All in all, this was truly outstanding. I felt the flow, graphics, resources provided, as well as an incredible amount of information was done really well. Congrats to your team — this is impressive, robust, and will be a great addition to the field!
— Julie Coats, Director, Emergency Preparedness and Response, Child Care Aware® of America

Those of us who live in North and South Carolina are lucky that we have ENRICH.
— Ann Calandro, MUSC Lancaster
MRT-TI student Serena Hutchinson presenting to her class (top left); (left to right) Catherine Sullivan, Daina Huntley, and Jessica Bridgman presenting at the Food & Nutrition Conference and Expo (top right); Chris Masterman (3rd from left) visiting Conway Medical Center lactation team (middle); Aunchalee Palmquist presenting via Zoom at U.S. Breastfeeding Committee (bottom)

Colonial governance racialized a sex and gender binary, which weaponized reproduction through racialized oppression, which reinforced patriarchal systems of power and wealth extraction.

Hill Collins showed how stereotypes of Black women as “mammy” or as “Jezebel” have historic origins in slavery.
Message from the director

Friends and Colleagues,

As a team, we are greater than any one person. In 2022, CGBI started the journey of creating a new organizational strategic plan.

Noor Consulting assisted us in the process of reviewing our mission, vision, and core values. After several months of listening sessions and team-building webinars, the CGBI team participated in a three-day retreat in November. Building a renewed sense of community within our team was a top priority. The commitment and engagement shown by team members provided the building blocks for our next steps:

Our Vision
A world where every family has quality and culturally responsive community and institutional support to ensure all infants and children have an optimal start in life.

Our Mission
Carolina Global Breastfeeding Institute delivers sound, evidence-based, equitable, and inclusive lactation support locally and globally through education, training, and action-oriented research. We advocate through the translation and implementation of practice-based research, train and partner with health care, early care and education, public health, community and lactation leaders, and support resource development to comprehensively advance health equity.

As we move forward with our work in 2023, we will be engaging with Noor Consulting to continue the growth process and build out our five-year strategic plan focusing on sustainable infrastructure and future research opportunities. I am eternally grateful for the Bernard G. Greenberg Alumni Endowment award that supported this process.

We are grateful for the various funders who have actively contributed to our work through financial and technical support. Please enjoy our 2022 Annual Report.

— Catherine Sullivan, MPH, RDN, LDN, IBCLC, RLC, FAND, Assistant Professor and Director
2022 was an exciting year for our lactation consultant training program. Thirteen students successfully completed the program, with seven simultaneously completing professional degrees. In May, we hosted site assessors from the Lactation Education Accreditation and Approval Committee for our program reaccreditation visit. This was conducted virtually due to the pandemic. No citations were found, and we received notification in September that the Commission for Accreditation of Allied Health Education Programs voted on our continued accreditation through 2032.

This process was no small feat with staff transitions and pandemic impact. CGBI team members stepped up to assist in the process. We are grateful for the past service of Dr. Katie Wouk and Abigail Smetana who helped to prepare our self-study and laid a foundation for continued excellence.

This year we have our second largest cohort of 15, boasting 10 students from within UNC degree programs and five external students who are change leaders in their respective professions. We have expanded our sites and renewed agreements with additional sites. We have added Duke Regional Hospital, Durham Pediatrics, Wake Med Milk Bank and are happy to have Randolph Hospital and Cape Fear Valley Medical Center return to our program.

In early 2023, we welcomed new team members who will take an active role in helping to grow our program, Sharon Pengal, Executive Assistant, and Julie Theriault, Accreditation and Training Manager. Thank you to Julissa Thompson for serving as our Graduate Research Assistant from 2021-2023.

https://sph.unc.edu/cgbi/lactation-consultant-training
RISE: Lactation Training Model

One of the goals of RISE is to provide technical assistance to historically black colleges and universities (HBCUs) and other colleges and universities serving Black people, indigenous people, and people of color. We accomplish this by creating sustainable lactation training programs that will serve communities of color well into the future. These academic homes are a part of the fabric of their community and are leading efforts to train a future workforce.

In 2022, RISE provided technical assistance to academic institutes considering implementing a Pathway 2 Lactation Consultant program. Two programs have committed to moving forward with pursuing the rigorous CAAHEP accreditation process and will begin building their programs this year. The CGBI team plans to provide technical assistance onsite and virtually in 2023.

Additionally, thanks to the generosity of the W.K. Kellogg Foundation, Dr. Aunchalee Palmquist will be working with external collaborators to build a platform of modules for trainees to gain knowledge and skills in assisting with lactation and infant feeding in emergency situations. These competency-based modules will be available to a variety of learners in the lactation field, including all students matriculating through RISE-supported P2 programs.

Funding for RISE: Lactation Training Model provided by the W.K. Kellogg Foundation.

PROGRAMS

ENRICH Carolinas

The ENRICH Carolinas team kicked off 2022 with the announcement of a collaboration with the Melanated Mammary Atlas (MMA), a mobile-friendly web application that features a searchable directory of images of various breast-related conditions on brown skin. The tool can be used for diagnostics, assessment, and education purposes. We are proud to offer three licenses to this unique and important tool to each of the birthing facilities in the ENRICH Carolinas community.

Our quarterly webinar series brought education opportunities from clinical experts Lillian Scott, MS, CCC-SLP, IBCLC, and Alison Stuebe, MD, as well as health equity experts Kimberly Butler Willis, PhD, CHES, CDP, and Ebony Jade Hilton, MD, of Goodstock Consulting, and Nekisha Killings, MPH, IBCLC, of the Melanated Mammary Atlas. A virtual annual meeting in the fall showcased additional learning opportunities from North and South Carolina state breastfeeding coordinators, Baby-Friendly USA, area outpatient clinic support experts, and a clinical spotlight of the mastitis spectrum by Katrina Mitchell, MD, IBCLC, PMH-C.


Our coaches are happy to be back to birthing facility in-person visits, and we’re excited to host the entire ENRICH Carolinas community for an in-person 2-day meeting in Chapel Hill in 2023.

The Duke Endowment is the primary funder for ENRICH Carolinas. Based in Charlotte and established in 1924 by industrialist and philanthropist James B. Duke, The Endowment is a private foundation that strengthens communities in North Carolina and South Carolina by nurturing children, promoting health, educating minds and enriching spirits. Since its founding, it has distributed more than $4 billion in grants. The Endowment shares a name with Duke University and Duke Energy, but all are separate organizations.

https://sph.unc.edu/cgbi/enrich-carolinas
ENRICH Carolinas

Ready, Set, Baby

Ready, Set, Baby offers free resources used for prenatal counseling on lactation and optimal maternity care practices that consists of a patient booklet and an educator flip chart. Birthing facilities use these resources to help ensure consistent messaging across multiple clinic sites that deliver prenatal care. Our booklets are available in English, Spanish, French, Arabic, Chinese, Nepalese, and Burmese. In 2022, we added Russian, Ukrainian, and Uzbek versions.

In 2022, we added Russian, Ukrainian, and Uzbek versions.

English, Spanish, and Arabic (new in 2022) companion websites are available to families, thanks to a collaboration with the Connecticut Department of Public Health. We continue to work with our Connecticut partners on an inclusive-language revision to the English site, expected to be released in 2023.

Each week, we facilitate three live Zoom sessions of the Ready, Set, Baby curriculum, two in English and one in Spanish. We’re proud to have touched more than 400 families with these live sessions in 2022. The recent publication of an article authored by several CGBI team members in the Journal of Perinatal Education details the experiences of 146 participants in Ready, Set, Baby Live Zoom sessions.

https://www.readysetbabyonline.com

https://sph.unc.edu/cgbi/ready-set-baby-live-online-classes
The Continuity of Care (CoC) Toolkit job aides, released in 2021, guide and support health care providers’ communications with families seeking licensed child care enrollment. This toolkit facilitates CoC and consistent messaging between healthcare and Early Care and Education (ECE) settings.

In 2022, we expanded the reach of these resources on the national stage. Platforms included the National Association of County and City Health Officials (NACCHO) 8-part webinar series, National Child Nutrition Conference, the Academy of Nutrition and Dietetics, and the Food & Nutrition Conference & Expo.

CGBI offers toolkit training and technical assistance. The CGBI team is also available to work with states to tailor our “Quality Child Care” rack card to reflect individual states’ lactation accommodations in licensed child care programs.

L.I.F.E.™ Training for the ECE Workforce

In 2022 we expanded Lactation & Infant Feeding in Emergencies (L.I.F.E.™) Initiative resources for ECE through collaborations with the NC Health and Safety Resource Center. Look out for a release of these resources on our web page.

https://sph.unc.edu/cgba/resources-continuity-of-care-toolkit
EMPower Best Practices

The EMPower Best Practices program provides comprehensive training materials, tools, and resources to ensure safe and equitable implementation of evidence-based maternity care practices for more than 120 birthing facilities across the US. We help teams build a tailored, sustainable training plan for their providers and staff, and our experienced breastfeeding and quality improvement experts provide support through ongoing technical assistance and peer-to-peer learning.

In 2022, the program launched a comprehensive online education curriculum for staff and providers. We presented 18 Training of Trainer webinars and online learning events for two cohorts, which reached 3,300 attendees. Numerous trainers across participating facilities gained the knowledge and implementation skills necessary to carry out training plans that will result in improved competency in lactation skills and related birthing care practices for their staff. Of the more than 2,000 health care staff who have provided eLearning module feedback, 97% feel that the curriculum met its objectives, the content is applicable to their work, and did not find anything confusing or unclear.

Recently, we launched the Equity Community of Practice program for enrolled birthing facilities to support health care staff. This group meets regularly and provides an additional source of learning and inspiration for our teams.

The EMPower Best Practices initiative is implemented by Abt Associates in partnership with the Carolina Global Breastfeeding Institute and Population Health Improvement Partners. EMPower Best Practices is funded by the Centers for Disease Control and Prevention’s Division of Nutrition, Physical Activity, and Obesity.

https://www.empowerbestpractices.org/best-practices/
Lactation and Infant Feeding in Emergencies (L.I.F.E.) Initiative

Established in 2017 by Dr. Aunchalee Palmquist, the L.I.F.E. Initiative is fully integrated into CGBI’s programmatic work and continues to serve as a hub for research, technical assistance, health communications, policy, advocacy, and training related to infant and young child feeding in emergencies in North Carolina, across the U.S., and globally.

In March, the L.I.F.E. Initiative led a shelter simulation skills rotation in infant and young child feeding in disasters as part of the Gillings on the Ground disaster response training program, and in partnership with the American Red Cross, UNC Wilmington, Appalachian State University, and the New Hanover County Emergency Management.

The shelter simulation was organized by L.I.F.E. Initiative GRA Ollie Kuo. CGBI MRT-TI and MPH student, Doreen Alumaya led the infant and young child feeding (IYCF-E) session along with Norma Escobar, Lactation Program Coordinator for New Hanover County, Health and Human Services. This was the first time a focus of IYCF-E support was integrated into the ARC shelter simulation for New Hanover County. Fifty participants completed the Gillings on the Ground didactic course and the shelter simulation.

In the fall 2022, the L.I.F.E. Initiative hosted Malaika Ludman of Birthmark Doulas and the New Orleans Breastfeeding Center’s Infant Ready program to lead a training session on IYCF-E for the Gillings on the Ground course.

https://sph.unc.edu/cgbi/covid-19-resources
This project (2021-2023) identifies infant and young child feeding (IYCF) supports and practices across North Carolina to inform Early Care Education (ECE) workforce gaps and advance continuity of care for families. Components of the research include:

- Describing characteristics of Breastfeeding Friendly Child Care initiatives across the United States to inform North Carolina recommendations. An online survey was completed in the fall.

- Conducting a systematic review to assess programs or curricula to train ECE stakeholders on IYCF in the United States.

- Addressing ECE workforce development by providing a new course focused on enhancing skills to support families in emergencies. The curriculum will equip child care health consultants (CCHCs) to serve as local subject matter experts on implementing emergency preparedness and response (EPR) plans through an infant and young child feeding in emergencies (IYCF-E) lens. CCHCs will offer the course to ECE providers. Each North Carolina CCHC receives an IYCF-E kit (pictured above) as a training aide when offering the course to ECE providers.

- Conducting a landscape analysis to identify supports and disparities through key informant interviews, a focus group, surveys, and mapping resources. A community advisory board will help refine data collection tools and inform data analysis.

Lead CCHC course manual inside the IYCF-E kit
RESEARCH

Couplet Care Bassinet

The Couplet Care Bassinet™ enables hospitals and other birthing facilities increased safety, maternal autonomy, and connection with their infants. Codesigned with UNC faculty and partners, including birthing parents and health care team members, this medical device provides more enjoyable family life. The innovative design is patented in the United States, and international patents are pending.

Following the research development and design with North Carolina State University and design firm Trig – which was supported by the North Carolina Clinical and Translational Science Institute, Gillings School of Global Public Health, donors to UNC, and the Carolina Global Breastfeeding Institute – Dr. Kristin Tully founded Couplet Care LLC to offer the bassinet commercially. Couplet Care information, including leadership led by CEO Stacie McEntyre in collaboration with the board and scientific advisors, is available at https://coupletcare.com.

The Couplet Care Bassinet was recently evaluated at North Carolina Women’s Hospital in a study led by Dr. Amanda Thompson. In that NIH-supported research, the mixed methods results included reduced patient calls to nursing staff and less infant time in the postnatal unit room. The Couplet Care team submitted a SBIR Phase II proposal to the NIH and received an impact score of 10, which is the best possible ranking. Dr. Tully and collaborators are hopeful for a notice of award in May 2023, to finalize the product and partner with Johns Hopkins University to complete a randomized controlled trial to evaluate the impact of use on maternal and infant outcomes.

Dr. Tully shared that she hopes this story sparks further innovation for achieving more maternal health justice and joy.

https://sph.unc.edu/cgbi/hospital_infant_bassinet

https://coupletcare.com
**RECOGNITIONS**

**Awards**

**Miriam Labbok New Investigator Award**
Alexis Woods Barr, PhD, MS, Postdoctoral Research Fellow

The Miriam Labbok New Investigator Award is given in honor of Dr. Miriam Labbok, founder of the Carolina Global Breastfeeding Institute, and honors excellence in student research.

**W.E.B. Du Bois Research Award**
Alexis Woods Barr, PhD, MS, Postdoctoral Research Fellow

The W.E.B. Du Bois Research Award, established by Reaching Our Sisters Everywhere, represents the spirit of deep, community-based research.
Arabic Ready, Set, Baby website (top); research associate Natsumi Ellis inventorying supplies for the DCDEE project (middle); Alexis Woods Barr receiving W.E.B. Du Bois Research Award at ROSE conference (bottom left); Dr. Miriam Labbok honored at lactation suite dedication at the University of Pennsylvania (bottom right)
Presentations


**Julia Bourg.** “Implementing Skills-Based Lactation Competency Training.” Inland Empire Breastfeeding Coalition Learning Event. April 26, 2022.


PRESENTATIONS AND PUBLICATIONS

Publications


Our Team

Julia Bourg, BSN, RN, IBCLC, RLC, Breastfeeding Healthcare Manager/Project Director
Jessica Bridgman, MPH, RDN, LDN, Social/Clinical Research Specialist
*Brooke Gilliam, RN, IBCLC, Social/Clinical Research Specialist and Breastfeeding Coach in Healthcare
Michelle Hendricks, MBA, RD, LD, IBCLC, Social/Clinical Research Specialist
*Linels HigueraAncidey, BS, CHI, IBCLC, Ready, Set, Baby Facilitator
Daina Huntley, MPH, CHES, Director, Community Activities
Chris Masterman, MSN, RN, IBCLC, Social/Clinical Research Specialist
Aunchalee Palmquist, PhD, MA, IBCLC, Assistant Professor
Kathy Parry, MPH, IBCLC, LMBT, ENRICH Project Director, Social/Clinical Research Specialist
*Sharon Pengal, Executive Assistant
Judy Perry, Business Officer
Robert A. Poarch, BA, MA, Communications Specialist
*Natalia Smith, RN, IBCLC, Ready, Set, Baby Facilitator
*Victoria Stephens, BA, Accounting Technician
Alison Stuebe, MD, MSc, FACOG, Distinguished Scholar in Infant and Young Child Feeding, Professor
Catherine Sullivan, MPH, RD, LDN, IBCLC, FAND, Director, Assistant Professor
*Julie Theriault, BA, MA, Accreditation and Training Manager
Julissa Thompson, BA, CLC, IBCLC, Graduate Research Assistant
**Alexis Woods Barr, PhD, MS, BS, Postdoctoral Research Fellow
Kathryn Wouk, PhD, MS, IBCLC, Adjunct Faculty, PIRE Evaluator

With gratitude to Megan Perkins, Gale Pettiford, Ayanna Smith, and Kendall Toewe who left us in 2022 to pursue new opportunities. We consider them to be an integral part of our past success.

*New to CGBI in 2022 and 2023.
**Currently, Alexis is a Postdoctoral Research Fellow with the Department of Health Behavior