|  |
| --- |
| **MINUTES**North Carolina Breastfeeding CoalitionJune 21, 2018 10am-1pmPerinatal Region 5: WilmingtonNew Hanover Health Department Auditorium[2029 South 17th St., Wilmington NC, 28401](https://maps.google.com/?q=2029+South+17th+St.,+Wilmington+NC,+28401&entry=gmail&source=g)**Vision:**  Ensure that early, exclusive and continued breastfeeding will be the norm in North Carolina.**Mission:** The mission of the North Carolina Breastfeeding Coalition is to promote, protect and support breastfeeding through a cooperative network of individuals, coalitions, agencies and organizations. |
| ***\*\*Note—In an effort not to use email addresses in our minutes at the advice of our website administrator, ‘@’ in email addresses has been replaced with ‘–at— ‘*** |
| **Upcoming Conferences**[NCLCA Summit will be August 9, 2018 and Breastfeeding Symposium](https://www.ncbfc.org/nclca-summit)will be August 10, 2018 in Greenville; Joan Meeks will be the keynote speaker and Diana Durg will also be a speaker. NCBC members get a $20.00 reduction in registration. Registration is open for the [Eighth National Breastfeeding Coalitions Convening](http://org2.salsalabs.com/dia/track.jsp?v=2&c=CVsqu6DP0JRxnwEhFcbGxS2NHsmM%2FeVZ) (NBCC) to be held August 4-5, 2018, in Atlanta, Georgia. The theme for this year, Advancing Public Health Through an Equity-Centered Breastfeeding Movement, highlights the event's unique intersection of public health topics, equity learning sessions and peer sharing.ILCA webinars at <http://www.ilca.org/>USLCA webinars at <http://uslca.org/>\*To post conferences on the Triangle Breastfeeding Alliance website – email trianglebreastfeedingalliance-at-gmail.com |
| **Welcome, Introductions, and Mission Moment**Norma Escobar* Welcome to Wilmington/New Hanover Health Department

Ellen Chetwynd* Welcome to NCBC meeting at Region 5
* Vision and Mission of NCBC shared
* Introductions

**Announcements**[Register for NCLCA](https://www.ncbfc.org/nclca-summit) conferenceRevision of [Ready Set Baby](https://sph.unc.edu/cgbi/cgbi-breastfeeding-exclusive-june-2018-ready-set-baby-release/) is now available from CGBI[Big latch on August 4th](https://www.facebook.com/events/1934737756837189/) in Wilmington [Join NCBC/NCLCA](https://www.ncbfc.org/join-ncbc)* NCBC Executive secretary position is in process and we will be able to announce our hire very shortly.
* [NC Medicaid policy](https://dma.ncdhhs.gov/providers/clinical-coverage-policies/dietary-evaluation-and-counseling-and-medical-lactation-services-clinical-coverage-policy), incident-to lactation billing
* Reimbursement of lactation support talks with Aetna, Aetna credentials IBCLCs and covers lactation support.
* NCBC is continuing to explore grant funding opportunities
* The [Making It Work Tool Kit](https://workwellnc.com/NC_Making_It_Work.php) is available online

Kathy Parry* NCBC is the state local coalition for the US Breastfeeding Committee (national level).
* Overview of NCBC in the national landscape

Ellen Chetwynd* Fit of NCLCA/NCBC within USBC
* **Strategic Goals:**
	+ Serve as North Carolina’s collective voice for breastfeeding families through programming and advocacy.
	+ Promote evidence-based practices to support breastfeeding in the health care systems in North Carolina.
	+ Champion workplace support for breastfeeding families in North Carolina.
	+ Increase access to lactation support and diversity in the field within North Carolina.
	+ Build the capacity of North Carolina Breastfeeding Coalition through an atmosphere of inclusion and outreach.
* Meetings occur across the state within the 6 perinatal regions as we proceed with the “Year of Growth” regional focus. Support regional advocacy.
* 2016 Year of listening, 2017 Year of Growth, 2018 Year of Networking
* Within each region, working on getting regional breastfeeding coalitions online and regionalizing awards, etc.
* Future direction: away from centralized state organization, toward equity, toward guidance for financial spending. Scholarship focused on equity. Mini grants will focus on equity.
* NCBC core values are *Advocacy, Inclusion, Equity, Education, and Integrity.*
* NCLCA intentionally recruiting speakers who are underrepresented and topics about equity for the conference.

Leslie DeRosset* Impact Equity (Washington state equity program that DPH is adapting for health programs in NC) might be a useful tool for facilitating the process of creating an equitable organization. DPH can help facilitate. <http://www.ncchild.org/promoting-health-equity/>
 |
| **Attendance****Attended In-Person:** Nina Beech, Janna Blue, Melanie Boullion, Cynthia Boulay, Victoria Brown, Ellen Chetwynd (Chair), Leslie deRosset, Norma Escobar, Kimberly Gazca, Sarah Hogan, Gigi Lawless, Stephanie Luther, Tammy Welch McNeill, Kelly Messing, Kathy Parry (past Chair), Belinda Phillips, Chiara Phillips (State BF coordinator), Lindsay Reese, Olivia Rice, Nicola Singletary (secretary), Ashley Van Dyke, Sarah Veit, Colette Waddill, Natalie Ward, Machelle Williams, Marc Yandle**Phone Participants:**  Rebecca Rhulen, Rhonda Argenbright, Joanne Sullivan |
| **April Minutes Approval**Kathy Parry motion to approve April minutes/ Norma Escobar second |
| **Treasurer report**Ellen Chetwynd (provided by Katie Wouk)**Updates:**Total Income: $231.03; Membership dues: $231.03 Total General Disbursements: $25.00; Facebook $25.00Balance available for General Disbursements (4/19/18): $10,580.91  |
| **Membership report** Ellen Chetwynd (provided by Laura Sinai)**Contact:** NCBC Membership-at-gmail.com**Updates:*** Members may join at any time during the calendar year on the website, cost of $20 for NCBC, $25 for NCBC/NCLCA
* Membership is open to everyone (no credentials required); members have voting privileges.
* 5 Organizational membership levels are available. One designated organization member is automatically a member of NCBC and NCLCA. All other people in that organization can join
* If anyone has trouble logging into the website or needs to check membership standing, contact NCBCMembership-at-gmail.com

Total 2017 NCBC Members: 100 (7 Lifetime members) Total 2018 NCBC Members: 94 (7 Lifetime members) NC Lactation Consultant Association 2017 Members: 74 NC Lactation Consultant Association 2018 Members: 72 Open to non-IBCLC; one must join NCBC to join NCLCA. (1 LCERP webinar and group discount memberships are benefits) 2017 Organizational Memberships: 6 2018 Organizational Memberships: 1 Note: If you join in the final quarter of 2017 then you are a member for the full calendar year 2018. Reminder that membership January to December; only if you join after October will it roll over to next year. NCBC fb page: have over 1600 likes. Follow us on Twitter: @NCBreastfeeding |
| **Awards****Golden Bow****Contact:** Heather Lynn, heatherhiggins-at-gmail.com**Purpose:** To stop the distribution of formula discharge bags and to recognize healthcare facilities which do not give out formula samples. Applications are accepted twice a year. Updated mapping reveals 89 % of live births occur at birthing facilities that have banned the bags. There have been hospitals that have received stars for banning the bags but have not received the Golden Bow award from NCBC. National registration ([National Registry for Ban the Bags](https://banthebags.org/)) needs to be done in addition to receiving an NCBC Golden Bow award. NCBC would like for NC to reach 100% participation. Applications are checked on **February 1st and July 1st**.**Update this cycle**PR2 Thomasville Medical Center PR2 Wilkes Medical Center PR6 Vidant Chowan PR6 Sentara Albermarle PR6 Onslow Memorial In PR5 hospitals that have not banned the bags: Betsy Johnson Hospital, Sampson Regional Med Center, Scotland Memorial Hospital**BF Friendly Business****Contact:** Natalia Smith, nlsmith-at-alumni.peace.edu **Purpose:** NCBC recognizes local companies that support breastfeeding families. In doing this, we distinguish between “Breastfeeding-Friendly Businesses” and “Breastfeeding-Friendly Workplaces”. Breastfeeding Friendly Businesses are businesses that welcome breastfeeding mothers as customers. This can be as simple as treating breastfeeding mothers well, never asking them to leave, cover up, or move. Businesses that have been granted the Breastfeeding-Friendly Business Award can proudly display the Breastfeeding-Friendly window cling. Breastfeeding-Friendly Workplaces are workplaces that have made accommodations to support breastfeeding mothers as employees. This can be as simple as allowing employees to have flexible breaks and access to a private room for expressing milk or nursing. The room needs to have a comfortable chair and a lock on the door. Plaques are awarded to businesses who meet application qualifications. Awards (plaque and window sticker) are presented twice per year - **February 1, 2018 and July 1, 2018** are dates for submitting applications. Award winners are also listed on the website. Apply online**.** Business cards are available to use when speaking to businesses. DPH Webinars on Business Case can be found on the website.**Update:** 12 new awardees this cycle**Mother-Baby Clinic** **Contact:** Anitha Muddana, muddana-atemail.unc.edu**Purpose:** On October 8, 2014, the North Carolina Breastfeeding Coalition launched the **“Mother-Baby Friendly Clinic Awards Program”** now called **“Mother Baby Award for outpatient healthcare clinics”.**  Awardees represent the best our state has to offer in terms of support for the breastfeeding family. The award is open to any outpatient medical clinic serving pregnant and postpartum women, infants and/or children in North Carolina.  Applicants may include Health Departments, Family Medicine, Pediatric, Obstetric, Midwifery, or other types of clinics serving these populations. Criteria for the award are very closely based on the “[Baby-Friendly USA Guidelines and Evaluation Criteria,” and the Academy of Breastfeeding Medicine’s “](https://www.babyfriendlyusa.org/get-started/the-guidelines-evaluation-criteria)[Clinical Protocol #14: Breastfeeding-Friendly Physician’s Office: Optimizing Care for Infants and Children.”  As such, the act of reviewing criteria is, in and of itself, an opportunity to identify evidence-based best practices for the care of pregnant and/or post-partum women and children.](http://www.bfmed.org/Media/Files/Protocols/Protocol_14_revised_2013.pdf)Applications are available on the NCBC webpage. **Application deadlines are February 1st and July 1st.****Updates:** 2 new awards: PR6 Vidant Women’s Care Tarboro, PR3 CMC Myers Park OB/GYN**Needs/opportunity:** Colorado protocols could be used to update ours, volunteer/s to help with this |
| **NCBC/DPH Collaboration Report****Collaborations with DPH** **Business Case Committee*** + 2 webinars on the Business Case – recordings on NCBC’s website
	+ ICO4MCH Technical Assistance
	+ Collaboration with DPH on CDC grant (Jen Sohl Marion)
		- * Workplace accommodations
			* Increase clinic-based support of BF

(July invitation to brainstorming at DPH—Local Coalitions) |
| **Scholarships**There were 3 scholarships awarded to Jinaki Burroughs, Bridget Hudson, and Brenda Vieyra; $500.00 each. They will be sitting for the October 2018/April 2019 exam. Congratulations scholarship recipients!!! |
| **Website****Contact:** Ellen Chetwynd, ellenchetwynd-at-gmail.com**Update:** Reorganizing with a regional focus* Pro Bono work on Regional Pages by Trimark to begin in June
* **Thank you Trimark!!**

Needs: If there is someone interested in quick website tasks, this is an area of need. |
| **Zipmilk****Contact:** Karsey Erickson**Purpose**: This link is for mothers and providers to use to find lactation support within their community. Listings are based on zip codes. Providers of lactation care are encouraged to list their information. This is owned by Mass. Breastfeeding Coalition. Please note that in an effort to keep this resource more updated, members will have to confirm their listing every year, or be removed. Karsey Erickson is our Zipmilk leader.**Updates:** Each year, registrants will be removed and need to re-register to keep listings more current. Please make sure your  |
| **Parent Advocacy Updates**Love Anderson will begin in a position as our Parent Advocacy liaison in September 2018. |
| **Grant Funding Opportunities****Contact:** Sarah Hogan, sarahmariehogan-at-gmail.com**Updates:** Sarah Hogan, working as a volunteer exploring grant funding within infrastructure grants. Contact Sarah by email with grant ideas* March of Dimes, NC grant cycle currently closed. Michaela is the contact and will update when it becomes available.
* Duke endowment, mother baby friendly awards. Stacy Warren was project office for enrich Carolinas project. Possible summit funding.
* Insurance Foundation grant, Aetna, BCBS
 |
| **National WIC Peer Counselor Funding****Contact:**Calls with Alison Hard from National WIC Association, Virginia Fox has opposed full funding for NC WIC Peer Counselor program. Meetings for strategies to address Virginia Foxx. Call for stories/photos from mothers who have been touched by WIC programs, positive impact from WIC, specifically peer support stories. |
| **NCLCA****Contact:** Norma Escobar/Rebecca Ruhlen /Catherine Sullivan**Mission:** As the state affiliate of the United States Lactation Consultant Association our mission is to sustain and advance International Board-Certified Lactation Consultants of North Carolina through advocacy, networking, leadership, research, and professional development.**Vision:** The IBCLC is a valued and recognized member of the health care team.**Updates:** Registration open for Breastfeeding Symposium, “Strategies for Breastfeeding Success” 8/9/18 Greenville NC in collaboration with perinatal region 5&6. Lactation Science Fair applications! Looking for interactive/application presentations. |
| **State Breastfeeding Coordinator Report****Contact:** State Breastfeeding Coordinator, Chiara Phillips Chiara.Phillips-at-dhhs.nc.govState Breastfeeding Peer Counselor Coordinator, Lisa Baker Lisa.Baker2-at-dhhs.nc.gov**Updates:*** NC MCBFD application due date is October 31, 2018.
* NC BFCCD application due date is July 15, 2018.
* NSB Breastfeeding Supplies Competency Training will be offered in Winter 2018
* NC Lactation Educator Training Program (NC LETP) IBCLE Approved registration is open for the fall 2018 course. Register here: <http://www.nutritionnc.com/wic/conferences.htm>
* Core Trainings and Quarterly trainings from the Regional Lactation Training Centers are posted through August 2018 are available on <http://www.nutritionnc.com/wic/conferences.htm>
* WIC Breastfeeding Policy Review Webinar
	+ Tuesday, July 17, 2018 from 2-4pm
	+ Thursday, July 19, 2018 from 10am-12pm
* The Request for Applications for the North Carolina Regional WIC Training Center will be posted on the [www.nutritionnc.com](http://www.nutritionnc.com) by September 21, 2018
* Local WIC agencies should submit their breast pump proposals to Lisa.Baker-at-dhhs.nc.gov by July 27, 2018.
* *The Making It Work Tool Kit* is available on the Work Well NC website here: <https://workwellnc.com/NC_Making_It_Work.php>

**Report:*** **Breastfeeding Unit**
	+ State Breastfeeding Coordinator is Chiara Phillips. Her email address is Chiara.Phillips-at-dhhs.nc.gov
	+ State Breastfeeding Peer Counselor Coordinator is Lisa Baker. Her email address is Lisa.Baker2-at-dhhs.nc.gov
* **NC Maternity Center Breastfeeding-Friendly Designation (NC MCBFD):**
	+ April 30, 2018 submission received 3 applications for review
	+ NC MCBFD Committee is set to review the applications on Friday, June 29, 2018.
	+ NSB was invited and accepted an invitation to assist as requested with ENRICH Carolinas (funded by a grant from Duke Endowment) from the Carolina Global Breastfeeding Institute to assist with hospitals interested in pursuing the NC MCBFD program.
		- More information: <http://dukeendowment.org/story/helping-hospitals-in-the-carolinas-become-baby-friendly> or <https://sph.unc.edu/cgbi/enrich-carolinas/>
* **NC Breastfeeding-Friendly Child Care Designation (NC BFCCD):**
	+ 46 Child care centers have achieved the NC BFCCD
	+ The content of the BFCCD application is in the final stages of the approval process at NC DPH.
	+ Next review committee meeting will be in July 2018.
	+ Next application due date is July 15, 2018
	+ Breastfeeding questions related to CACFP and questions about the NC BFCCD may be directed to Jessica Bridgman at Jessica.Bridgman-at-dhhs.nc.gov
* **NC Lactation Educator Training Program (NC LETP) IBCLE Approved**
	+ Fall Course: August 28, 29, 30, and November 28 and 29, 2018 (Plus 2 clinical days to be scheduled)
		- Registration is available at: <http://www.nutritionnc.com/wic/conferences.htm> under “Breastfeeding Topics” then “NC Lactation Educator Training Program”
* **Core Trainings and Quarterly trainings/Region Lactation Training Centers -**
	+ Core Trainings and Quarterly trainings are ongoing in each Perinatal Region through June 2018, <http://www.nutritionnc.com/wic/conferences.htm>
		- Perinatal Region I: Friday, August 17, 2018 MAHEC, Asheville
		- Perinatal Region II: Friday, August 17, 2018 Forsyth Medical Center, Winston Salem
		- Perinatal Region III: Wednesday, August 29, 2018 Hornets’ Nest Park, Charlotte
		- Perinatal Region IV: Tuesday, August 28, 2019 Wake County Human Services, Raleigh
		- Perinatal Region V and VI: Friday, August 10, 2018 at the NCLCA Breastfeeding Symposium, EAHEC, Greenville
* **Breastfeeding Supplies Competency Training (BSCT) CDR Approved:**
	+ Summer 2018- May 7, 2018 through August 3, 2018
		- Enrolled participants: 36
	+ Next offering Winter 2019
* **Breastfeeding Policy Review:**
	+ Training will be held on Tuesday, July 17, 2018 from 2-4pm and Thursday, July 19, 2018 from 10am-12pm.
* **North Carolina Regional WIC Lactation Training Centers**
	+ The Request for Applications (RFA) *North Carolina Regional WIC Lactation Training Center* will be posted to the [www.nutritionnc.com](http://www.nutritionnc.com) by September 21, 2018.
		- All questions about the Regional WIC Lactation Training Centers and the Request for Applications should be directed to Lisa.Baker-at-dhhs.nc.gov
* **Local WIC Agencies**
	+ eWIC Rollout

NSB has successfully completed rollout of eWIC across all North Carolina’s WIC offices. NSB also assisted with the successful rollout of eWIC for the Eastern Band of Cherokees* + - * Information: The North Carolina WIC Program is moving from a paper-based method of WIC benefit issuance to an electronic benefit transfer system (eWIC). Instead of paper food instruments, WIC food benefits will be issued into an electronic benefit account at all local WIC clinic.
				+ More information available: <http://www.nutritionnc.com/ewic/>
	+ Nutrition Services Branch’s (NSB) World Breastfeeding Week Activity
		- In celebration of the 2018 (celebrated August 1, 2018-August 7, 2018) World Breastfeeding Week (WBW) coordinated by the World Alliance for Breastfeeding Action (WABA) NSB is sponsoring a pump design contest among the local WIC agencies. The contest requests that local agencies turn accessible no longer usable breast pumps into creative works of art that encapsulate the WBW slogan “Breastfeeding: Foundation of Life.”
			* All submissions are due to Lisa Baker Lisa.Baker2-at-dhhs.nc.gov via on Friday, July 27, 2018 and will be judged by a three-person panel.
			* Winners will be displayed at the North Carolina Lactation Consultant Association’s (NCLCA) Breastfeeding Symposium in Greenville, NC on August 10, 2018. NSB thanks the NCLCA Breastfeeding Symposium planning committee for allowing us to showcase our local agencies’ WBW activity during the Symposium.
			* Questions, please contact Lisa Baker at Lisa.Baker2-at-dhhs.nc.gov
	+ North Carolina World Breastfeeding Week Proclamation
		- NSB anticipates that North Carolina Governor, Roy Cooper, to sign 2018 World Breastfeeding Week Proclamation submitted.
	+ Local agency assessments:
		- May 2018: North Carolina has 128 breastfeeding peer counselors in local agencies.
* **The DPH Breastfeeding Unit**
	+ WIC Loving Support Awards-State recommendations were submitted to FNS and will be announced during World Breastfeeding Week 2018
	+ Reminder: NSB’s Epidemiologist has updated the SFY 2016 and posted SFY 2017 WIC Breastfeeding Data in February 2018. The updated and new breastfeeding data is available. <http://nutritionnc.com/wic/wicLAR.htm#agreementAddendaData> Under “Other Resources” 🡪 “WIC Agreement Addendum” 🡪 “Agreement Addenda Data.” If you have questions about data collection contact Chiara Phillips at Chiara.Phillips-at-dhhs.nc.gov
		- The North Carolina 2017 SFY shows that 48.9% of infants participating in WIC were breastfeeding at 6 weeks of age and 29.10% of infants participating in WIC were breastfeeding at 6 months of age
	+ Breastfeeding Technical Assistance provided to:
		- MCH Improving Community Outcomes (ICO4MCH): Breastfeeding Initiative to Reduce Infant Mortality
			* NSB accepted invitation to continue to continue as the Statewide Evaluation Workgroup for the third year of funding
		- Breastfeeding CoINN: Paternal breastfeeding support
	+ *Making It Work Tool Kit*
		- Purpose: “The Making It Work Tool Kit” is a resource to help breastfeeding mothers return to work. It is designed to provide assistance to breastfeeding mothers, their employers and their families.”
		- The toolkit is completed and available on the Work Well NC website here: <https://workwellnc.com/NC_Making_It_Work.php>

NSB will participant in a dissemination meeting on Monday, June 25, 2018.* + The Division of Public Health has applied for a CDC Grant
		- Opportunity Number: CDC-RFA-DP18-1807
		- Opportunity Title: The State Physical Activity and Nutrition Program
		- 5-year competitive grant
		- Awards will be announced 9/29/18.
		- Outcomes
			* Short-term outcomes include: demonstrated progress on FSG, supportive BF interventions, community planning and transportation interventions that support safe and accessible PA and ECE PA and nutrition standards.
			* Intermediate outcomes include: increased number of places that implement FSG, places that implement supportive BF interventions, places that implement community planning and transportation interventions that support safe and accessible PA, ECEs that implement nutrition and PA standards and established or enhanced coalitions.
			* Long-term outcomes include: increased purchasing of healthier foods, BF, PA with an emphasis on walking, ECE nutrition and PA standards met and sustained coalitions.
		- If NCDPH is awarded funding,
			* Local coalitions will form to apply for mini-grants to work on grant strategies. Coalitions can include local breastfeeding coalition representative as well as others who may work on other grant strategies (e.g., local health department staff, town/city planner)
			* A NC Breastfeeding Advisory Group (consisting of NCDPH, NCBC, CGBFI, NCLCA, NCPeds and local BF coalition representatives) will be convened to coordinate partner activities that address BF strategies, including:
				+ create/adapt and distribute BF friendly resources for birthing facilities, primary care practices, ECEs, worksites and community organizations (e.g., faith communities)
				+ provide training and TA to local coalitions on making birthing facilities, primary care practices, ECEs, worksites and community organizations (e.g., faith communities) BF friendly
				+ develop and implement a communications campaign to ensure consistent messaging for moms and providers
* **Conferences:**
	+ **North Carolina Lactation Consultant Association 2018 Breastfeeding Summit (August 9, 2018-Greenville, NC)**
		- Chiara Phillips, State Breastfeeding Coordinator will be presenting on the State of the State Address
	+ **National WIC Association’s 2018 Nutrition Education & Breastfeeding Promotion Conference and Exhibits (September 24-27, 2018-New Orleans)**

Regional Breastfeeding Coordinator of Perinatal Region VI, Hannah Edens (Eastern AHEC), Regional Breastfeeding Coordinator Perinatal Region V, Norma Escobar (New Hanover County Health Department) in conjunction with Lisa Baker, State Breastfeeding Peer Counselor Program Manager will be presenting on the North Carolina Regional WIC Lactation Training Centers.**NEXT ACTIONS*** NC MCBFD application due date is October 31, 2018.
* NC BFCCD application due date is July 15, 2018.
* NSB Breastfeeding Supplies Competency Training will be offered in Winter 2018
* NC Lactation Educator Training Program (NC LETP) IBCLE Approved registration is open for the fall 2018 course. Register here: <http://www.nutritionnc.com/wic/conferences.htm>
* Core Trainings and Quarterly trainings from the Regional Lactation Training Centers are posted through August 2018 are available on <http://www.nutritionnc.com/wic/conferences.htm>
* WIC Breastfeeding Policy Review Webinar
	+ Tuesday, July 17, 2018 from 2-4pm
	+ Thursday, July 19, 2018 from 10am-12pm
* The Request for Applications for the North Carolina Regional WIC Training Center will be posted on the [www.nutritionnc.com](http://www.nutritionnc.com) by September 21, 2018
* Local WIC agencies should submit their breast pump proposals to Lisa.Baker-at-dhhs.nc.gov by July 27, 2018.
* *The Making It Work Tool Kit* is available on the Work Well NC website here: <https://workwellnc.com/NC_Making_It_Work.php>
 |
| **NCBC Milk Fairy Awards**The following attendees were recognized for the contribution to breastfeeding support* Kelly Messing
* Olivia Rice
* Belinda Phillips
* Tammy Welch
* Marc Yandle
* Machelle Williams
* Norma Escobar
* Nina Beech
 |
| **Improving Community Outcomes for Maternal and Child Health (ICO4MCH)****Contacts:** Sandhills Collaborative: Nina Beech, nbeech-at-co.cumberland.nc.usRobeson-Scotland Collaborative: Janna.blue-at-hth.co.robeson.nc.usMecklenburg: Cathy Henderson, cathy.henderson-at-mecklenburgcountnc.govNina and Janna gave us a summary of the ICO4MCH grant activities to promote breastfeeding. Their attendance, along with Leslie DeRosset from DPH who coordinates the grant will help ICO4MCH collaborate as the grant moves forward. Highlights follow.* Grant funding for improving health outcomes for children ages 0-5, currently in 2nd year of funding of 2-year funding cycle. A second 2-year funding cycle will begin next year.
* The grant uses a collective impact framework, principles of implementation science, health equity lens.
* Collaboration between counties across the state.
* All sites improving birth outcomes through reproductive justice framework
* Reducing infant mortality outcome, 3 sites using Ten steps for successful breastfeeding steps 3 and 10 (pull site methods from slides)
* Success story. Mecklenburg-union collaborative: Breastfeeding Health Equity Impact Assessment, WIC collaboration, faith community engagement, male focus group on MCH, BF and Child Custody, pre-season football and dads
* Success story. Sandhills Collaborative: local health department BF friendly policies and nursing spaces, business case for BF for Perdue Farms and Richmond Senior HS, Momma’s village doula collective
* Success story. Robeson-Scotland Collaborative: Champions for BF coalition, education network-BF classes offered at 4 locations (Peds, OB, and community), 7 lactation professionals trained, business case for BF-11 businesses achieved NCBC BFF designation
 |
| **Making it Work****Contact:** Leslie deRosset, Leslie.derosset-at-dhhs.nc.govMaking it Work is a 5-part tool kit, each part ranges from 3-12 pages, NC has adapted it from NY, with updated North Carolina specific data, laws on breastfeeding, and picturesAvailable as PDF download with cover letters that can be personalized when you send it out. The team is currently working on training/technical assistance for these materials.**Volunteer:** Need volunteers to help design an implementation guide that would support the toolkit as it rolls out. **Local:** Thinking about business support/school support for BF. New Hanover school’s wellness committee is looking at ways to support breastfeeding at schools. Space and/or float coverage for teachers. Would be helpful to have a flier from human resources for BF support for teachers.  |
| **Perinatal Regional Report**The perinatal region 5 report needs updating, please contact Ellen Chetwynd, ellenchetwynd-at-gmail.com, with updates and there will be a new updated report at the summit. Need current information for the spreadsheet, contact Crystal Unger, unger-at-eagles.nccu.eduCrossroads (system used to gather WIC breastfeeding data for the state): there have been changes in how the form collects data to more accurately reflect actual BF duration rates. Need to consider ways to collect BF duration outside of the public health department.Need to review self-reported/WIC questions to reflect mothers’ expressed milk feeding in addition to breastfeeding |
| **Next Meeting**The next NCBC meeting will be on Aug 9 from 5-6:30 in Greenville. Join us for snacks, time for socializing, and beverages in the conference complex.NCLCA annual summit being held on August 9th, followed by the Breastfeeding Symposium on August 10th in Greenville, NC. The Summit will focus on breastfeeding advocacy and practice strategies in North Carolina. Each region will also have the opportunity to prioritize their own areas of focus for the coming year.The Breastfeeding Symposium the following day will focus on management of the opioid crisis and its effects on breastfeeding support. See our brochure for more information on the sessions and how to register: <https://docs.wixstatic.com/ugd/fa37e1_6905f62be5d24c4dbb522b35bbe7d9ce.pdf>  |