gone. While the construct of complex certification may no longer be as well recognized, there is no doubt that the practices that underlie the certification – the TEN STEPS, or ten hospital practices that allow women to succeed in their breast feeding intention – still are valid and much needed. In fact this was the World Breastfeeding Week Theme this year: Just Ten Steps: the breastfeeding-friendly way.

CGBI was involved in celebrations on both dates: In August, Emily Taylor and Ellen Chetwynd, working with the North Carolina Breastfeeding Coalition, helped orchestrate a statewide celebration, with large events recognizing breastfeeding-friendly hospitals and businesses. I had the honor of spending several days in Memphis, TN, harmonizing with Dr. Julie Ware seeking improved conditions for all mother-baby pairs to allow for breastfeeding success. In October, Angie Hilliard of the Piedmont Health Center led a very successful "Quintessence Challenge", while I flew off to Portugal to join in a day of training and celebration in Lisbon with high level dignitaries and excited clinicians.



Dr. Miriam Labbok and Emily Taylor announcing the Breastfeeding-Friendly Business Awards.

In October, we also joined with the World Alliance on Breastfeeding Action (WABA) at their meeting to Revisit and Celebrate Innocenti +20, with the theme of enabling mothering: keeping mothers and babies together. This meeting builds on the Innocenti+15 findings, and offers challenges and next steps to those who are in decision making positions to influence the lives, health and rights of mother and children to have the best start on each new life.

Thank you for all that you continue to do to support each woman in achieving her breastfeeding intentions.

Warm regards,  
Miriam



Dr. Miriam Labbok with this year's recipients of the Breastfeeding-Friendly Business Awards at the World Breastfeeding Week celebration in Carrboro, NC.

## CGBI welcomes new graduate students

At the start of each school year, we look forward to meeting the new students who will join our team and bring so much energy and excitement. The Carolina Global Breastfeeding Institute is excited to have several students working with us this year who share in our vision:

- Christina Bernadotte is a second year MCH masters student. She is interested in reducing barriers to breastfeeding at the hospital level and when women return to work. She is working with Emily Taylor on a number of projects including the Breastfeeding Friendly Hospital Initiative.
- Kathy Parry is a first year MCH masters student joining CGBI as a graduate assistant. Kathy is a licensed prenatal massage therapist and certified infant massage instructor and is collaborating on several CGBI projects. Kathy is an active BEBES member and will co-lead students' efforts in the Fall of 2011.
- Jessica Phipps is a first year MCH masters student and is an advisee of Dr. Miriam Lobbok. She is currently a project associate for the Perinatal Quality Collaborative of North Carolina (PQCNC) on their Support for Intended Vaginal Birth Initiative. Jessica is very active in BEBES, and will co-lead the group in Fall 2011.
- Rachel Scheckter is a second year master's student in MCH who first got interested in breastfeeding during her work as a perinatal educator and doula after college. She is currently enrolled in The Mary Rose Tully Training Initiative and hopes to apply what she learns to a career in international family planning and reproductive health. Rachel is joining CGBI to work on the Breastfeeding-friendly Child Care project in Wake County.



### Carolina BEBES update By Ellen Chetwynd, RN, BSN, IBCLC

In this, Carolina BEBES second full year as a student organization, it has expanded its focus and its name to include "Birth", because members felt that in order to truly support breastfeeding, birth must be considered an integral part of the process.

BEBES is continuing to move forward with projects from last year, such as working with the Carolina Global Breastfeeding Institute and the North Carolina Breastfeeding Coalition to support Breastfeeding Friendly Businesses. The lactation room committee has made key alliances with the Human Resources Department and the Carolina Women's Center and are planning to continue to work on access and security, mapping, and publicity of the lactation rooms on UNC's campus.

The group has added a journal club on the third Tuesdays of each month, where colleagues discuss a breastfeeding related journal article. Also, continuing with the lecture series, BEBES hosted three speakers this semester including Drs. Miriam Lobbok and Kristin Klingaman.

Thanks to Jessica Phipps for creating the winning new logo for BEBES. Please join us at our meetings on the first Tuesday of each month on the 4th floor of Rosenau. It is going to be a good year for BEBES!  
*For more information, please email [ellenchetwynd@gmail.com](mailto:ellenchetwynd@gmail.com).*

**We welcome your feedback: Please send your comments and suggestions to [cgbi@unc.edu](mailto:cgbi@unc.edu) or [brook@email.unc.edu](mailto:brook@email.unc.edu). Thank you!**

