



# Breastfeeding Exclusive

Official Journal of the  
Carolina Global Breastfeeding Institute (CGBI)

Volume 3, Issue 3

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## ILCA Annual Conference: Raising the Bar

The Carolina Global Breastfeeding Institute was thrilled to participate in this year's International Lactation Consultant Association (ILCA) Conference in San Diego, CA. Dr. Miriam Labbok and Brook Colgan co-presented a session on "Implementing the ILCA/IBLCE Competency Framework in a Residential Training Program for Professional Lactation Consultants," which was very well received. In addition, Brook participated in a panel discussion regarding *The Mary Rose Tully Training Initiative* as part of the Education Forum on Academic Accreditation. The Forum was also provided in a live webcast format for non-attendees.

There were also many meetings that took place including a lunch discussion, led by Dr. Miriam Labbok, for MD-IBCLC's. And, Brook Colgan co-led two meetings: one with Jan Barger (co-chair) for the Clinical Instruction Task Force, and another with Jennie Wagner (co-chair) for the Education Committee.



(Left to Right): Diane Asbill, Angela Pittman, Brook Colgan, and Chris Mulford at the ILCA Conference.

As always, the conference provided a rich forum for information sharing, discussions of future collaborations, and seeing dear friends!

*For more information, contact*

*Brook Colgan at [brook@email.unc.edu](mailto:brook@email.unc.edu).*

## The Big Pink Bus Rolls through the Triangle!

Breastfeeding has been making headlines — from The Surgeon General's Call to Action to the First Lady's Let's Move Campaign to a passionate advocacy and support network to multiple celebrity endorsements.

Using this momentum, Milk for Thought is taking the

energy, passion and dedication of the breastfeeding community on the road — for 45 days, 30-plus cities, and 1 goal, to support, empower and connect the breastfeeding community. One of its nationwide stops was Chapel Hill, NC.



Miriam Labbok introducing Ryan Comfort, founder of Milk for Thought, at the Latch On America event in Chapel Hill, NC.



Several local vendors attended the event on the Southern Village Green. La Leche League was represented and provided resources for support to moms.

Goals of the Latch On America Tour include supporting the 20 steps of the Surgeon General's Call to Action for breastfeeding, connecting new moms with lactation experts, increasing awareness for local breastfeeding resources, and learning about the unique breastfeeding culture in each city. Along the way, a documentary crew will

capture the amazing breastfeeding stories of mothers and advocates as well as profiling organizations, like CGBI, that are taking action to empower breastfeeding moms.

*For more information about the event, please contact Brook Colgan at [brook@email.unc.edu](mailto:brook@email.unc.edu).*



Local Magician, Michael Casey, provided wonderful entertainment at the event. The kids loved him!

## Letter from the Director



Dear Friends and Colleagues:

Our whirlwind summer is morphing into the fast moving fall semester. World Breastfeeding Week, with its theme of "Talk To Me! Breastfeeding: a 3-D experience" reminded us to communicate with youth and to employ all the myriad of electronic communications that are available to us. And then, the BIG PINK BUS came to Chapel Hill...but that's another story (see page 1 for more details and photos).

It is the time of the year to welcome our new students and re-welcome those who return. Nathan Nickel enters the terminal semester of his doctoral work (*Inchallah!!*) and Alane Murdock enters her research phase. Kathy Parry continues to work with CGBI and Ali Starling comes on board to work on breastfeeding and reproductive health on campus; Paige Hall Smith and I are planning next March's Breastfeeding and Feminism Symposium (save the dates!! @March 21-22, 2012); and our associated faculty has expanded (please visit our website: <http://cgbi.sph.unc.edu>).

Finally, a reminder that there is the upcoming Quintessence Challenge the first weekend in October, coming to a town near you!

I finish this letter on a different note. During this last quarter we lost a dear friend, comrade and songster extraordinaire, the wonderful Chris Mulford. At the ILCA meeting, we joined her in many verses of "Uppity Mommas" and danced to the chorus; at USBC, we shared updates and her excitement about her upcoming trip to go camping with her husband in Wyoming. Perhaps, as some friends mentioned, she now is singing and dancing with Mary Rose...We are missing our dear, dear friends, as we look forward to carrying on their legacy of action, joy and unfailing energy.

Miriam Labbok, Professor and Director, CGBI



Dr. Miriam Labbok welcomes Ryan Comfort and "Latch On" event participants in Chapel Hill. The day was a wonderful success with lots of support from mothers and children in the community along with many local vendors.

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

## Associate's Corner

### Current Research: Maternal Responsiveness to Infant Feeding Cues

By Eric Hodges, PhD, APRN, BC

As a nurse scientist, my research interest centers on feeding responsiveness between the primary caregiver (usually the mother) and child during infancy and toddlerhood and the role feeding interactions play in the child's developing self-regulation of eating and subsequent weight status. One of my primary methods of addressing these issues is behavioral coding of parent-child feeding interactions from infancy through toddlerhood. Recent findings of interest from secondary analysis of first time African-American mother-infant pairs followed from 3-18 months of age (Infant Care, Feeding, and Risk of Obesity Study, R01 HD042219, PI: Bentley) include no significant differences over time in observed maternal responsiveness to the infant's initial receptiveness to eating. However, mean maternal responsiveness to infant fullness cues dropped significantly from 3-6 and then 6-9 months and did not achieve a moderately significant rise until 12-18 months. This suggests caregivers may need more support in recognizing and responding appropriately to fullness cues early in infancy.

In another study conducted along with an undergraduate honors student, Laura E. Downey, we found among 128 mother-infant dyads from the Infant Care study, 93 (72.7%), 16 (12.5%), 5 (3.9%), 10 (7.8%), and 1 (0.8%) ceased breastfeeding at 3, 6, 9, 12, and 18 months of age, respectively. The factors found to be significantly associated with breastfeeding cessation at three months were lower maternal education, unmarried status, younger age, and higher depression. Mothers who cited insufficient supply and pain as reasons for cessation were significantly more likely to stop breastfeeding by three months than those who continued. Qualitative data suggested that women often discontinued breastfeeding due to insufficient supply, disruption, work demands, teeth/biting, and self-weaning of their infants. In light of these findings, the first 3 months of the infant's life are prime targets for maternal breastfeeding support. And, given the association between higher depression scores and breastfeeding cessation, there is a need for improved screening for postpartum depression and prompt treatment of identified cases. We plan further analyses with these data and will keep you posted!

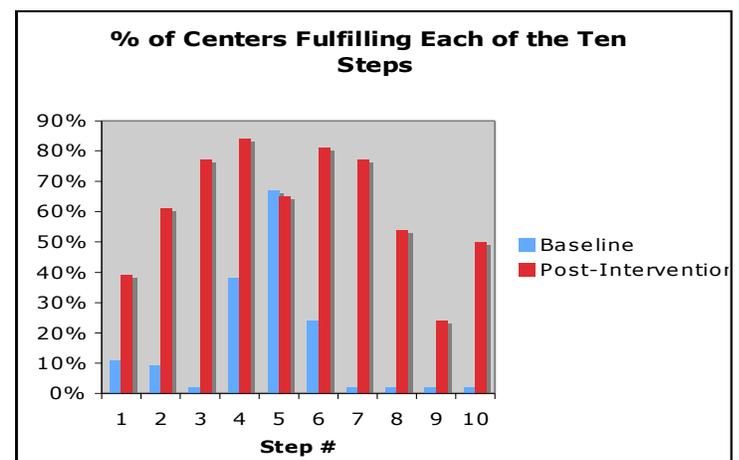
### The Breastfeeding-Friendly Child Care Project

By Barbara Maclay Cameron, MA, MSW

### Project Update

The Breastfeeding-Friendly Child Care Initiative has been busy training child care providers in Wake County, North Carolina. This spring, we completed our second round of trainings, reaching about 60 child care centers and 381 providers.

When we developed the training for child care centers, we first went to the results of the surveys we had conducted to assess the knowledge, attitudes, and practices of the child care providers in Wake County. In addition to tailoring our training to these findings, we were committed to creating a curriculum that used methods appropriate for adult learning, including active participation and discussion, rather than relying principally on a lecture format. We also wanted to create a space for providers to express their own feelings about infant feeding—always a loaded topic—and to express and explore any skepticism they might have about the information we were presenting. The result has been lively training sessions with the providers, who have offered very positive feedback about the training.



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## Breastfeeding Friendly Child Care Project Update

The results have also been extremely promising. In pre- and post-tests administered at the training, participants showed improvement in 13 of 15 items. In follow-up visits (4-6 weeks after the training), all participating centers indicated that they made changes due to the training. For example, 72% reported doing more to inform families about the benefits of breastfeeding and 50% reported making their environment more breastfeeding-friendly. In addition, individual providers showed improvement in multiple areas, including proper handling of human milk; communication of the health benefits of breastfeeding; and improved attitudes toward caring for breastfeeding babies and providing breastfeeding support. Finally, one of the tools that we have used for training and assessing the centers has been a set of "Ten Steps for Breastfeeding-Friendly Child Care." To date, centers showed dramatic improvement in the practices outlined in the Ten Steps.

We are currently in the process of assembling a Breastfeeding-Friendly Child Care toolkit that can be used by child care providers and those who work with them. The toolkit will be available in December 2011 through our website. *For more information, please contact Barbara Cameron at [bmc.msw@gmail.com](mailto:bmc.msw@gmail.com).*



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

*By Kathy Parry, CD, MPH Candidate*

Carolina BEBES, UNC's first student club for those interested in birth and breastfeeding, continues to grow as it begins its fourth year. The first meeting of the semester was well attended with representation from several departments other than Maternal & Child Health (HBHE, EPID and HPM). The new group is excited to continue ongoing initiatives from previous years, including supporting the efforts of the North Carolina Breastfeeding Coalition on a local level and working to improve the lactation rooms on campus.

Member meetings this semester will be the first Tuesdays of each month at 12:45pm, and Journal Club will meet the third Tuesdays of the month, also at 12:45pm. Please join us for the following events open to the community at large: On **Monday, October 3<sup>rd</sup> at 5:30pm**, we'll be screening, *The Birth of a Surgeon*, an award-winning and compelling

documentary film exploring one solution to the high maternal mortality rate in Mozambique, in McGavran Greenberg Room 1305. Additionally, Miriam Labbok will speak on **Tuesday, October 11<sup>th</sup> from 12:45 to 1:45** in Room 3005 Hooker — feel free to bring your lunch!

*To join the list-serve or for more information, please email Kathy Parry at [kparry@email.unc.edu](mailto:kparry@email.unc.edu).*



BEBES members gather in Rosenau Hall for a meeting to discuss ongoing initiatives and upcoming events and lectures.

**We welcome your feedback: Please send your comments and suggestions to [cgbi@unc.edu](mailto:cgbi@unc.edu) or [brook@email.unc.edu](mailto:brook@email.unc.edu). Thank you!**



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