



# Breastfeeding Exclusive

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## Carolina Women's Center (CWC) Faculty Scholar

By Ali Starling, MPH, CD

This academic year, I had the honor of supporting Dr. Labbok with her Carolina Women's Center (CWC) faculty scholarship award. The award was used to research the knowledge, attitudes, and practices (KAP) relating to reproductive health and breastfeeding on the UNC-Chapel Hill campus. A campus wide e-survey was distributed and over 500 faculty, staff, and students completed the survey. Results were analyzed and several recommendations were presented to make UNC a more supportive environment for reproductive health.

Suggestions for the administration include:

1. Educate women about the pump purchase program that is run through Human Resources, for 59% of respondents did not know the program existed;
2. Abide by the Patient and Affordable Healthcare Act that requires women to have break time and space other than a bathroom to pump;
3. Inform supervisors and managers about the benefits of workplace lactation support;
4. Publicize campus resources to faculty, staff, and students, for 62.6% of respondents disagree that UNC does a good job letting them know where to find reproductive health resources. We look forward to continued efforts and collaborations to support a breastfeeding friendly environment on the UNC campus.

## Impact on Breastfeeding Duration of Not Practicing the Ten Steps

By Nathan C. Nickel, PhD, MPH

Can what happens during the maternity stay have a long-lasting impact on breastfeeding? CGBI research suggests that it may. Although the American Academy of Pediatrics has endorsed the *Ten Steps to Successful Breastfeeding* as optimal maternity care,<sup>1</sup> few hospitals and maternity centers practice the Ten Steps.<sup>2</sup> Indeed, surveillance data suggest that only 37% of US maternity centers practice more than six Steps with only 14% of hospitals having a breastfeeding policy and 33% practicing rooming-in.<sup>2</sup> CGBI studied whether non-compliance with the Ten Steps impacts breastfeeding duration.

CGBI used data from the *Infant Feeding Practices Study II*<sup>3</sup> to identify the impact not practicing the Ten Steps has on breastfeeding duration. The study followed a potential outcomes framework.<sup>4-10</sup> Inverse propensity score weights<sup>11-14</sup> were used in survival analyses to model the relationship between lack of a Step and combinations of two Steps with breastfeeding duration.

Results indicated that supplementing breastfed infants during the hospital stay lead to a 10.5-week decrease in breastfeeding duration. Delaying breastfeeding initiation for more than an hour when combined with providing a pacifier during the hospital stay resulted in an 11.8-week decrease in breastfeeding duration. Not feeding according to hunger cues when combined with providing a pacifier during the hospital stay resulted in a 6.3-week decrease in duration. Separating a mother-infant dyad (i.e., not rooming-in) when combined with not feeding according to hunger cues resulted in a 5.6-week decrease in breastfeeding duration.

This research suggests that current, prevalent maternity practice in the US may serve as a barrier to sustained breastfeeding duration; specifically, this research demonstrates that non-compliance with individual and combinations of Steps leads to shorter breastfeeding duration. Connecting these results with surveillance data of Step practice suggests that a significant proportion of mother-infant dyads may be exposed to maternity practices that inhibit sustained breastfeeding duration. The identified practices may serve as potentially "low-hanging fruit" that hospitals and public health practitioners can prioritize and target in future breastfeeding interventions.

## Letter from the Director



Dear Friends and Colleagues:

This has been an exciting quarter. We have graduated new Master's students and hooded the first CGBI-associated doctorate, Dr. Nathan Nickel. Brook Colgan was invited to create and carry out a training of trainers for Helen Keller International in Dhaka, Bangladesh, and Emily Taylor was involved in the planning and execution of Weight of the Nation in Washington, DC. Others have spoken at meetings across the state, nationally and internationally – we hope that we may have seen you there!

The Carolina Global Breastfeeding Institute is pleased to announce a grant from the W.K. Kellogg Foundation “to improve breastfeeding support for underserved populations through the translation of action-oriented research and program theory into material development, toolkits and leadership training”. The W.K. Kellogg Foundation, established in 1930, supports children, families and communities as they strengthen and create conditions that propel vulnerable children to achieve success as individuals and as contributors to the larger community and society ([www.wkkf.org](http://www.wkkf.org)).

This three year \$900,000 grant allows CGBI to continue its work as an Innovation Center, using its E-TIER approach: exploration, translation, innovation, evaluation and replication, in support of the creation of an environment in which all women, especially those in groups least likely to succeed, are enabled to achieve their breastfeeding intentions. Two additional innovative approaches that we are using in these projects is the Working Group Process Approach (WGPA) for achieving expert development of concepts and consensus, and the Continuous Quality Improvement (CQI) approach in new ways.

This grant will allow us to support the State of North Carolina’s effort to increase breastfeeding support in all child care centers. The State is in the process of developing a Breastfeeding-friendly Child Care (BFCC) Designation and has included the CGBI BFCC Ten Steps as its standard. We will also be carrying out a review of donor milk banking nationwide, and assessing the impact of a new prenatal intervention – Ready, Set, Baby – on mothers’ infant feeding knowledge, attitudes and eventual practices, and then preparing a toolkit for ready replication. Finally, we will be supporting the innovative Interstate Collaborative, which will support interstate communication on activities that catalyze the implementation of breastfeeding-friendly activities across the US. A complementary grant from the CDC will allow additional creative activities to encourage more hospitals to consider practicing the Ten Steps to Successful Breastfeeding in maternity settings, and to consider applying for state-level or national designation.

Best wishes!



Drs. Miriam Labbok and Nathan Nickel after UNC's commencement ceremony in May.

**The Carolina Global Breastfeeding Institute: Nurturing Our Future**

## Associate's Corner

# Helen Keller International Collaborates with CGBI to Conduct Trainings in Dhaka, Bangladesh

*By Sheela Sinharoy, MPH and Brook Colgan, MPH, IBCLC*

Nobo Jibon, a project of Helen Keller International (HKI) and Save the Children, seeks to reduce food insecurity and vulnerability for 191,000 households in Bangladesh. One of the key project messages is the importance of exclusive breastfeeding for the first six months of infancy. At the beginning of the project, Nobo Jibon conducted formative research to understand cultural and practical factors that prevent exclusive breastfeeding practices, especially the common perception of insufficient milk volume. Based on research findings, HKI developed a strategy to overcome the obstacles to optimal infant feeding practices while empowering rural mothers to breastfeed successfully. An important component of this strategy was to conduct a lactation management training to specifically addresses barriers and misconceptions identified in the formative research. For example, the formative research found that families in Nobo Jibon communities commonly perceive that mothers cannot produce sufficient milk for their infants due to their inability to access the right kinds of food. The training therefore focused heavily on correcting this misperception through knowledge of the evidence base and appropriate counseling skills.

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Brook Colgan with some of the training participants during the ToT in Dhaka, Bangladesh

## NCBC Strategic Planning

*By Emily C. Taylor, MPH, LCCE, CD (DONA)*

The North Carolina Breastfeeding Coalition has been hard at work since 2005 to ensure a future where early, exclusive and continued breastfeeding are the norm in the state. The group kicked off 2012 with a careful examination of past, present and future to determine its strategic initiatives for the coming years. Members gathered to generate two comprehensive lists: one of current barriers to breastfeeding in North Carolina and the second of assets, facilitators and opportunities that NCBC could leverage to ensure that more mothers achieve their breastfeeding goals. Members then reflected on historic and active initiatives, researched other state coalition efforts, and brainstormed new ideas with potential to decrease the barriers and employ the assets, facilitators and opportunities they had identified. The result was a most ambitious set of goals:

1. Develop and promote a breastfeeding curriculum in NC's K-12 schools;
2. Implement IBCLC licensure in NC;
3. Raise awareness of donor milk banking in NC;
4. Form a speakers' bureau of NCBC members and deliver presentations around the state;
5. Increase breastfeeding-friendliness among NC businesses and employers; and
6. Encourage and support hospitals to "Ban the Bags" with the Golden Bow Awards program.

NCBC is proud to report that all initiatives have been adopted by at least one leader, and all six initiatives are already showing results!

Learn more by visiting [www.ncbfc.org](http://www.ncbfc.org) or attending an NCBC meeting.

## Continued from Page 3 CGBI conducts training with HKI in Dhaka, Bangladesh

Helen Keller International (HKI) collaborated with the Carolina Global Breastfeeding Institute (CGBI) to develop a five-day Training of Trainers (ToT) on lactation management to meet the needs of the Nobo Jibon project. The curriculum was adapted for Bangladesh from training modules developed and tested by CGBI for health care providers in the United States. It retained its rigorous, evidence-based content but was tailored for Bangladeshi communities, with the aim of equipping participants with knowledge and skills to help mothers breastfeed successfully. The ToT was conducted in Dhaka on May 6 – 10, 2012 and was led by Brook Colgan, the Director of Information, Education and Communications at CGBI. Participants included seven Nutrition Training Officers from HKI and twelve Technical Officers from both Save the Children and implementing partners, as well as one representative from the Government of Bangladesh Institute of Public Health Nutrition (IPHN).

Participants reported that much of the information presented was new to them, and they felt confident that it would help them encourage friends and beneficiaries towards better breastfeeding practices. "This training is very important for my personal and professional life," said one participant. Over the next several months, Nobo Jibon will train local government healthcare providers on these methodologies and incorporate these messages into training provided to new mothers. *For more information on the Training of Trainers, contact Brook Colgan at [brook@email.unc.edu](mailto:brook@email.unc.edu).*



## Birth & Breastfeeding: Evidence-Based Education and Support

*By Kathy Parry, MPH, CD, IBCLC Candidate*

Students are still celebrating the recent honor of the group being chosen as one of the Robert E. Bryan Public Service Award recipients. The Carolina Center for Public Service chose to recognize Carolina BEBES for their Lactation Rooms Project as a part of the greater work of CGBI. The award was highlighted with a framed certificate at the Public Service Awards Ceremony attended by Chancellor Thorp, and came with \$500 in funding for future club efforts.

Graduating co-leaders Kathy Parry and Jessica Phipps will continue to participate in the Lactation Rooms working group through the summer before the new leaders return to campus in the fall. Outcomes of the working group include an updated list and digital map of newly-defined campus lactation rooms, funding proposals for uniform upgrades to existing rooms, architectural design guidelines for new construction and major renovations regarding lactation rooms, and inclusion of these rooms on housekeeping rounds.

BEBES has also been involved in supporting breastfeeding advocacy efforts in the community through volunteering efforts for the North Carolina Breastfeeding Coalition and participating in La Leche League's annual *Rock the Baby* event. *Your feedback and questions are always welcome: [kparry@live.unc.edu](mailto:kparry@live.unc.edu).*



Kathy Parry and Emily Taylor receiving the Robert E. Bryan Public Service Award.

**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!**

