

# Breastfeeding Exclusive

Carolina Global Breastfeeding Institute  
Newsletter

Volume 5, Issue 2



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## CGBI Hosts Two National Meetings

CGBI was privileged to host two meetings of state and national leaders to advance support for breastfeeding in child care, and to launch the Interstate Ten Steps Collaborative. Supported by the W. K. Kellogg Foundation, these meetings were important steps toward increased collaboration to support mothers and babies in the United States.

### Interstate Collaboration on Breastfeeding in Child Care

As more mothers participate in the US workforce, early care providers play a key role in the success of the breastfeeding relationship. How do we ensure that early care providers are able to support breastfeeding mothers and infants in their care? What are the barriers and facilitators to supporting breastfeeding in child care centers?



Breastfeeding in Child Care Meeting  
May 2013

On Wednesday, May 15, 2013, with the generous support of the W.K. Kellogg Foundation, twenty-five state-level and national leaders in breastfeeding in child care programs met to address these and other questions. The first meeting provided a venue for sharing to increase knowledge and understanding among currently developed statewide programs and working together to synergize experiences. Together we explored challenges and facilitators to implementing breastfeeding support in child care and discussed program components, particularly addressing inequities, replication, and sustainability.

A report of the meeting will be distributed to the group for vetting, as a first step toward dissemination of the information to facilitate widespread implementation of practices to promote breastfeeding support in the child care setting.

### Interstate Ten Steps Collaborative

As reported in earlier editions of the Breastfeeding Exclusive, in 2011 we convened the first meeting of state leaders to communicate, identify issues, define remaining problems for further research, and summarize what is known as a basis for advancing progress toward widespread implementation of the Ten Steps.

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## 8th Annual Breastfeeding and Feminism Symposium

The 8th Breastfeeding and Feminism Symposium, **“It takes a Village: The role of the greater community in inspiring and empowering women to breastfeed”** was held March 21st and 22nd, 2013 at the Sheraton Hotel in Chapel Hill, NC. Sponsored by CGBI and originating host, UNCG Center for Women’s Health and Wellness, this year’s highlights included keynotes by Drs. Geni Eng, Jacky Wolf, and Paige Hall Smith. A special address by Belinda Pettiford of the NC DHHS on the issue of inequities in breastfeeding support and subsequent disparities in health outcomes was central to the issue of engaging all in supporting the greater community, and opened a provocative panel on *Inequalities in the Village: How Gender, Race, Class and Sexuality affect Breastfeeding*. Additional panels included *Defining our Villages*, with a special presentation by Dr. Bette Gebrian on her work with the Haitian Health Foundation; *Enhancing Mother-to-Mother Support in the Village*; *Social Marketing and Media in the Village* with a new video from Canada presented by Carole Dobrich; and *Sharing Human Milk in the Village*. Sixteen additional concurrent presentations, several posters, and six exhibitors added to the possibilities with the largest attendance to date. A final presentation and group discussion *The Global Village: Do Women Live Here? A critical look at the state of the global approach to breastfeeding promotion, protection and support* explored the message and images of the recent World Breastfeeding Conference from women’s perspectives.

Please join us next year to tackle the issues with diverse interest groups to synergize support for women to succeed in breastfeeding at the 9th Annual Breastfeeding and Feminism International Conference, **“Forging Partnerships for a Better Tomorrow”** – March 20th and 21st, 2014 in Greensboro, NC.



Sheryl Abrahams presenting at the 2013 Breastfeeding and Feminism Symposium

### Project Update: The Mary Rose Tully Training Initiative

By: Brook Colgan MPH, IBCLC

The Carolina Global Breastfeeding Institute is very pleased to recognize the graduates of the fourth class of The Mary Rose Tully Training Initiative (MRT-TI). The following nine students have successfully completed all IBLCE Pathway 2 requirements and will sit for the IBLCE exam in July: Adara Blake, Brittany Chamberlain, Danielle Chu, Rachel Davis, Chiara Fagan, Lindsey Hurd, Sonia Lai, Aunchalee Palmquist, and Julie Whitfield. The Mary Rose Tully Training Initiative has maintained a 100% pass rate for all students in the previous three classes, and the faculty has every confidence in the most recent graduates.

The MRT-TI program is designed to produce future leaders in breastfeeding support who come from and will contribute in a variety of disciplines. To date, we have had students from public health, nursing, nutrition, medicine, social work and anthropology. The course success would not be possible without the hard work and mentorship of the clinical faculty at our five local clinical sites. For more information about The Mary Rose Tully Training Initiative, please visit our website: <http://cgbi.sph.unc.edu/academics/education/mrtti>.

# Letter From The Director

Dear Friends and Colleagues:

This quarter has been extraordinary, with the 8th Annual Breastfeeding and Feminism Symposium, co-hosted in March with the UNCG Center for Women's Health and Wellness, and two national conferences in May, as well as many travels and meetings, 'from California to the New York Island...' and our annual graduation celebration. Kathleen Anderson led the development of a one-day meeting that was the first Interstate Collaboration on Breastfeeding in Child Care, while Emily Taylor took the lead in creating the Second Meeting of the Interstate Collaborative on the Implementation of the Ten Steps. Each demanded substantial team work here at CGBI and with many of you, and we thank you all for your interest and participation. All three conferences would appear to have been quite successful as reflected in the enthusiasm exhibited on those days, and per the evaluations. More on all of these will be available on our website and in future communications.

As we approach the end of the UNC fiscal and annual review year, I am happy to report that this last year has included multiple recognitions of CGBI work, including new funding, awards, publications and, of course, phenomenal graduates, some of whom are waiting to take the International Board of Lactation Examiners Exam. This is only possible with a solid internal team and with thanks to all of you who have supported our work in so many ways.

It is time to prepare for World Breastfeeding Week at the beginning of August (or in early October). Following a great World Alliance for Breastfeeding Action (WABA) Steering Committee Meeting, we confirm that this year's theme is Breastfeeding Support: Close to Mothers, reminding us that mother-to-mother and other support for mothers is essential for breastfeeding success. Please contact LLLI for the materials developed by WABA or ILCA for their materials. (See the appropriate websites for more information).



Best wishes and with thanks for all you do to enable every woman to decide to breastfeed and to succeed in her intentions,

Miriam



## Associates Corner

### The BFHI is About More Than the Practices

By Genevieve Becker, PhD

The Baby Friendly Hospital Initiative is about ensuring the health facility provides a supportive environment for breastfeeding. There are specific practices to be implemented and assessed such as antenatal discussion, supportive birth practices, rooming-in, baby led feeding, and the rest of the Ten Steps and Code. The value of these practices is supported by research evidence.

The Baby Friendly Hospital Initiative (BFHI) can be placed as a quality improvement and as a health promoting initiative that adds value to health services, assists in providing best practice in a climate of accountability, and encourages consistency of care to international standards. Recognizing it as an on-going initiative helps to sustain best practice.

Implementation of individual supportive practices alone may not give the same outcomes as participation in a structured initiative that includes networking, accreditation and monitoring. Studies in Switzerland, USA, UK, Germany and Ireland have shown higher breastfeeding rates in hospitals that are actively participating in the BFHI and undergoing external assessment when compared to local facilities implementing practices without the broader aspects of an initiative.

While increases in breastfeeding rates can provide some information on the success of the BFHI, it may be more enlightening to examine the leadership in maternity services; what facilitates the implementation and sustaining of the practices, and why some services participate in a quality initiative such as the BFHI when others do not.

Anyone have any research funding for this?

*Genevieve Becker, BEST Services, Galway, Ireland has been a member of the CGBI-Associated Faculty since the start. She is a dietitian/nutritionist and International Board Certified Lactation Consultant who has worked in maternal, infant and young child feeding for over 25 years. Her business BEST Services provides consultancy services related to breastfeeding education, support and training nationally and internationally, and was responsible for the updating and revision of the BFHI global materials. She also has a small private lactation practice assisting individual babies and their mothers. Genevieve has two grown children and one grandchild, and lives with her husband in Galway city, on the west coast of Ireland.*

## Carolina Bebes

The 2013 Spring semester winded down, but BEBES kept busy by touring the Women's Birth and Wellness Center, updating the "Carolina BEBES" Facebook page, selecting new BEBES leaders, and brainstorming activities for the upcoming year.

A large group of BEBES leaders and members joined Nancy Albrecht at the Women's Birth and Wellness Center to explore the facility and learn more about the Birth Center's mission. We walked through the birth rooms, met several staff members, and asked questions about the center and the available breastfeeding support services.



From left to right: Meg Boatwright, Elizabeth Regan, Zakiyah Williams, Rachel Davis, and Amy Korbe

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## Alumni Spotlight

### Rachel Scheckter

CGBI-Affiliated Project:  
Breastfeeding Friendly Child Care Project

Rachel worked for CGBI on the Breastfeeding Friendly Child Care Project while enrolled at the University of North Carolina-Chapel Hill. She was an active member of BEBES and participated in the Mary Rose Tully Training Initiative to become a lactation consultant.

Rachel is currently employed as a clinical research manager at FHI 360 with the Microbicide Trials Network, a collaborative clinical trials network focusing on HIV prevention. Rachel works primarily on a safety and effectiveness trial of a vaginal ring for HIV prevention, and an observational study looking at the effects of microbicide exposure early in pregnancy.

Through her work, Rachel has recently rediscovered her love of international travel. She feels lucky to be able to apply her knowledge of infant feeding to the field of HIV prevention and is thankful for the research and training skills CGBI helped her develop.



Rachel relaxing at a game park in Zimbabwe with a warthog named Spike

## Publications and Presentations

### Publications:

Labbok MH, Starling A. Definitions of breastfeeding: Call for the development and use of consistent definitions in research and peer-reviewed literature. *Breastfeed Med.* 2012 Dec; 7(6); 397-402. doi:10.1089/bfm.2012.9975.

Labbok M, Taylor E, Nickel N. Implementing the ten steps to successful breastfeeding in multiple hospitals serving low-wealth patients in the US: innovative research design and baseline findings. *Int Breastfeed J.* 2013 May; 8:5. doi:10.1186/1746-4358-8-5.

### Presentations:

Anderson KL Labbok M. Breastfeeding-Friendly Child Care: Impact of the Ten Step Project. 2013 National Smart Start Conference, 2013 April 29-May 2.

Labbok M. Global Update on BFHI: Do the Ten Steps deserve continued support from the international community? Pediatric Academic Societies Meeting, Washington, DC, 2013 May 4.

Labbok M. Economic Impact of Breastfeeding. Baby-friendly kick-off event, New Mexico Breastfeeding Task Force Board Meeting, 2013 March 6.

Parry K. Countering Infant Formula Marketing. 1st Annual United States Lactation Consultant Association Conference, 2013 May 3-5.

### Books:

Labbok M, Taylor E, Parry K. *Clinics in Human Lactation. Achieving Exclusive Breastfeeding: Translating Research into Action.* Amarillo, TX: Hale Publishing; 2013.

Available for purchase at <http://media.ibreastfeeding.com/Order%20form.pdf> or see our website for bulk price information at <http://cgbi.sph.unc.edu/>

## CGBI Hosts Two National Meetings

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Thanks to a generous grant from the W.K. Kellogg Foundation, the 82 areas (states and large cities) and five national organizations convened for our second meeting in May, 2013. Together, we enjoyed the opportunity to:

- network among area program leaders and national organizations;
- learn about existing models;
- share strategies for success;
- identify key activities in considering, developing, implementing, and evaluating programs;
- define and commit to an action agenda; and
- develop our collaborative processes to facilitate forward momentum.



Ten Steps Collaborative May 2013

Photo: Courtney Potter  
www.ncbirthcollective.com

The Interstate Ten Steps Collaborative will continue this work with the aim of increasing implementation across the US, and improving the quality of maternity care for all.

Carolina  
**Bebes**

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Congratulations to the new Carolina BEBES leadership team: Zakiyah Williams and Rachel Davis (Co-Presidents); Elizabeth Regan (Treasurer); Amy Korbe (Secretary); and Meg Boatwright (Public Relations Coordinator).

The new leadership team is already coordinating events for the upcoming year. This summer, the Carolina BEBES will be out in full force at *Rock the Baby*, a family friendly festival taking place on June 30th from 2-5pm in the Carrboro Town Commons!

*Please email Zakiyah Williams with any questions:  
zkwillia@live.unc.edu*

*We welcome your feedback. Please send your comments or suggestions regarding Breastfeeding Exclusive to the editor at klanderson@unc.edu or the designer at kathyparry@unc.edu.*

### Be In Touch!

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