



Breastfeeding Exclusive

A Publication of the Carolina Breastfeeding Institute

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Welcome to the Inaugural Issue of

Breastfeeding Exclusive

The Carolina Breastfeeding Institute has developed this new publication to foster communication with our network of colleagues, friends and others supportive of enabling women to breastfeed successfully. We hope to use this "Breastfeeding Exclusive" as a vehicle to share ongoing work at CBI and other exciting news from colleagues, programs and research. The newsletter, to be published quarterly, will include updates on our activities and those of all the wonderful people and organizations with whom we partner and will frequently have links to our website or blog.

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

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NCBC Presents Fifth Golden Bow Award to UNC Health Care

The North Carolina Breastfeeding Coalition (NCBC) gives the Golden Bow Awards to recognize a maternity's decision to stop distributing infant formula companies' bags and related materials to new mothers. Forsyth Medical Center, Gaston Memorial Hospital, Nash General Hospital, and Park Ridge Hospital received Golden Bow Awards in early 2008, with approximately 120 maternity facilities in the state still distributing the bags.



Brook Colgan, Miriam Labbok, Vicki Carlson, Emily Taylor, Laura Sinai, and Mary Rose Tully with the NCBC poster on The Golden Bow Awards at the National Conference of State Breastfeeding Coalitions

Formulation manufacturers label these bags as "free gifts," but Golden Bow Award winners recognize the impact of these bags as marketing of expensive brands with negative consequences for North Carolina's mothers and babies. Research indicates that the marketing of commercial formula in healthcare settings decreases the rates of breastfeeding initiation, duration and exclusivity.

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Removing these powerful marketing tools from hospitals means that North Carolinian women will be more likely to give their babies the best start in life through breastfeeding.

With the technical support from the Carolina Breastfeeding Institute (CBI), members of NCBC are prepared to support all of North Carolina’s maternity facilities in “banning the bags.”

A poster detailing NCBC’s efforts

to Ban the Bags, using the Toolkit and the Golden Bow Award system, won first prize at the 2008 National Conference of State Breastfeeding Coalitions in Washington, DC. The poster was created and presented by Emily Taylor, MPH, Outreach and Development Associate at CBI.

In 2002, UNICEF launched the Golden Bow as the symbol for breastfeeding protection, promotion and support. See: <http://www.unicef.org/programme/breastfeeding/bow.htm>.

CBI Receives Grants for Implementing Breastfeeding-Friendly Approaches in North Carolina

The Carolina Breastfeeding Institute has been awarded four grants starting in January 2009 to help institutions in North Carolina become more “breastfeeding-friendly:”

- The John Rex Endowment: to promote breastfeeding-friendliness in childcare centers serving low-income families of Wake County;
- The Duke Endowment: to promote breastfeeding-friendly healthcare in three hospitals and physician training
- The Kate B. Reynolds’ Charitable Trust: to expand the breastfeeding-friendly healthcare program throughout North Carolina. All projects began in January.
- CDC PEP Grant: to work with UNC-G and the near-by YWCA to support teenage mothers in breastfeeding.

It is hoped that the comprehensive effort supported by these grants will help jumpstart the breastfeeding-friendly revolution in North Carolina, as outlined in the NC Blueprint. This is especially timely given that WIC will be instituting greater support for exclusive breastfeeding later in 2009.

Note from the Director: Breastfeeding: Nurturing Our Future

Dear Friends:

At this moment in time, it seems that our world is at a tipping point. Here in the United States, we are welcoming a President, new in many ways with many spoken and unspoken promises. At the same time, we are involved in at least three enormous global crises: We are in a delicate period for the future of our environment and literally for the air we breathe. We cannot seem to escape the scourge of violence, violence called war and violence against women. Concurrently, we are all acutely aware of the economic crisis and the millions upon millions, if not billions, of people who are being negatively impacted by this.

What can we do, given the enormity of these issues? At CBI, we have determined that our goal must be to continue work with a network of like-minded folks to nurture our mutual future: to continue to support the families of North

Carolina and the world to give each child the best start on life so that her or she can best contribute to addressing global needs.

Here at CBI, we, too, are at a tipping point. Noting the vast increases in breastfeeding initiation, and slow but steady progress in continued breastfeeding, we also note the increasing decline in breastfeeding in favor of feeding expressed human milk. There is no question that human milk is the best food for human babies, but the act of breastfeeding is so much more: breastfeeding is 'in the moment' sharing of nature and nurture, and the healthy outcomes are a result of both.

We are very fortunate that North Carolina families and other donors have noticed our work this year, and have joined us in addressing our goals. And, we have a dream that CBI will continue to nurture the future for many years

to come. For this to occur we must think not only of the tasks at hand, not only about continued activity, but also we must get past the tipping point, and expand.

Our goals are clear: improved training of future leaders, enhanced communications and user-friendly sites, breastfeeding friendly communities and health care, and excellence in research and technical assistance. To achieve these goals, we must grow substantially, adding research capability, communications/social marketing expertise, and training programs.

Each of us has a role in our global future. Let's join together and, no matter what your political leanings may be, let's seize the optimism of the new national leadership that has captured global imagination, and say, Yes we can!

Together, we will continue Nurturing the World, Nurturing our Future.



Miriam Labbok,
Director of the
Carolina Breastfeeding
Institute

**“Together,
we will
continue to
Nurture the
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Future.”**

“It is the kindness to take in a stranger when the levees break, the selflessness of workers who would rather cut their hours than see a friend lose their job which sees us through our darkest hours. It is the firefighter's courage to storm a stairway filled with smoke, but also a **parent's willingness to nurture a child**, that finally decides our fate.” Excerpt, Inaugural Speech of US **President Barack Obama**, 1.20.09

New Student Group Formed to Support Breastfeeding

In November, several UNC Gillings School of Global Public Health students joined with the Carolina Breastfeeding Institute to start a new student group known as Carolina BEBES (Breastfeeding: Evidence Based Education & Support). Carolina BEBES will start hosting events and holding student meetings during the spring 2009 semester. Members of the new student group are excited to have a voice on campus and around the community on breastfeeding issues. For more information, contact Hannah Pollet at hannahpollet@gmail.com.



"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."

Quick CBI Updates:

- Dr. Miriam Labbok, Mary Rose Tully, and Emily Taylor presented CBI work at the APHA Annual Meeting, November, 2008 in San Diego, CA.
- CBI is co-sponsoring the upcoming **Breastfeeding and Feminism Symposium: From Birthplace to Workplace**, March 26-27, 2009 in Greensboro, NC. For more information: http://www.uncg.edu/hhp/cwhw/symposium_homepage.html.
- Brook Colgan is working with US Lactation Consultant Association and the NC Breastfeeding Working Group on recognition of the LC profession.
- CBI co-sponsored the campus screening of Orgasmic Birth along with Triangle Birth Partners.
- The CBI website is being upgraded and additional approaches to facilitate outreach are being developed and implemented. Visit a work in progress at <http://www.sph.unc.edu/breastfeeding>.
- CBI, represented by Pamela Dardess, is working closely with a community-based participatory research project to increase breastfeeding rates among African American women in Durham County.

