



# Breastfeeding Exclusive

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## CGBI Brings IHI's Model for Improvement to its Translational Projects

By Emily Taylor, MPH, LCCE, CD  
(DONA)

Since its inception, CGBI has endeavored to support the development and implementation of innovative improvement strategies in the existing systems with which growing families interact. This focus has led us to hospitals, child care centers, workplaces, insurers, and other exciting venues where we have made a difference and learned a lot.

Throughout the past year, CGBI's Deputy Director Emily Taylor has been part of the Improvement Advisor Professional Development Program at the Institute for Healthcare Improvement (IHI). This program is founded on W.E. Deming's Theory of Profound Knowledge and the IHI's Model for Improvement. Participants learn and apply the concepts of the course to a Case Study of their choice.

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## CGBI Welcomes New Colleagues

By Brook Colgan, MPH, IBCLC

This summer, CGBI was fortunate to hire two wonderful, new staff members. Kathleen Anderson and Kathy Parry join the CGBI team to lead two of our projects as well as support communication and development efforts, more generally.

**Kathleen Anderson, M.Ed**, has joined the CGBI team as Director of the Breastfeeding-Friendly Child Care project. Kathleen's passion and support for breastfeeding began with the birth of her first child and grew through work as a Leader with La Leche League. She has an M.Ed. in Early Intervention and Family Support and is excited to be able to continue to support families with infants and young children through CGBI.



"Thank you for your warm welcome. I am both honored to be a part of CGBI and inspired by everyone's hard work and dedication, both locally and worldwide, to enabling mothers to breastfeed their babies." Finally, Kathleen is delighted to watch her first grandchild and his parents enjoy the benefits of breastfeeding.

**Kathy Parry, MPH**, joined CGBI in May after two years as a graduate research assistant with the Institute. She is a graduate of the Mary Rose Tully Training Initiative and looks forward to joining the growing team of dedicated breastfeeding experts. Kathy has a long history of supporting and empowering women during their childbearing years through prenatal and postpartum massage therapy, infant massage instruction and birth and postpartum Doula work. Her role at CGBI includes directing an evaluation of a prenatal breastfeeding education program at UNC and supporting expansion of a national collaborative to promote widespread implementation of the Ten Steps to Successful Breastfeeding in maternity care.



## Letter from the Director

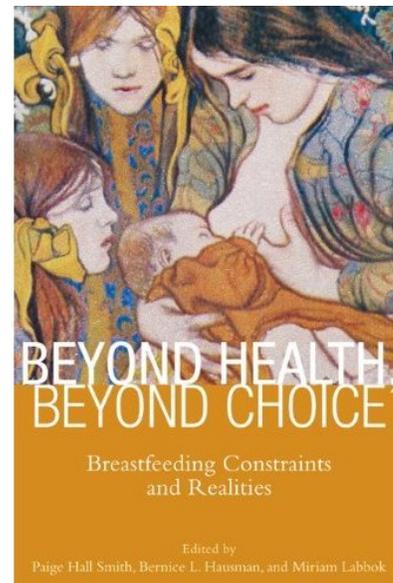


Dear Friends and Colleagues:

The third quarter of 2012 has been one of creativity and new beginnings, in concert with the World Breastfeeding Week (WBW) Theme 'Understanding the Past, Planning the Future.' This year we celebrated not only WBW, but also National Breastfeeding Month; the US Breastfeeding Coalition sponsored "20 Actions in 20 Days," supporting the Surgeon General's Call to Action.

And what is CGBI planning for the future? We have many new beginnings with two new staff members: Kathy Parry who is a recent graduate from our department, and Kathleen Anderson, recruited from work in child development research, and 10 new Lactation-consultants-in-training in the Mary Rose Tully Training Initiative. These new students are excellent, diverse in terms of career paths, backgrounds, and race/ethnicity. And, our book that resulted from the Breastfeeding and Feminism conference, "Beyond Health, Beyond Choice: Breastfeeding Constraints and Realities" is now available from Rutgers University Press. It is a great read, thanks to my co-editors: Paige Hall Smith and Bernice Hausman. Stay tuned as we finalize plans for the 8<sup>th</sup> Conference; March 21/22, 2013 - "It Takes a Village", to be held in Chapel Hill.

The W.K. Kellogg Foundation grant "to improve breastfeeding support for underserved populations through the translation of action-oriented research and program theory into material development, toolkits and leadership training" is underway, and the Foundation has asked that we serve as a "Field Builder for First Food" (i.e., breastfeeding!), supporting an equity lens on the issue and working towards collective impact. We can only achieve this mission with your ongoing friendship, collegiality and collaboration.



Other activities are coming to an end. This is final year of the Kate B Reynolds Charitable Trust grant that allowed us to support hospitals serving low wealth populations to increase their implementation of the Ten Steps. Thanks to excellent team work in these hospitals, in-hospital exclusivity rates have increased by about a third on average while nearly all have advanced from only a few steps in place to 8 or more today. We estimate that this may result in as much as a doubling to quadrupling in the number of women in study hospitals who are now enabled to achieve their exclusive breastfeeding intentions. Congratulations to all of the hospital teams involved!

Wishing you all a gentle and productive season,

Sincerely,

Miriam

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

## Associate's Corner

### Student-Midwives provide breastfeeding support through cell phones to improve exclusive breastfeeding among first time mothers in Dar es Salaam, Tanzania

By Sebalda Leshabari, RN, MPH

**Background:** Studies have expressed the importance of strengthening mothers' self-confidence in breastfeeding by midwives reassurance and follow-up after discharge from the hospital. There is no postnatal home follow-up in Tanzania.

**What happened:** Three student-midwives from Muhimbili University of Health observed little support for breastfeeding during their clinical practice in the labor ward. They observed midwives putting the newborns on the mothers' abdomen after delivery and telling mothers to start breastfeeding the without any further instructions on how to do it. This was done regardless of mothers' parity. The students decided to address the problem by discussing with the midwives in the labor ward about the importance of supporting exclusive breastfeeding (EBF) by proper demonstration of positioning and attachment of the baby to the breast after each delivery. They also decided to further support first-time mothers by sending cell phone messages and phone calls through the mothers' mobile phones after every three days. This is done as a follow-up of the mothers in the communities for encouraging them to continue EBF as well as giving them advices to any breast health problem. Each of the three students recruited 5 first-time mothers.

**Conclusion:** All 15 babies are now 5 months old and still practicing exclusive breastfeeding. All mothers are happy and feel confident to continue EBF until after 6 months. The mothers are expressing their satisfaction for the health of their babies and confess not experiencing health problems as compared with other babies of their age. They promise to become advocates of exclusive breastfeeding to the communities around them.

### Breastfeeding-Friendly Child Care Update

By Kathy Parry, MPH, Outgoing Interim Director for BFCC

## Project Update

Thanks to the financial support of the Kellogg Foundation, CGBI is able to support the State of North Carolina's effort to increase breastfeeding support in child care centers. The three-year project entitled Breastfeeding Friendly Child Care (BFCC) is based on the recently completed pilot initiative, which demonstrated considerable success. In the pilot project, CGBI created the Ten Steps for Breastfeeding Friendly Child Care and provided training and assistance to providers at child care centers in Wake County to support breastfeeding families. As part of the training, the centers received electronic and printed versions of an interactive step-by-step guide to implementing the Ten Steps, as well as colorful printed informational materials.

The new project builds upon this intervention, and adds the collaboration with statewide stakeholders to train 'Trainers' in implementing the intervention. The Trainers will be professionals who already work with multiple child care centers, allowing the expansion of this work state-wide. The State of North Carolina is in the process of developing a special designation for Breastfeeding-Friendly Child Care using the CGBI Ten Steps as its standard. We look forward to the launch of this designation application and hope to see the recognition of many centers across the state as they choose to support breastfeeding families.

## CGBI Brings IHI's Model for Improvement to its Translational Projects

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In her case study, Emily found the Breastfeeding-Friendly Healthcare project to be her "living laboratory" of Improvement Science. (The project comes to a close with 2012, and exciting results will be shared soon thereafter!)

At CGBI, we always strive to support cost-effective, sustainable quality improvement. With this training, Emily will be better-prepared to help identify, plan, and execute improvement projects in various settings, deliver successful results, and spread changes throughout systems. Having an IHI-prepared Improvement Advisor at CGBI will enable us to remain on the cutting-edge of our work in making positive change. For more information about the program, please see [www.ihl.org](http://www.ihl.org).

Carolina  
**Bebes**

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

By BEBES Leadership Team

It is a new academic year, and the BEBES leadership team (Talene Ghazarian, Sara Zizzo, Taylor Snyder, Jessye Brick and Sarah Beth McLellan) is excited about rolling out new efforts to engage, educate and advocate for breastfeeding, birth spacing and birth practices. In August, BEBES supported the United States Breastfeeding Coalition's "20 Actions in 20 Days" media campaign through the "Carolina BEBES" Facebook group. The project was a great success, leading to recruitment of many new and enthusiastic members and engagement of current members.

BEBES co-leaders, Jessye Brick, Talene Ghazarian and Taylor Snyder were excited to present their primary research on Donor Human Milk Banking at the Birth Matters Conference in Greensboro this past August, and are looking forward to presenting a poster at the annual North Carolina Public Health Association Conference (NCPHA) in New Bern this September.

The BEBES calendar is starting to fill with plans for guest speakers, documentary viewings and advocacy campaigns targeting both the UNC campus and greater Chapel Hill community. BEBES is looking forward to collaborating with other community organizations throughout the year! If you have any suggestions for speakers, events or advocacy campaigns, or are interested in becoming involved, please email Talene Ghazarian at [tghazari@live.unc.edu](mailto:tghazari@live.unc.edu).

For the most current updates, please join the "Carolina BEBES" Facebook group!"



Passing of the torch: Outgoing and incoming BEBES leaders meet to reflect on years past and years to come.  
Thank you Jessica Phipps and Kathy Parry!

**We welcome your feedback: Please send your comments and suggestions to**



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