



Breastfeeding Exclusive

Volume 1, Issue 3 July–September 2009

Carolina BEBES Off to a Great Start

During the 2008-2009 school year, several Maternal and Child Health master's candidates joined with the Carolina Breastfeeding Institute to start a new student group known as Carolina BEBES (Breastfeeding: Evidence Based Education & Support). Before beginning their summer internships, Carolina BEBES members held an organizational meeting to discuss the future leadership structure for BEBES as well as goals for the upcoming year. Preliminary discussions included naming a leadership team chaired by Rebecca Costello with supporting roles from Hannah Pollet and Elizabeth Jensen. Following the commencement of the 2009-2010 academic year, a first-year student (TBD) will join the leadership team as co-chair.

The first Carolina BEBES meeting will be held in the first two weeks of classes (more information on the date will be posted on the CBI website). Goals for the upcoming school year include reaching out to other SPH departments and allied health schools (nursing, medicine, etc.), presenting educational lessons on breastfeeding to the UNC community and Chapel Hill high schools, and holding fundraising events to expand the mission of BEBES.

For more information, contact Rebecca Costello at rcostello@gmail.com or Hannah Pollet at hannah-pollet@gmail.com.

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Elizabeth Jensen, CBI Associate, Selected as APHA Fellow of the Maternal and Child Health Section

Elizabeth Jensen, 2nd Year MPH Candidate and CBI Associate, was selected to be a American Public Health Association (APHA) Maternal and Child Health (MCH) Section Fellow for 2009-2010. Students selected for this competitive fellowship must exhibit outstanding scholarship, leadership and commitment to maternal and child health populations. The fellowship will provide Ms. Jensen the opportunity to participate in MCH Section leadership activities and policy development at the national level.

The overall goal of the APHA Student Fellows Program is to foster the development of leaders in science, program, and policy related to the health of women, children, and their families. The fellowship is designed to provide student fellows an opportunity to enrich their professional experience by participating in professional education and policy development at a national level.



Elizabeth Jensen breastfeeding her oldest child, Ian (now seven years old).

The APHA Student Fellows Program is an exciting and unique opportunity for students to learn more about the MCH field and to be actively engaged in the activities of the MCH Section. Each Student Fellow will have an opportunity to learn more about APHA and the MCH Section by participating in business meetings, serving on various Section committees, and working on Section policy statements among other activities. Additionally, Student Fellows will be matched with a public health mentor in the MCH field who is serving in a leadership role in the APHA MCH Section.

CBI Hosts Breastfeeding-friendly Stakeholder's Meeting

On April 17, 2009 a distinguished group of breastfeeding experts, health system leaders, perinatal education specialists, legislators and policy makers gathered at the UNC Gillings' School of Global Public Health to chart the way forward to widespread implementation of the Ten Steps to Successful Breastfeeding in North Carolina. The individuals and organizations represented are widely recognized for their ability to catalyze action, and produce

meaningful changes in policy and practice.

"The Statewide Stakeholder's Group for Breastfeeding Friendliness in North Carolina," as the group is being called, used this inaugural meeting to review the plan for implementation, and to share expert opinions. Now that everyone is familiar with each other and with the project, the next step is to determine effective ways to work together and create demand for breastfeeding-friendly practices in North Carolina's communities, to overcome barriers to breastfeeding-friendliness, and to develop plans for regional stakeholder meetings. The next meeting will transpire in September 2009 when baseline assessments will be presented for consideration in intervention design and synergy.



Dean Rimer welcomes stakeholders to the UNC Gillings School of Global Public Health.

UNC Healthcare Awarded Baby-Friendly Certificate of Intent

The staff at North Carolina Women's and Children's Hospitals, UNC Healthcare, have been striving to provide optimal breastfeeding support for maternity patients for many years. On May 12, 2009, their efforts were recognized when their application for a Certificate of Intent to apply for Baby-Friendly Hospital designation was accepted by Baby-Friendly USA, the US national authority on the UNICEF/WHO Baby-friendly Hospital Initiative.

Mary Rose Tully, Director of Lactation Services at North Carolina Women's and Children's Hospitals, UNC Health Care, says the health care system is, "proud of being granted the Certificate of Intent because it recognizes the efforts and commitment of the UNCH team to support optimal maternal and child health and provide the care our patients expect. However, we cannot stop to celebrate just yet. We must finish preparing for the site visit to be actually designated Baby-Friendly."

To be designated a Baby-Friendly Hospital requires implementation of the UNICEF/WHO Ten Steps to Successful Breastfeeding, a set of clinical and administrative practices shown by research to increase initiation, duration and exclusivity of breastfeeding. Tully went on to say that, "typically 90% of our mothers come in to give birth with the intention of breastfeeding, and it is our responsibility to insure that our patients reach their goals. It is our goal to make sure that every mother who comes in to give birth receives optimal care, and if she has the intention to breastfeed, she and her baby go home breastfeeding."

UNC Health Care is one of 13 hospitals involved in the Carolina Breastfeeding Institute's grant-funded program, "Creating a Breastfeeding-friendly North Carolina." UNC Health Care will continue to prepare for the Baby-Friendly Hospital evaluation visit with added support from CBI. All other hospitals in the program will benefit from UNCH's experience as they implement best practices outlined in the Ten Steps to Successful Breastfeeding. Any hospital within the project can apply for Baby-Friendly designation, or with each two steps they achieve in a progressive process toward best practices in breastfeeding care, they will be working towards a new statewide breastfeeding-friendly approach in NC.

Four other maternity facilities in North Carolina have been presented with Certificates of Intent from Baby-Friendly USA: the Women's Birth and Wellness Center in Chapel Hill, Mission Hospital in Asheville, Park Ridge Hospital in Fletcher, and Pitt County Memorial Hospital in Greenville. Breastfeeding-friendly is an idea whose time has come in North Carolina.

"It is our goal to make sure that every mother who comes in to give birth receives optimal care, and if she has the intention to breastfeed, she and her baby go home breastfeeding."

Note from the Director

Dear Friends:

Happy Mothers Day! The spring quarter here in North Carolina included much more than one day of celebration of mothering. Our Associate Faculty member, Dr. Alison Stuebe, published a Mother's Day editorial in the Raleigh News and Observer reminding us all that if we truly support mothers, we need to support paid maternity leave. This was a theme that came up in several other meetings. In early April Dr. Bert Peterson and I were invited to a symposium/summit on mother-baby friendly maternity care hosted by Childbirth Connections, and later in April, several US government agencies issued a national "Call to Action" on breastfeeding and hosted a vital conversation on what must be done in the next decade if the US is to move forward on this issue.

In May, I had the pleasure of hosting the mid-year meeting of the International Health Section of APHA, and met with Dr. Georges Benjamin, APHA Executive Director, and his staff to discuss how APHA might become more involved in supporting international health, including MCH and breastfeeding. Productive meetings were encouraging, and I hope to report progress soon. CBI work on breastfeeding-friendly hospitals, child care centers and communities is going full tilt, with shareholders meetings, retreats, research and action, and planning for next year's Breastfeeding and Feminism Symposium.

Breastfeeding action does not decline with the end of the school year. Unfortunately, formula manufacturers renewed their false and misleading advertising with new gusto, and are being challenged with complaints to the FTC. The US-Mexico Border Health Association Annual Meeting, El Paso, TX, invited our attendance in addressing the theme "Human Security." While I attended as the representative for the APHA Executive, the venue provided

opportunities to meet with PAHO and CDC representatives, Border Health Initiative leadership, as well as my longtime friend and associate Dr. Sam Notzon, Director, International Statistics Program NCHS, CDC, to discuss the potential for a better understanding and improved programming on breastfeeding and the reproductive health continuum. I had the pleasure of meeting Mr. Brian Castrucci, Office of Title V and Family Health, Division of Family and Community Health Texas Department of State Health Services, who was schooled by CBI colleague, Ms. Kay Hoover, in Philadelphia before moving to the Lone Star State, and is now an out and out breastfeeding enthusiast. I see collaboration in our future...

Concurrently, the journal Breastfeeding Medicine marked the 25th anniversary of the *Surgeon General's Workshop on Breastfeeding and Human Lactation* with a commemorative event, "First Food: The Essential Role of Breastfeeding." On another timeline, with less than 6 years to go, an international conference on the Millennium Development Goals was held in Virginia to raise awareness. CBI presented the role of breastfeeding and the need for its support if we are to achieve each Goal, but especially if the world wishes to achieve its goal for reducing mother and child mortality.

With the end of June comes the completion of the Competency-based Framework for an academic curriculum for professional lactation consultant training and the completion of a survey to determine interest in CBI initiating a program for a Public Health Certificate in Breastfeeding. Interest is high for both efforts, and we are hoping that UNC will prove itself a trendsetter in being among the first to offer such trainings. Until next quarter, please keep up your efforts to "Nurture our Future" by enabling every mother to achieve her breastfeeding intentions.

World Breastfeeding Week, August 1-7

CBI urges everyone to celebrate the 19th anniversary of the Innocenti Declaration as commemorated by the World Breastfeeding Week by carrying out advocacy and support activities. The theme this year is to prevent infant catastrophes in emergencies by creating a breastfeeding norm: Be Prepared! The Carolina Breastfeeding Institute is planning to hold a small event during World Breastfeeding week and then will host a larger event in October so that students will be able to join in the celebration. Details on the upcoming events will be available on the CBI website at www.sph.unc.edu/breastfeeding.



Miriam Labbok,
Director of the
Carolina
Breastfeeding
Institute

"Carolina
Breastfeeding
Institute:
Nurturing our
future,
normalizing
optimal infant
and young
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to achieve
maternal and
child health,
and
promoting
attention to
the mother/
child dyad."

CBI Updates

CBI Students/Trainees Recognized for their Commitment to Maternal and Child Health

Hannah Pollet, CBI Trainee, awarded American Dietetic Association Scholarship and North Carolina Dietetic Association Graduate Scholarship

Pam Dardess, CBI Associate, inducted into Delta Omega

Rebecca Costello, Hannah Pollet, and Khadija Turay selected for Maternal and Child Health Bureau Leadership Traineeships

Elizabeth Jensen and Hannah Pollet received the Carolina Breastfeeding Institute Scholarship

Lactation Consultant Comprehensive Update, Wake AHEC, April 27-May 1

The Lactation Consultant Comprehensive Update is an in-depth overview of human lactation and breastfeeding management, designed to prepare clinicians to provide optimal breastfeeding care to mothers and babies. Mary Rose Tully acted as co-director of this training and Miriam Labbok was a guest lecturer.

Mother's Special Gift Breastfeeding Conference, Charlotte AHEC, May 18

Miriam Labbok and Mary Rose Tully presented talks at this conference on behalf of CBI. Mary Rose Tully gave her talk on "Breastfeeding the Late Preterm Infant" and Miriam Labbok gave her talk on "What's Happening with Breastfeeding in North Carolina."

Business Case for Breastfeeding Training, Columbia, SC, June 24-25

Emily Taylor and Brook Colgan attended the Business Case for Breastfeeding Training, which was sponsored by the South Carolina Breastfeeding Coalition. The goal is to now begin working on the "Business Case" in North Carolina.

ABC News Interviews Miriam Labbok on Breastfeeding and Alcohol Consumption, June 26 Available at: <http://abcnews.go.com/Health/story?id=7931777&page=1>



"To create an enabling environment, at the community, state, national and global levels, in which every mother is supported to achieve optimal infant and young child feeding and care, and every child achieves its full potential through the best start on life."

Upcoming Events

United States Breastfeeding Committee Meeting, Washington, DC, July 30

CBI will report on business and projects to the US Breastfeeding Committee in the bi-annual meeting at the end of July.

8th Biennial Breastfeeding Conference: Baby's Natural Choice, Omaha, NE, August 26

The breastfeeding conference, hosted by Olson Center for Women, is a one-day event providing information on the importance and promotion of breastfeeding. The conference is offered to healthcare providers and features keynote speaker Miriam Labbok.

North Carolina Public Health Association Meeting, A Century of Public Health Service and Leadership, Asheville, NC, September 29-October 2

CBI faculty and staff, Miriam Labbok, Mary Rose Tully, Emily Taylor, and Brook Colgan, have been invited to present a panel discussion at this year's conference, covering the current breastfeeding situation in North Carolina, CBI's role in promoting breastfeeding in North Carolina, and why breastfeeding is an important public health issue in North Carolina and globally.

We welcome your feedback: please send your comments and suggestions to cbi@unc.edu.