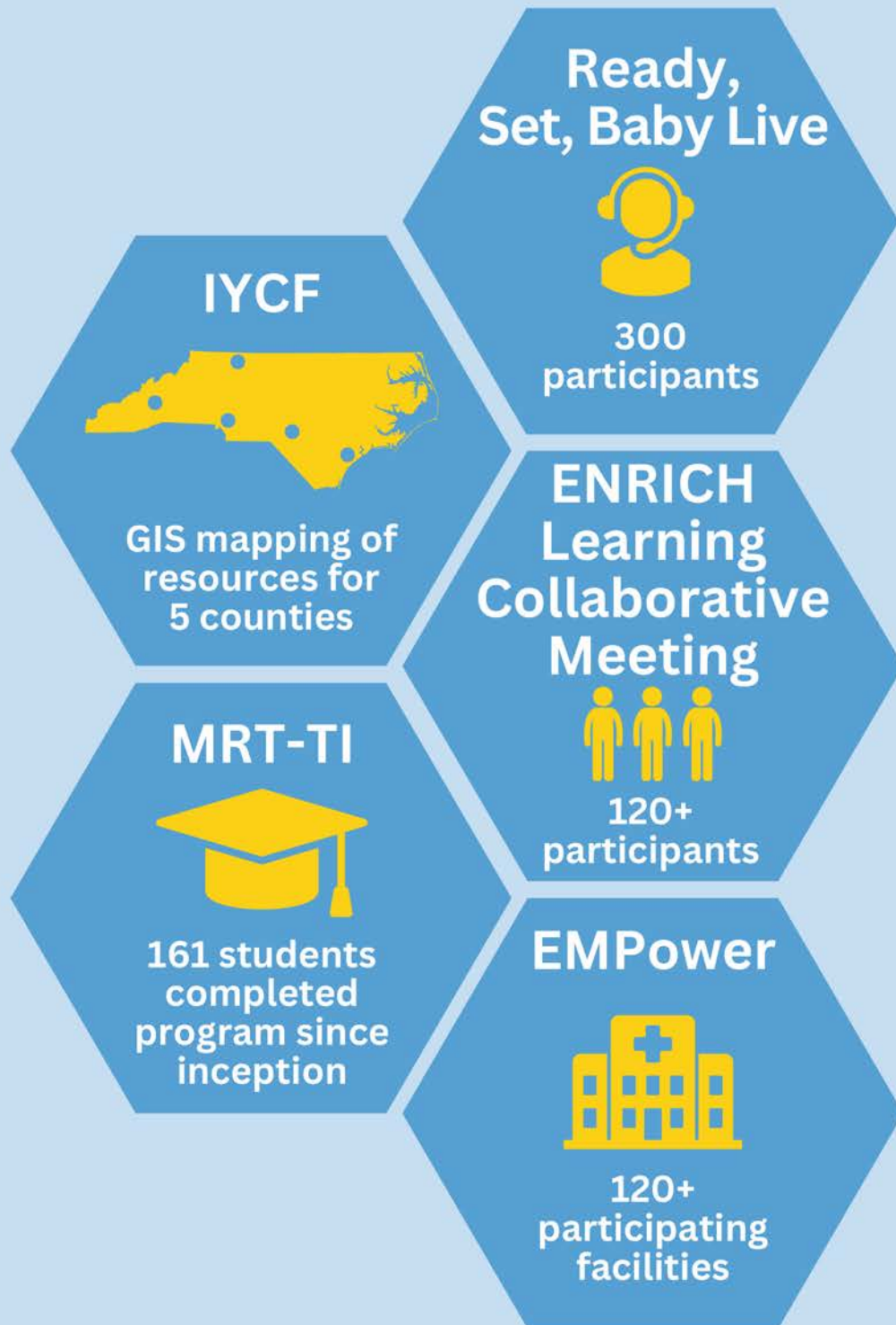


CAROLINA GLOBAL BREASTFEEDING INSTITUTE



2023
ANNUAL
REPORT

Making an Impact



Cover images: left: Sherry Leonard LCM roundtable; top, middle (l to r): Daina Huntley, Jessica Bridgman and Supreet Goraya at LCM photobooth; bottom, middle: Hannah Edens demonstrating breastfeeding pump for MRT-TI students; top, right: Jade Chiu and Michelle Hendricks at North Carolina's Eastern AHEC Breastfeeding Symposium; bottom, right: Goodstock's Dr. Kimberly Butler Willis presenting to MRT-TI students during spring semester workshop

Message from the Director

Friends and Colleagues,

We take extraordinary pride in the many accomplishments of 2023 shared in this annual report. We truly embraced and lived our [vision and mission](#). We have contributed significantly to the lactation field over the past year, and we could not have done it without everyone on the team dedicating their efforts to our collective impact. I feel immense gratitude to be guiding this team of visionaries.

In June, cherished colleague [Dr. Aunchalee Palmquist](#) moved on to the Duke Global Health Institute. She remains an adjunct professor in our department and a valued and respected collaborator at the Carolina Global Breastfeeding Institute. Although we will not be able to fill her shoes, we are hopeful that another brilliant academic leader will soon fill the faculty position. The search committee has been active in identifying the best candidate for the position.



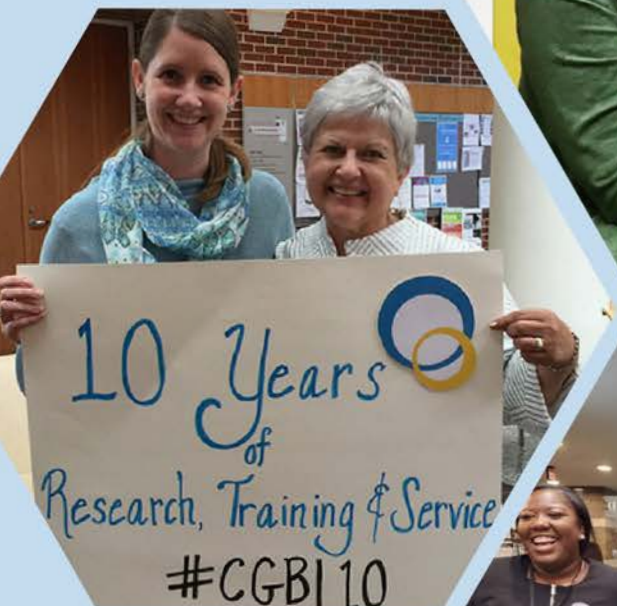
CGBI team at our team-building retreat

In early 2024, our team will be moving forward with the next stage of our growth by engaging with Noor Consulting to develop a five-year strategic plan for CGBI with an emphasis on sustainability. In the year ahead, we will be seeking new opportunities to capitalize on our strengths and continue to contribute to the field through excellence in research, service, and training both domestically and globally.

With gratitude for the various funders who have continued to believe in our work and our team. Please enjoy our 2023 annual report.

Catherine Sullivan, MPH, RDN, LDN, IBCLC, RLC, FAND
Assistant Professor and Director

Catherine Sullivan: 10 Years at CGBI



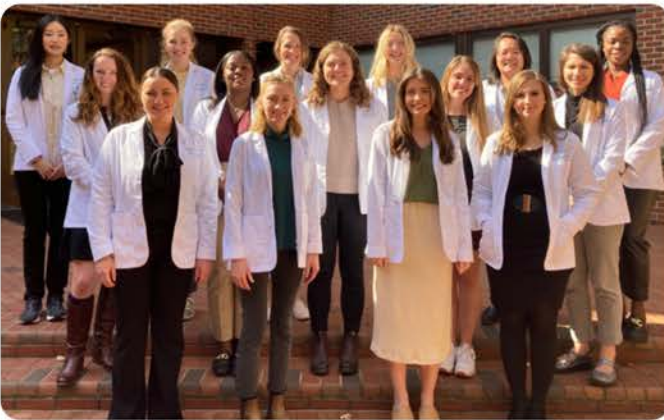
Top left: with Kathleen Anderson at ILCA (2014); bottom left: with Miriam Labbok celebrating CGBI's 10-year anniversary (2016); top center: Josefina Parry goes to work with her mom, Kathy (2019); middle center: with Victoria Stephens, Chris Masterman and Sharon Pengal at the Minority Health Conference (2023); bottom center: presenting at Breastfeeding and Feminism International Conference (2018); top right: congratulating MRT-TI class via Zoom (2020); middle right: with her son Finn at MCH Practicum Presentation Day (2017); bottom right: with Alison Stuebe and Kathy Parry at FNCE (2017)

TRAINING

Mary Rose Tully Training Initiative (MRT-TI)

This was a stellar year for our lactation consultant training program. **We had our second largest cohort, with 14 students successfully completing the program in June 2023, averaging over 300 hours of clinical practice and over 95 hours of classroom lactation education.** Nine of these students simultaneously completed advanced degrees. We are fortunate to continue to have international students interested in lactation, to expand its reach to a global level.

Our current cohort of 13 represents a rich mixture of current public health students and working professionals, including those in the speech language pathology, nursing, and medical fields.



2022-2023 MRT-TI cohort

We have renewed agreements with nine clinical sites and continue to work closely with UNC Women's Hospital, UNC Pediatrics, Duke Regional Hospital, Durham Pediatrics, Wake Med Hospitals, including the Milk Bank as well as Randolph Hospital and Cape Fear Valley Medical Center.

Our program is grateful for our continued relationships with our clinical sites and the top-notch experiences our students receive. Our preceptors continue to provide countless hours of volunteer service and mentorship to our students.

To date 161 students have completed the Mary Rose Tully Training Initiative. We are looking forward to another successful year.

 <https://sph.unc.edu/cgbi/lactation-consultant-training>

PROGRAMS

RISE: Lactation Training Model

As we enter a new phase of recovery post pandemic, academic institutions have been eager to plan for strategic growth and new programs that meet workforce needs. Our RISE project, funded by the W.K. Kellogg Foundation, is focused on building sustainable infrastructure for Pathway 2 Lactation Training programs at historically black colleges and universities (HBCUs) and other colleges and universities that focus on fostering a diverse workforce with strong competency-based skills.

In 2023, we entered into two subagreements to provide technical assistance to Metropolitan State University (MSU) of Denver and Charles Drew University (CDU) of Medicine and Science in Willowbrook, California (Los Angeles area), as they explore developing and expanding lactation training programs. MSU Denver is a Hispanic-Serving Institution (HSI) with a long-standing commitment to serving the Latinx student community. Dr. Jennifer Bolton from the Nutrition Department is leading efforts for this subaward. This fall we were able to participate in a site visit to work closely with Dr. Bolton and her team on the development of new programming.



Dr. Jennifer Bolton, Catherine Sullivan and Julie Theriault in Denver, Colorado

CDU is a private, non-profit institution that is a Historically Black Medical College, a charter Hispanic-serving Health Professions School member, and a Historically Black Graduate Institution (HBGI). They are known as a private institution with a public mission. Drs. Bitu Amani and Brandi Desjouis from the Department of Urban Public Health and Asaiah Harville, Bidy Mason Fellow of the CDU Black Maternal Health Center of Excellence, are leading efforts for CDU. We look forward to assisting them as they build new opportunities for CDU students to gain knowledge and skills in the lactation field.

<https://sph.unc.edu/cgbi/rise-lactation-training-model-reclaiming-improving-and-sustaining-equity-2/>

PROGRAMS

ENRICH Carolinas

Throughout 2023, ENRICH hosted webinars from experts on donor human milk, infant and young child feeding in emergencies, and equitable maternity care practices. With this project in its final year, our coaching team is focused on being as helpful as possible via virtual and in-person coach visits, setting teams up for success after we're unable to travel for in-depth support.

The ENRICH team was honored to be invited to Atlanta to present data from the ENRICH 2022 Prenatal Clinic Listening Sessions in a [APHA poster session](#) related to Step 3 of the Ten Steps to Successful Breastfeeding.

The ENRICH Carolinas team unanimously agrees that the highlight of 2023 was our in-person 2-day Learning Collaborative Meeting hosted in October at the Rizzo Center in Chapel Hill, North Carolina. With more than 120 participants, the sessions were packed full of energetic learners eager to share with one another.



Jennifer Day presenting "Bias in Healthcare: First, Do No Harm" webinar

Meeting participants interacted in fun and innovative ways through multiple guided team activities, and they could earned up to 8 CERP credits toward IBLCE requirements. Huge thanks to the speakers who travelled to be with us and to the team of staff and colleagues that orchestrated an outstanding meeting experience for the North Carolina and South Carolina birthing facility teams who attended.

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 three are separate organizations.

 <https://sph.unc.edu/cgbi/enrich-carolinas>

ENRICH Carolinas LCM highlights



Top left: Angela Pittman roundtable; middle left: day 1 team activity; bottom left: Dr. Alison Stuebe plenary; top middle: live visual artist Brittany Zeller-Holland; middle center: presenters Kerri Deloso and Mary Webster; middle bottom: UNC Health Rex team activity; top right: Chris Masterman roundtable; bottom right: day 2 team activity



PROGRAMS

ENRICH Carolinas

Ready, Set, Baby

Ready, Set, Baby is a collection of resources aimed to support pregnant families to learn more about the benefits and management of lactation, as well as the practices immediately after delivery that facilitate the optimal conditions for breastfeeding or chestfeeding to occur. Initially funded by the W. K. Kellogg Foundation, these resources have been updated and remain free for anyone to access and/or print at their preferred printer.

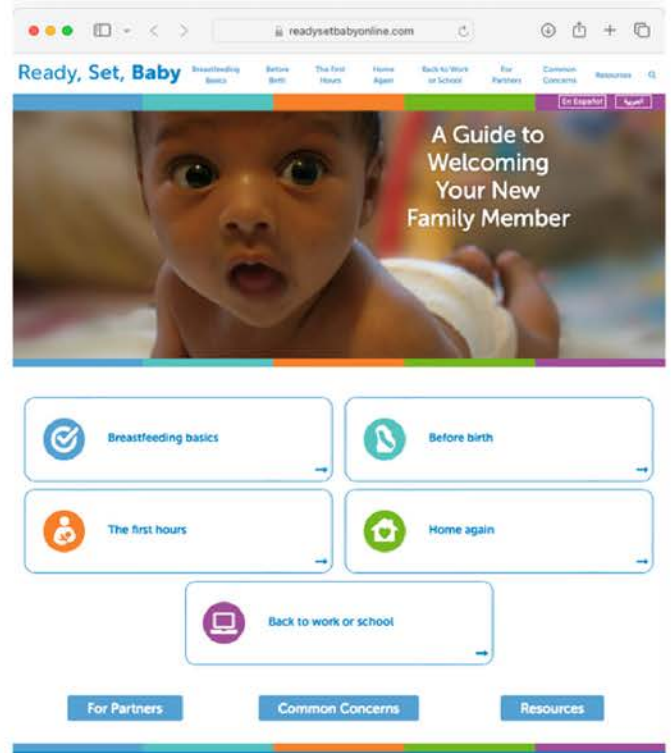
Available in 10 languages, the patient booklet remains a go-to choice for many birthing facilities looking to help their community prenatal offices provide evidence-based lactation information.

We continue to support two companion resources to the original Ready, Set, Baby patient booklet and educator flipchart:

- Ready, Set, Baby Online is a web-friendly version of the patient booklet available for families in English, Arabic or Spanish.
- Ready, Set, Baby Live is a free weekly Zoom class offered in English and Spanish for any expecting parents or professionals who would like to learn more. **This year our team assisted 300 participants.**

<https://www.readysetbabyonline.com>

<https://sph.unc.edu/cgbi/ready-set-baby-live-online-classes>



Ready, Set, Baby Online website

PROGRAMS

Lactation and Infant Feeding in Emergencies for Early Care and Education*

The *Lactation and Infant Feeding in Emergencies (L.I.F.E.™) for Early Care and Education* course launched in early 2023. Process evaluation data is being collected from course participants to understand how the curriculum reached the intended audience. Feedback is being implemented to improve each iteration.



Jessica Bridgman showing the IYCF-E kit to LCM participants

2023 facilitation timeline:

- January: Lead CCHC trainers (n=3)
- July: 1st CCHC cohort (n=13)
- October: 2nd CCHC cohort (n=6)

The majority of participants were satisfied with the course and felt that it met the objectives and learning expectations, provided applicable resources, was easy to access and well-organized, and prepared them to apply the information to their work.

General recommendations to improve the course format include more discussions, additional activities, more stories, case studies, breakout sessions and polls. Recommendations for bigger changes include implementing in-person trainings, shortening the overall length, implementing audio in the online modules and maintaining a small group size.

“The online modules provided to learn before the actual class were helpful in processing the information which then helped to increase participation and discussion during the course.”

– Cohort 2, Process Evaluation Data

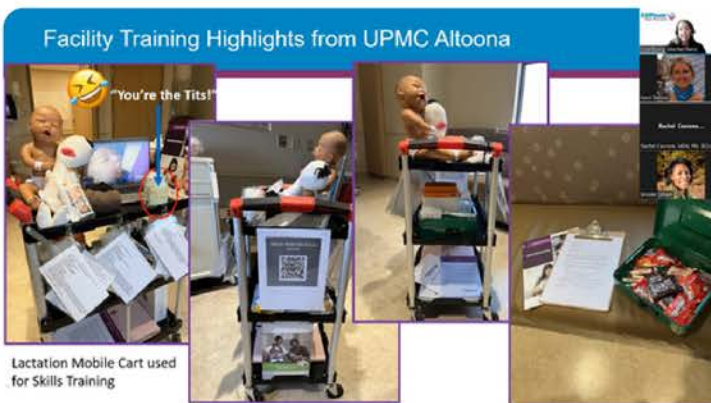
* ENRICH Carolinas and the North Carolina Department of Health and Human Services Division of Child Development and Early Education funded.

PROGRAMS

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 United States. 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 2023, the program continues to provide access to a comprehensive online education curriculum and resources to staff and providers. **Training resources have reached more than 5,000 learners across participating facilities nationwide. The course and curriculum continue to maintain a 97% satisfactory rating from learners providing feedback.**



EMPower team facility highlights video call

Intensive, individualized technical assistance and opportunities for collaboration and support continued throughout this year via individualized coaching calls, collaborative-wide webinars and open-office hour sessions.

In late 2022, EMPower Best Practices launched the Equity Community of Practice program for enrolled birthing facilities to

support health care staff implement equitable care practices. **The group has grown to include 88 participants across 62 participating facilities nationwide.**

The EMPower Best Practices team shared more about the program's success and progress during an oral presentation at the American Public Health Association Annual Meeting and Expo in Atlanta, Georgia, in November.

<https://sph.unc.edu/cgbi/lactation-consultant-training>

PROGRAMS

NC Division of Child Development and Early Education

Infant and Young Child Feeding in Child Care Study

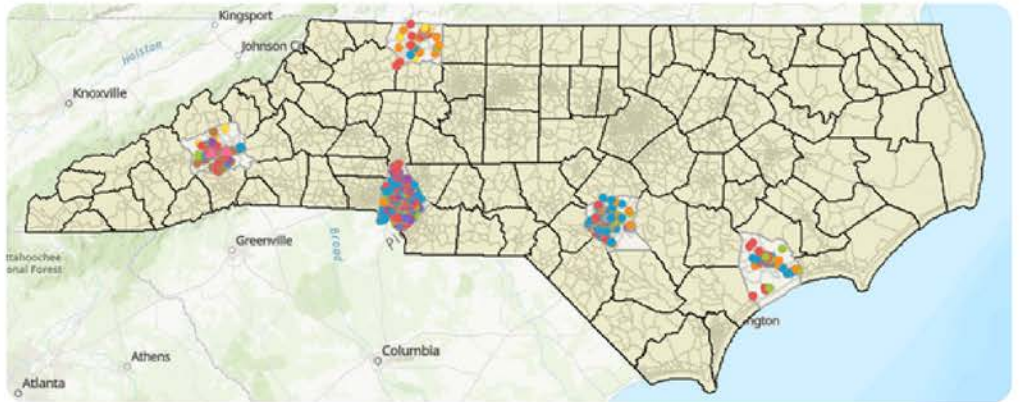
The mixed methods design for the landscape analysis, launched in fall 2023, aims to identify infant and young child feeding (IYCF) supports and gaps through Qualtrics surveys for licensed NC Child Care program administrators and staff, ECE Training/Certification Program instructors, CCHCs and Birth-3 Specialists, families enrolled in licensed programs (centers and family child care homes), and Child Care Licensing Consultants and Environmental Health Specialists.

A focus group and key informant interviews will be conducted. A community advisory board provides input through all phases of the study.

This study also includes GIS mapping of resources in

Buncombe, Cumberland, Mecklenburg, Onslow and Surry counties. Examples of indicators mapped include census tract data, Child and Adult Care Food Program participation by licensed child care programs, NAP SACC participation, WAGE\$ and AWARD\$.

These five counties are representative of diverse regions of the state – future funding could support resource mapping for the remaining 95 counties.



GIS mapping of resources in five North Carolina counties

Out and About

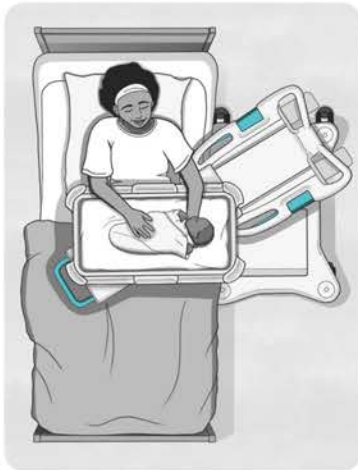


Top left: Daina Huntley and Jessica Bridgman at CACFP;
bottom left: Chris Masterman, Linels HigueraAncidey,
Julia Bourg, Michelle Hendricks and Daina Huntley at
ILCA; top center: Brooke Gilliam and Aunchalee Palmquist
at WHO Global Congress; bottom center: Chris
Masterman (center) visiting UNC Health Rex team; top
right: Gillings School of Global Public Health Dean Nancy
Messonnier, Kathy Parry and Mary Webster at APHA;
bottom right: Jessica Bridgman, Paulina Erices and
Daina Huntley at USBC

RESEARCH

Couplet Care Bassinet

The Couplet Care Bassinet is significantly advancing as a leading innovation to safely connect new parents and their infants. The UNC Chapel Hill spin-out company, Couplet Care, Inc, is led by CEO Stacie McEntyre, and the board is chaired by UNC Entrepreneur in Residence Don Holzworth. Founder Dr. Kristin Tully is the Chief Scientific Officer. Utility patents are issued in the United States and in other countries, and additional new patent claims are pending internationally.



Couplet Care Bassinet rendering

Stacie McEntyre is Principal Investigator on an active National Institutes of Health Small Business Phase II award to finalize Couplet Care Bassinet commercialization and to complete a randomized controlled trial. In January 2024, formative usability testing will be led by Trig Innovation at the UNC Simulation, Experiential, Learning, and Training Center in the newly opened UNC Roper Hall.

The SBIR Phase II multiple PIs are Dr. Tully and Dr. Cecilia Tomori of Johns Hopkins University. Dr. Tomori is leading a multidisciplinary team at Johns Hopkins to independently evaluate the impact of the Couplet Care Bassinet on inpatient health care practices and maternal and infant outcomes. Please contact Stacie McEntyre to coordinate hospital visits and for purchase orders, and Dr. Tully for scientific and clinical questions.

The team is deeply appreciative of UNC Gillings School of Global Public Health, Carolina Global Breastfeeding Institute, and other scientific funders, as well as the investors, health care professionals, and parents who have directly supported this initiative. This project is a leading example of medical-public health-community partnership to enable patient safety and clinical efficiency.

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

<https://coupletcare.com>

AUNCHALEE PALMQUIST

Teacher, Scholar, Advocate

In July, Assistant Professor Dr. Aunchalee Palmquist moved to a position as an Associate Professor of the Practice at the Duke Global Health Institute. She joined the Department of Maternal and Child Health, and the Carolina Global Breastfeeding Institute as an assistant professor in 2017.

She is a proud Thai-American medical anthropologist, feminist ethnographer and human lactation researcher. An International Board Certified Lactation Consultant, she has taught courses about infant feeding during international humanitarian emergencies, and a Breastfeeding and Global Health Seminar.

Aunchalee received a Gillings Faculty Award for Excellence in Health Equity Research in 2021 and Teaching Innovation Awards in 2020 and 2023.

At CGBI, Aunchalee addressed human milk banking, maternal-child perinatal health disparities and infant and young child feeding in emergencies (IYCF-E). During the pandemic, she created the Lactation and Infant Feeding in Emergencies (L.I.F.E.) Support for COVID-19 resource, a “hub for research, technical assistance, health communications, policy, advocacy, and training for infant and young child feeding in emergencies.”

A busy scholar, she has published in many academic journals, has been featured online and on podcasts, and served as an International Lactation Consultants Association liaison to the United Nations.



Aunchalee Palmquist

 <https://sph.unc.edu/aunchalee-palmquist-teacher-scholar-advocate/>

RECOGNITIONS

Awards

Breastfeeding Friendly Employer Award and Community Partner Award

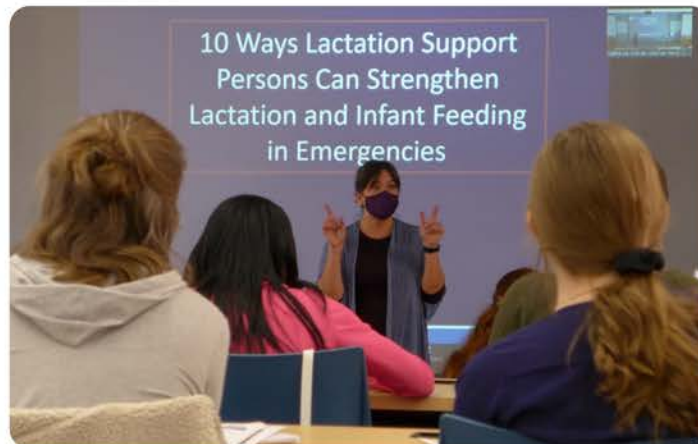
Carolina Global Breastfeeding Institute

The North Carolina Breastfeeding Coalition recognizes breastfeeding support and collaborative community work through education and advocacy in North Carolina.

Teaching Innovation Award

Aunchalee Palmquist, PHD, MA, IBCLC, assistant professor

The Gillings School of Global Public Health student-nominated Teaching Innovation Award honors faculty members who inspire students; enhance student learning through creative, engaging and innovative teaching methods; and/or support student success in the classroom and student growth as public health professionals.



*Aunchalee Palmquist
presenting to MRT-TI students*

RESEARCH

Presentations

Aunchalee Palmquist and Lourdes Santaballa Mora. “Supporting Infant Feeding in Emergencies with the CDC IYCF-E Toolkit.” California Breastfeeding Coalition. January.

Jessica Bridgman and Daina Huntley. “Breastfeeding at CACFP Sites.” National Child Nutrition Conference. National CACFP Sponsors Association. April.

Kathy Parry, Catherine Sullivan, Daina Huntley and Jessica Bridgman. “Carolina Global Breastfeeding Institute.” Association of State Public Health Nutritionists.” First Foods Nutrition Group. July.

Brooke Gilliam and Michelle Hendricks. “Hospital Advanced Skills A and B.” North Carolina Eastern AHEC Breastfeeding Symposium.” August.

Brooke Gilliam. “Discussing the Impact of Predatory Marketing of Formula on Black Communities.” Black Breastfeeding Week Webinar. August.

Catherine Sullivan and Julie Theriault. “Implementation of Best Practices in Birthing Care.” Metropolitan State University Denver Lactation Journal Club. October.

Alison Stuebe, Ann Kellams and Laura Kair. “PCORI Research Grant Update.” Academy of Breastfeeding Medicine 28th Annual International Meeting. November.

Laurie Nommsen-Rivers, Françoise Knox-Kazimierczuk and **Alison Stuebe.** “Enabling a Satisfying Breastfeeding Experience for Lactating Parents with High BMI.” Academy of Breastfeeding Medicine 28th Annual International Meeting. November.

Ann Cloud, **Julia Bourg, Catherine Sullivan,** Sara Massie, Sherry Leonard, **Aunchalee Palmquist** and Cynthia Klein. “CDC’s EMPOWER Best Practices: A Hospital-based Quality Improvement Initiative to Improve Maternity Practices Supportive of Optimal Infant Nutrition and Health Equity.” American Public Health Association Annual Conference. November.



Julie Theriault and Catherine Sullivan presenting to the Lactation Journal Club



Jessica Bridgman, Daina Huntley, Kathryn Wouk, C. Brand, N. Ellis, N., and Aunchalee Palmquist. “National Landscape of Breastfeeding Friendly Child Care Initiatives: Results from the Infant and Young Child Feeding in Child Care Study Survey” poster presentation. American Public Health Association Annual Conference. November.

Kathy Parry, Mary Webster, Catherine Sullivan and Kathryn Wouk. “Recipe for Improvement: Tools, Facilitators and Resources for Integrating Lactation Education into Routine Prenatal Care” poster presentation. American Public Health Association Annual Conference. November.

Jessica Bridgman, Daina Huntley and Lisa Mack. “Formulas & Breastfeeding Both Welcome.” CACFP Boot Camp: Feeding Infants in the CACFP. National CACFP Sponsors Association. December.

Jessica Bridgman and Daina Huntley. “CACFP 101 Webinar: Supporting Breastfeeding-Friendly Environments.” Institute of Child Nutrition. December.

RESEARCH

Publications

Jessica Bridgman, Daina Huntley and Aunchalee Palmquist. “Carolina Ten Steps to Breastfeeding Friendly Child Care: Lactation & Infant Feeding in Emergencies for Early Care and Education.” Prepared for the Infant and Young Child Feeding in Child Care Study. (English and Spanish)

N. Ellis, **Jessica Bridgman, Daina Huntley and Aunchalee Palmquist.** “Lactation & Infant Feeding in Emergencies: Guidance for Early Care and Education IYCF-E Kit Use.” Prepared for the Infant and Young Child Feeding in Child Care Study. (English and Spanish)



Two guides prepared for the Infant and Young Child Feeding in Child Care Study

L. Nommesen-Rivers, M. Black, P. Christian, S. Groh-Wargo, M. Heining, K. Isreal-Ballard, J. Obbagy, **Aunchalee Palmquist, Alison Stuebe,** S. Barr, G. Proano, L. Moloney, A. Steiber and D. Raiten. “An Equitable, Community-Engaged Translational Framework for Science in Human Lactation and Infant Feeding—A Report from ‘Breastmilk Ecology: Genesis of Infant Nutrition (BEGIN)’ Working Group 5.” *The American Journal of Clinical Nutrition.*

Aunchalee Palmquist. “Maternal Perceptions of Human Milk Expression Output: An Experimental Design Using Photographs of Milk.” *Social Science & Medicine.*

Aunchalee Palmquist. “Perinatal Care and Breastfeeding Education during the COVID-19 Pandemic: Perspectives from Kenyan Mothers and Healthcare Workers.” *Maternal & Child Nutrition.*

R. Phonyiam, D. Kamkhoad and **Aunchalee Palmquist.** “Cross-cultural Adaptation and Content Validation of the Infant Feeding Intentions Scale for Thai Pregnant Women.” *Global Public Health.*

Kathryn Wouk, Kathy Parry, Jessica Bridgman, Aunchalee Palmquist, Megan Perkins, Abigail Smetana, **Alexis Woods-Barr and Catherine Sullivan.** “Evaluation of an Evidence-Based Prenatal Breastfeeding Education Curriculum Adapted for the COVID-19 Pandemic: Ready, Set, Baby Live COVID-19 Edition.”

Our Team

Julia Bourg, BSN, RN, IBCLC, RLC, Breastfeeding Healthcare Manager/Project Director

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Brooke Gilliam, RN, IBCLC, Social/Clinical Research Specialist and Breastfeeding Coach in Healthcare

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Catherine Sullivan, MPH, RD, LDN, IBCLC, FAND, Director, Assistant Professor

***Julie Theriault**, BA, MA, Accreditation and Training Manager

Kristin Tully, PhD, Research Associate, Couplet Care Bassinet Project

Kathryn Wouk, PhD, MS, IBCLC, Adjunct Faculty, PIRE Evaluator

**Joined CGBI in 2023*

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-  <https://www.facebook.com/Enrich-Carolinas-625864374589486>