

# Breastfeeding Exclusive

Carolina Global Breastfeeding Institute  
Newsletter

Volume 5, Issue 3



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## Exciting Changes at CGBI and Beyond

Dear Colleagues and Friends:

We are so pleased that Catherine Sullivan has joined us as MCH faculty and Director of Training at CGBI. She is now a Clinical Instructor here at the Gillings School of Global Public Health. Catherine is a registered and licensed dietitian and an International Board Certified Lactation Consultant, and she holds an Affiliate Clinical Assistant Professor appointment in the Department of Family Medicine at the Brody School of Medicine at East Carolina University. She comes to CGBI from the NC Division of Public Health where she was the State Breastfeeding Coordinator for several years, during which time she worked closely with CGBI to coordinate on statewide breastfeeding support. The result of this collaboration over the years has been a real contribution, noted in the NC Blueprint Status Report (found at <http://www.nutritionnc.com/breastfeeding/>), to the fact that North Carolina's breastfeeding statistics have moved from average for the southeastern states to average for the US! Catherine also is an experienced educator and speaker who routinely presents at health care conferences.



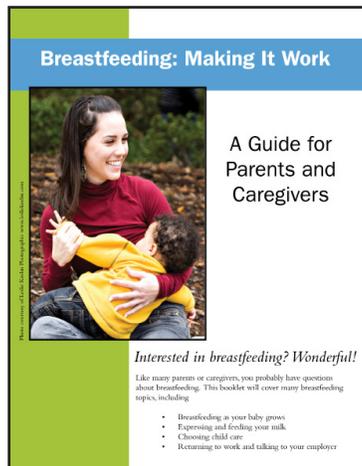
Of course, sometimes gains come at a loss. Emily Taylor, our former CGBI Deputy Director par excellence, has moved on and has founded a new non-profit: WISE (Women-Inspired Systems Enrichment), building upon the experience and training she has acquired over the years with CGBI and beyond. The aim of WISE is to improve health, happiness and equity for all women by facilitating the development and implementation of innovative and effective solutions to optimize health system performance. As you may see, this new role fully complements CGBI work, and in fact, Emily will continue to work with CGBI as an affiliate for now, and we hope for many years to come. Emily will be sharing more about her new efforts in the next issue of BFE.

Emily also is supporting Catherine in the development of a new platform/portal to support the Interstate Collaborative on Ten Steps Implementation, now being renamed the National Collaboration for Advancing the Ten Steps (NCATS). This portal, to be entitled National Platform for Advancing Best Practices for Breastfeeding Support, also will house the National Collaboration for Advancing

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# Project Update: Breastfeeding Friendly Child Care

By: Kathleen Anderson, M Ed, CLC



Example of BFCC program materials: *Breastfeeding: Making it Work* is a 16-page booklet designed for parents and caregivers

Support for breastfeeding in child care becomes ever more important as more women with children under the age of one enter or remain in the workforce, yet many Early Care and Education providers find it challenging to provide such support. The Breastfeeding-Friendly Child Care project (BFCC) offers training and resources to help child care centers provide breastfeeding-supportive and welcoming environments for breastfeeding mothers and their families. The BFCC builds on the CGBI-created Ten Steps for Breastfeeding Friendly Child Care approach and provides training and resources to child care programs throughout North Carolina and across the country.

This spring and summer, eighty trainers participated in the Training of Trainers (TOT). To fulfill the requirements of the TOT, participants first completed two hours of online training comprised of four modules providing background knowledge about breastfeeding and the training program job aids. This was followed by three-hour in-person trainings that focused on the Early Care Provider training curriculum and using the materials/job aids. The TOT has been well-received, and trainers have started to introduce the BFCC Provider curriculum in child care programs in North Carolina. Training resources and materials also have been furnished to states across the country, including to a program recently funded by the CDC to train child care providers in six states. We are grateful to the W.K. Kellogg Foundation for its support of breastfeeding in the child care setting.

## Congratulations!

Our very own, Dr. Miriam H. Labbok was awarded the LIFETIME ACHIEVEMENT RECOGNITION AWARD from the North Carolina GlaxoSmithKline Foundation at the North Carolina Public Health Association annual meeting September 18, 2013.

Dr. Labbok's dedication to research, teaching, and service to improve the lives of children in North Carolina, as well as nationally and globally was recognized. She expressed her appreciation for those who have helped in this work, including mothers and babies, CGBI, NC Public Health, and especially in memory of Mary Rose Tully.

Please join us in wishing Dr. Labbok a heartfelt "Congratulations!"

<http://www.ncgskfoundation.org/child-awards.html>



## Exciting Changes at CGBI

Continued from page 1

Breastfeeding in Child Care (NCABCC), headed by Kathleen Anderson. Kathleen is happy to share with us that to date she has trained 80 trainers to offer training in the Carolina Breastfeeding in Child Care Ten Steps.

Brook Colgan, the primary creator of the Mary Rose Tully Training Initiative since its inception, will continue with us part-time, with her decision to allow increasing personal attention for impending motherhood. (Good luck, Brook, Jamie and Peanut!) She also is helping orient Catherine to this growing task with full support of our colleagues, the Lactation Consultants at UNC Hospitals, led by Diane Asbill. The Ready, Set, Baby materials, initiated by this group, is now being evaluated by Kathy Parry to assess its readiness for replication.

In other exciting news, Thea Calhoun-Smith attended the 2013 ROSE Breastfeeding Summit this August in Atlanta, GA to gather information on outreach. Also this August, Kathleen Anderson became a Certified Lactation Counselor.

With each year also come new students. While we are happy to share that Alane Murdock is now Dr. Alane Murdock, PhD and has gone on to Duke Medical School, Zakiyah Williams and Rachel Davis have stayed on and taken on the leadership of BEBES, which this year has formed several action committees. We are happy to welcome doctoral student, Katie Houk, who comes to us from Tufts Nutrition Program. Our new master's students are Jeniece Alvey, Jaimie Lea, and Katie Schultz. We also are pleased that Jennifer Yourkavitch entered the doctoral program in epidemiology, bringing to us her background in international reproductive health programs.



CGBI Team on Retreat, August 2013. From left to right: Kathleen Anderson, Miriam Labbok, Katie Houk, Catherine Sullivan, Kathy Parry, Thea Calhoun-Smith

In our larger world of associations, we are happy to note that USBC has expanded the World Alliance for Breastfeeding Action (WABA)'s World Breastfeeding Week (WBW) to be National Breastfeeding Month (NBM) with a different theme for each week. This year was a great success! In addition, we are pleased to have had a part in the US Secretary of Health's Advisory Committee on Infant Mortality (SACIM) report, which now highlights the roles of breastfeeding and birth spacing as crucial for infant survival in the US.

Our plans for the future as we start our eighth full fiscal year? Of course, we plan to continue our work to support best practices in birth, breastfeeding and birthspacing, and enable every woman to achieve her breastfeeding goals. We hope to expand our research portfolio, as we continue with our ETIERS approach (Explore, Translate, Implement, Evaluate, Replicate, Scale-up), using the QI and Working Group Process Approaches to further sustainable clinical and program consensus and action. In addition, with increased attention to racial and economic gaps and to men's involvement, we will continue to work at the local, State, National and Global levels to further health worker education and skills and community work to support women and families everywhere.

Thank you all for your ongoing encouragement and support.

Warm Regards,  
Miriam

## Associates Corner

### TAHN Foundation Celebrates World Breastfeeding Week

By Dr. Rukhsana Haider, MBBS, MSc, IBCLC, PhD

Training & Assistance for Health & Nutrition (TAHN) Foundation has been supporting a peer counseling program in urban Dhaka and a sub-district in rural Chittagong since 2000 in addition to technical assistance to government and non-government organizations. The population covered is mostly very poor or low middle class. The community-based female peer counselors make home visits to provide individual counseling for pregnant mothers starting from the third trimester of pregnancy, with emphasis on early initiation of exclusive breastfeeding and continuing after the baby's birth. These visits take place within the first two days of delivery (unless the mother is in hospital), around 7 days, and then monthly for six months to encourage exclusive breastfeeding, followed by promotion and demonstration of appropriate complementary feeding until the child is one year old. After that, they visit every 2 months until the child reaches eighteen months of age. Each peer counselor is responsible for 50-60 pregnant and lactating mothers and babies at any one point in time. It is remarkable that they have managed to achieve and sustain high rates of exclusive breastfeeding in their counseled mothers; around 70-80% in the urban areas and between 85-95% in the rural areas over the past 13 years.



WBW meeting in Badda, Dhaka

The peer counselors were thrilled to hear that this year's World Breastfeeding Week (WBW) theme was "Breastfeeding Support: Close to Mothers." Although TAHN Foundation has been celebrating WBW every year, this time everyone felt really proud that the world recognized the importance of their kind of work and that of colleagues all over (the world) who were similarly supporting breastfeeding!

Since August is the monsoon season, it was truly heartwarming to see mothers with small babies coming to meetings in the rain and mud, with umbrellas and towels. Two meetings were organized in different areas of Badda (Dhaka) and seven in various sub-districts of Anowara, Chittagong. The importance of breastfeeding support for initiation, exclusive breastfeeding for 6 months, and continued breastfeeding with appropriate complementary foods for 2 years was emphasized, and everyone requested to help mothers and their families to do so.

Dr. Rukhsana Haider, MBBS, MSc, IBCLC, PhD  
Chairperson, TAHN Foundation, Co-Chair WABA Steering Committee & Chair, Civil Society Alliance for Scaling Up Nutrition (CSA for SUN), Bangladesh



WBW meeting in a sub-district of Anowara, Chittagong including: peer counselors (seated) and prominent local businessmen, Rukhsana Haider (author in green saree), and TAHN Field Manager

## Alumni Spotlight

### Hannah Pollet Edens

Since completing her MPH and the MRTTI in 2010, Hannah Pollet Edens has found work she loves in both the clinical and public health sectors. After a year in WIC working as a Registered Dietitian and Breastfeeding Coordinator, she and her husband returned to the Triangle to farm and support breastfeeding dyads. She is now a Lactation Consultant at UNC Hospital and the Regional Breastfeeding Coordinator for Perinatal Care Region VI (Eastern, NC). Her work in and around Greenville, NC includes training WIC Breastfeeding Peer Counselors and Nutritionists through a grant awarded by the DHHS to ECU Brody School of Medicine. A handful of other consulting jobs keep her busy: reviewing meal plans for Durham Early Head Start, teaching breastfeeding classes for a UNC study lead by Diane Berry, PhD, BSN & Alison Stuebe, MD, and occasionally selling produce at the Carrboro Farmers Market. The excellent efforts to promote and support breastfeeding at CGBI are even more valuable to her now as she eagerly anticipates the arrival of her first baby in October. She plans to breastfeed. Exclusively. For a long time.



Hannah awaits the arrival of her first baby

## Reflections on Breastfeeding in the Garden

By *MK Austin, PA, MPH*



When my son was four months old, I traveled to a medical meeting in Washington, DC. During the week of the meeting, I sought out places on the Mall that were quiet and nurturing, so my baby could nurse with me relaxed. My favorite spot became the orchid room in the US Botanic Garden Conservatory. The feature I particularly enjoyed, in addition to the wonderful scent of the room, was the soothing sound of the water flowing by as a “stream”.

Several months ago, I was asked to map a series of “wellness, health promotion walks” through several formal Gardens, in hopes of highlighting their considerable therapeutic value. During this project, I was reminded many times of my initial experiences in DC with my 4 month old son, and sought to find places within the Gardens that recreated that feeling.

During the past months, I have reviewed several Gardens and have found them teeming with nurturing locations that promote relaxation in Nature and would be exceptional for nursing. Among my favorite places are the Gardens at Dumbarton Oaks in Georgetown, near DC, which have an astonishing number of “secret garden”-like secluded benches and seating areas that provide privacy

and a wonderful opportunity to commune in Nature with your little one. Bartholdi Park, near the U S Botanic Garden Conservatory, also has rocking chairs and covered seating, providing shade for sun sensitive infant skin and protection in case of sudden showers. Sara P. Duke Gardens in Durham, NC, offer many wonderful places for nursing time, especially the Bloomquist Collection of Native Plants.

I would encourage nursing mothers to explore local gardens, and enjoy the amazing gift they are giving their precious babies.

## Carolina BEBES Update

### Student Advocacy Group



Our new leadership for the 2013-2014 academic year have created four committees through which we hope to promote change across UNC School of Public Health and in our neighboring communities.

- Fundraising: BEBES has a great new t-shirt design. Shirts come in Carolina Blue and Melon, and, of course, we still offer “onesies” in green! A film screening and other social events also are being considered. Stay tuned for more information.
- Public Relations & Membership: We will be updating our Carolina BEBES website and Facebook page, and look to expand membership.
- Advocacy & Outreach: We hope to partner with other organizations to start breastfeeding support groups for minorities and to assist with other events taking place in the Triangle area. If you are interested in assisting with these efforts, please let us know!
- Research: BEBES will be hosting a journal club as well as guest lectures. Stay tuned by joining our listserv.

*If you are interested in more information or would like to join our listserv, please email us at [unc.bebes@gmail.com](mailto:unc.bebes@gmail.com)*

## Publications and Presentations

### Publications:

Bartick MC, Stuebe AM, Schwarz EB, Luongo C, Reinhold AG, Foster EM. Cost Analysis of Maternal Disease Associated With Suboptimal Breastfeeding. *Obstet Gynecol.* 2013 Jul; 122(1); 111-119.

Cramer DW, Williams K, Vitonis AF, Yamamoto HS, Stuebe A, Welch WR, Titus L, Fichorova RN. Puerperal mastitis: a reproductive event of importance affecting anti-mucin antibody levels and ovarian cancer risk. *Cancer Causes Control.* 2013 Aug 8.

### Presentations:

Labbok M. HUGS for your Baby: Potential Impact on Breastfeeding. In HUG Your Baby Approach to Building Parenting and Caregiver Skills Panel, Food for the Hungry, Inc. Online Meeting, 2013 August 21.

Labbok, M. Update on Breastfeeding Support: Implications for changes in standards of practice for Pediatricians. Women's Hospital, Baton Rouge, LA, 2013 August 29.

Labbok, M. Update on Breastfeeding Support: Implications for changes in standards of practice for the Maternity. Women's Hospital, Baton Rouge, LA, 2013 August 30.

Labbok, M. Why should I, much less Rotary, be interested in...BREASTFEEDING??? Rotary Club of Chapel Hill Meeting, Chapel Hill NC, 2013 September 10.

Labbok, M. - Implementing the Ten Steps in the US and Globally: Quality of Care for Breastfeeding in the Hospital Setting. iLactation Online Conference, 2013 September 15-October 31.

Labbok M, Parry K. Does Formula Advertising Really Influence Anyone's Decisions? National WIC Association National Webinar, 2013 August 21.

Sullivan CS. Human Rights and Infant Feeding Choices. Region VI Breastfeeding Symposium, Greenville, North Carolina, 2013 August 09.

Sullivan CS. Obesity and Breastfeeding. Region VI Breastfeeding Symposium, Greenville, North Carolina, 2013 August 09.

Sullivan CS. Why Breastfeeding. Meredith College Lifecycle Nutrition Course, Raleigh, North Carolina, 2013 September 18.

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

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