



Breastfeeding Exclusive

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Breastfeeding-Friendly Child Care Initiative

The Breastfeeding-Friendly Child Care Initiative has been busy working with child care providers in Wake County, North Carolina to improve breastfeeding support in child care centers. Partnering with Wake County's Child Care Health Consultants, we have assessed current breastfeeding knowledge and practices and implemented an intervention that includes a novel training curriculum for providers and comprehensive educational materials for both staff and the families they serve.

We are at an exciting juncture in the project. We have finished training our first group of centers, which gives us the chance to compare centers that have received the intervention with those who have not. Preliminary analysis indicates that the training is having a measurable effect on breastfeeding knowledge and practices. In follow-up visits, all centers indicated that they had made some changes due to the training. For example, 72% reported doing more to inform families about the benefits of breastfeeding, and 50% reported making their environment more breastfeeding-friendly. Individual providers showed improvement in multiple areas, including proper handling of human milk, communication of the health benefits of breastfeeding, and improved attitudes toward caring for breastfeeding babies and providing breastfeeding support.

We've also found that there is considerable interest in our project beyond

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CGBI supports the Surgeon General's Call to Action: A Roadmap to Improving Support For Breastfeeding Mothers

On January 20, 2011 Surgeon General Regina Benjamin called on the nation to remove the barriers to breastfeeding. *The Surgeon General's Call to Action to Support Breastfeeding* is an unprecedented

document from the nation's highest medical office, calling on health care providers, employers, insurers, policymakers, researchers, and the community at large to take 20 specific



CGBI's Emily Taylor with Dr. Regina Benjamin at the Surgeon General's Call to Action to Support Breastfeeding

action steps to support mothers in reaching their breastfeeding goals.

The Carolina Global Breastfeeding Institute (CGBI) supports the *Call to Action*, which is based on the latest evidence about the health, social and economic effects of breastfeeding, and supports all women to achieve their breastfeeding intentions. The document includes the following areas:

1. Importance and rates of breastfeeding
2. Rates and inequities
3. Barriers to breastfeeding
4. Breastfeeding from the Public Health Perspective: Mothers and their families, Communities, Healthcare, Employment, Research and Surveillance, and Public Health Infrastructure
5. Call to Action, in 20 Action Steps

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Letter from the Director

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

Dear Colleagues and Friends of CGBI:

2011 has already been an 'interesting' media year for breastfeeding, extending, literally, from the sublime to the ridiculous. The Surgeon General issues a Call to Action to Support Breastfeeding that brings us to a level of international discourse, and the media covers the lack of a tax break on the purchase of pumps for milk expression (note: subsequently reversed). First Lady Michelle Obama announces her support for breastfeeding in the fight against obesity and health disparities, and the media covers comments by leaders of the opposition, who once supported breastfeeding, but are now reversing themselves in order to ridicule her statements. The Director of UNICEF, which is a major multilateral supporter of breastfeeding, leaves that post, and joins the Board of Directors at Nestlé. And this is all in the first quarter of the year.

Despite the media confusion, we are on a solid path towards increasing support of breastfeeding and related reproductive and family health and wellness. This is evident here at CGBI -- with successful operational research on hospital practices and child care; in North Carolina -- where the breastfeeding initiation rate has come up to the national norm; nationally -- with breastfeeding being increasingly incorporated into anti-obesity campaigns and into WIC programming; and internationally -- with the 20th birthday of WABA, the announcement of the World Breastfeeding Week theme 'Talk to me! Breastfeeding – a 3-D Experience' encouraging increased communications, and with legislation supportive of the International Code of Marketing of Breast-milk Substitutes hitting new highs—111 countries now have legislated at least some aspect of the Code.

In this issue, you will learn about our breastfeeding in child care initiative, one of our community activities, and sneak peaks into research and student activities. We also celebrate the growing CGBI role in advising state and national program and policy planning activities, with Emily Taylor and Barbara Cameron increasingly being called upon for expert inputs in CDC discussions, and my appointment to the Secretary of Health's Advisory Committee on Infant Mortality.

Thank you for your ongoing friendship and collegiality, and for your dedication to the mothers and children and families of the world, as demonstrated by your support for breastfeeding.

Sincerely,
Miriam Labbok, MD, MPH, FABM, IBCLC
Professor and Director, CGBI



Continued from page 1 Breastfeeding-Friendly Child Care Initiative

Wake County. In North Carolina and beyond, child care providers and those who train them are very interested in making use of the curriculum and materials that we have developed. We are in the process of developing a "Breastfeeding-Friendly Child Care" Toolkit which will be available on our website later this year. In addition, Barbara Cameron, our project director, sat on a CDC expert panel on "Obesity Prevention in Child Care Settings," and more recently presented our project to a CDC monthly networking call that brought together both child care and breastfeeding working groups. We look forward to opportunities to collaborate with our colleagues and serve as a leader in improving breastfeeding support in child care settings.

Sneak Peeks into Ongoing Research

Mother's Milk Microbiome

by Ellen Chetwynd, RN, BSN, IBCLC

Although my primary work is as a community lactation consultant (IBCLC), I recently began working with Dr. Alison Stuebe on the Mother's Milk Microbiome (3M) Study, which is primarily investigating the difference in bacterial flora of milk in women experiencing breast pain compared to those without pain. As the Study Coordinator, I visited each woman who was not experiencing pain on four occasions. This window into the lives of breastfeeding women who would not normally have sought my services has shown me how hard all women work to share themselves with their babies.

As lactation consultants, we use the variances in nipple color as one indicator of latch difficulties. I was surprised to find that all the mothers had some level of pink coloration to their nipples, and this color was not necessarily associated with pain. There was also blanching, another marker used by lactation consultants to indicate a painful condition that was completely painless. On the other hand, there were a variety of issues with a low level discomfort, including: a case of mastitis that left a sensation of having been bruised that lasted for weeks; low grade abrasions with pain that were controlled with topical ointment; pain that worsened as milk flow increased; and the discomfort of temporary injuries, blebs, or vigorous feeding styles. Through all of it, women demonstrated remarkable dedication to their children and a genuine enjoyment of nursing. My respect and honor for the work of mothers has only increased with this opportunity. Additionally, we look forward to sharing our findings of the 3M study in the near future.

CBPR brings together CGBI, UNC-G and the Greensboro YWCA

By Lauren Hart, MSW, MPH

The Carolina Global Breastfeeding Institute is working with the YWCA Greensboro on their strategic planning process, in collaboration with the UNC Greensboro Center for Women's Health and Wellness. This project, funded by a North Carolina Translational and Clinical Sciences Institute grant, has used Community-based Participatory Research techniques to build partnerships within the Greensboro community and to assist the YWCA in working towards its mission of eliminating racism and empowering women.

As a part of this process, a community-wide e-survey was administered by the CGBI. Important information on perceived community needs, gaps in existing services, and potential areas for collaboration with other community organizations has been collected. Products of this collaborative process include increased information for the YWCA's strategic planning process and the potential of future collaboration on research between the CGBI and the Greensboro YWCA.

**"This window,
into the lives of
breastfeeding
women who
would not
normally have
sought out my
services, has
taught me how
hard all women
work to share
themselves with
their babies."**



BEBES in Action

BEBES members Kathy Parry, Amy Valdar, and Rachel Scheckter wearing their new, BEBES "Love, Peace, and Mother's Milk" t-shirts! (top)



BEBES members putting together birth kits to go to Sierra Leone with Africa YES! (bottom)

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CGBI Supports Call to Action

In launching her *Call to Action*, Dr. Benjamin suggests that everyone has a role in supporting breastfeeding. The aim is to make the healthy choice the easy choice.

- For more information on the Call to Action and access to a PSA, visit the Surgeon General's website - www.surgeongeneral.gov
- To learn more about how the CGBI works to improve the health of the public through protecting, promoting and supporting breastfeeding, visit www.sph.unc.edu/breastfeeding or www.breastfeeding4health.com.



BEBES in Action

By Zahra Reynolds, MPH Candidate

Carolina BEBES, the CGBI-linked student organization dedicated to evidence-based education and support for birth and breastfeeding, reached out to local businesses in Carrboro and Chapel Hill, asking them to become Breastfeeding-Friendly Businesses. This was carried out as part of our ongoing effort to increase awareness of breastfeeding in our local community and increase support for their breastfeeding patrons and employees. Applications to be recognized as Breastfeeding Friendly by the North Carolina Breastfeeding Coalition (NCBC) were hand-delivered to twenty-three businesses. Carolina BEBES have received an award of \$575 from the North Carolina Breastfeeding Coalition for this outreach activity - \$25 for each businesses visited.

BEBES started this semester's activities with a screening of the widely-acclaimed documentary film, *Babies*. The club's NEW "Love, Peace and Mother's Milk" t-shirts were available for purchase at the event, and will be featured at all upcoming events. Look for them at upcoming educational lectures, a panel discussion on the status of midwives in North Carolina, and fundraising sales!

BEBES is excited to be continuing its efforts in supporting lactation rooms on campus, extending the network of breastfeeding-friendly businesses, and making new connections internationally with the World Breastfeeding Week youth movement and locally with the Triangle Breastfeeding Committee in planning next year's Quintessence Breastfeeding Challenge. If you are a student and would like to be involved in any of our activities, please come to our meetings on the first Monday of every month at 3 PM on the 4th floor of Rosenau or stop by our Journal Club meetings the third Tuesday of every month at 12:30. Please join us for these upcoming events: Cecília Tomori will discuss her dissertation, "The Dilemmas of Nighttime Breastfeeding - An Anthropological Perspective" on Monday, March 14th at 11:45am in Hooker 3005 and film screening and discussion of "Latching On" Tuesday, March 29th at 5pm in Hooker 0001. For more information, please email zahra.reynolds@gmail.com.

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

