

JULY 2020

MONTHLY NEWSLETTER



Message from the Chair



Hello NCBC Community,

We have been adapting new ways of working together to serve patients and their families and developing new ways to support each other during these unprecedented times of on-going change. Today, I am proud and honored to be standing with you as we continue to push forward prioritizing health, safety, and keeping families breastfeeding. Research shows that infants and children are the most vulnerable during emergencies like the COVID-19 pandemic. Breastfeeding saves lives! Human milk is always clean, requires no fuel, water, or electricity, and is available, even in the direst circumstances. Keep pushing NCBC Community.

Connie McLendon, MSN, MBA, RN, IBCLC, LCCE
Chair of North Carolina Breastfeeding Coalition



"In an effort to ensure that COVID-19 does not overshadow the needs and rights of North Carolinians as they seek perinatal care and lactation support, a focused group of experts and advocates from various disciplines joined together to form the NC Pregnancy & Continuity of Care During COVID-19 Task Force. The task force formed best practice recommendations for medical organizations and communities to provide safe, high-quality maternal and neonatal care for North Carolina mothers and their babies during COVID-19. The NC Pregnancy & Continuity of Care During COVID-19 Task Force Recommendations were then submitted to the NC Institute of Medicine Task Force for Maternal Health for consideration. If you are unfamiliar with this organization and/or Task Force for Maternal Health within the NCIOM, we highly encourage you to explore their page. Their overarching goal is to "identify evidence-based solutions to best improve maternal health outcomes and to guide and develop a Maternal Health Strategic Plan for the state.

"So, what happened with the recommendations from the NC Pregnancy & Continuity of Care During COVID-19 Task Force after they were submitted for consideration? The NCIOM agreed that the recommendations align with the goals of the NCIOM Maternal Task Force. In other words, the recommendations promote safe, high-quality maternal and neonatal care. What does that mean for you? You should read them, share them with colleagues, and if you are reading this as a person who is not a clinician take note of the resources and practices that should be in place to support the best care for you and your loved ones.

[Read full recommendations.](#)



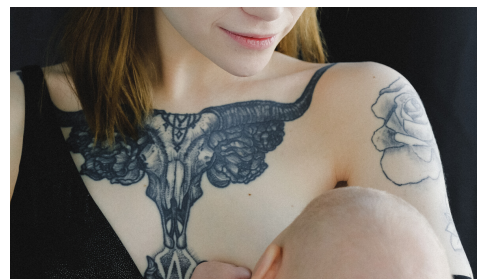
PARENT ADVOCACY CORNER

The North Carolina Breastfeeding Coalition (NCBC) is committed to creating an environment of genuine breastfeeding support for all families. Parents are at the center of this work. If you are passionate about breastfeeding and interested in volunteering in your community, we welcome you to join our organization as a Parent Advocate! We live in an incredibly diverse state and each community is unique. We know that a person who lives, works, volunteers, or supports parents in their community would have a better understanding of the needs in that area. Our parent advocate members identify education and resource needs of parents in their community, pinpoint areas that are working well for breastfeeding families when interacting with systems of care in their communities, and define ways to improve lactation care and support for families who are providing human milk to their babies. If you're interested in getting involved in the Parent Advocacy Group, contact Love Anderson at ncbcparent@gmail.com



TELEHEALTH DIRECTORY

Amidst COVID-19, NCBC would like to maintain a directory of online/telehealth breastfeeding resources across the state. Are you providing services for families during this time? [Visit our website](#) to view current resources and complete a form to add services.



Region VI Meeting Aug. 24th!

click [here](#) for details

IBCLC SPOTLIGHT

NC A&T Pathway 2 Human Lactation Training Program



NCAT P2P Program Director, Janiya Mitnaul Williams, MA, IBCLC, RLC, CLC is a Speech Pathology and Audiology Aggie Alum who chose a career in infant feeding.



North Carolina Agricultural and Technical State University is pleased to announce the NCAT Pathway 2 Human Lactation Training Program (NCAT P2P). The NCAT P2P is accredited by the Commission on Accreditation of Allied Health Education Programs upon the recommendation of the Lactation Education and Approval Review Committee (LEAARC). This is the second Pathway 2 program distinctly implemented at a Historically Black College and University (HBCU), and the first to offer a Post Baccalaureate Certificate that focuses on training to become an International Board Certified Lactation Consultant (IBCLC).

An IBCLC is a healthcare professional who specializes in the clinical management of breastfeeding. In the United States it is believed that less than 300 out of 17,389 IBCLCs are African-American. Traditionally, IBCLCs are: Caucasian, middle-aged, registered nurses. Most African-American IBCLCs are considered “non-traditional,” coming from a variety of career fields. This is why the NCAT P2P is strategically placed in the College of Agriculture and Environmental Sciences under Dean Mohamed Ahmedna within the Department of Family and Consumer Sciences lead by Dr. Valerie Giddings.

Despite the many benefits of breastfeeding, African Americans continue to have the lowest breastfeeding initiation and duration rates. These statistics have remained constant for nearly 50 years. Much like the maternal and infant mortality rates, even when a family’s income and/or education level is controlled, breastfeeding rates for African American infants are still consistently lower than all other races. Low breastfeeding rates among African Americans is a combination of institutional and historical barriers. Slavery, wet nursing, the eugenics movement, moving the birthing process from midwives in the home to hospitals with physicians, and the mass production of formula are all key factors that society redefined which greatly affected breastfeeding rates for African-Americans.

One way to increase breastfeeding rates is to produce more African-American and culturally-competent IBCLCs. Increasing the number of African-American lactation consultants will aid in increasing the number of African American families who choose breastmilk as an infant feeding choice. One of the health initiatives of the NCAT P2P is to move the pendulum of breastfeeding from being a feeding choice to a public health choice for African-Americans. Applications for next year will go out late February early March.

Visit the [website](#) for more information.

NCBC ANNOUNCEMENTS

August is National Breastfeeding Month!

The 2020 National Breastfeeding Month theme is **Many Voices United**.

Now, more than ever, we must come together to identify and implement the policy and systems changes that are needed to ensure that every family that chooses breastfeeding has the support and resources they need to succeed.

While 83 percent of U.S. infants receive breast milk at birth, only 25 percent are still exclusively breastfed at six months of age. Unequal access to breastfeeding supportive policies and environments have created persistent racial and ethnic disparities in breastfeeding initiation and duration. Our nation's families deserve better. Together, we can forge a brighter future. What are you doing in your community to highlight the First Food? Check out the [United States Breastfeeding Committee's website](#) to see more information about the theme for each week of August.

What will you be doing to celebrate National Breastfeeding Month?

NCLCA SUMMIT REGISTRATION IS OPEN!

The North Carolina Lactation Consultant Association (NCLCA) is hosting their annual breastfeeding summit online this year and you do not want to miss it! The theme this year is Making Connections with Changing Tides. Featuring up to 7.5 hrs of CNE, 7.5 contact hours, and an application for 7 CERPs.

This program is intended for Lactation Professionals (IBCLC's and others), Nurses, Breastfeeding Peer Counselors, Lay Breastfeeding Supporters, or anyone interested in lactation.

[Register Now](#)

Online 2020 Breastfeeding Summit

- 4 pre-conference webinars &
- livestream event August 18

**Making Connections with
Changing Tides**



Join NCBC & Volunteer!

Interested in getting involved in NCBC?

Our members are the heartbeat of the North Carolina Breastfeeding Coalition (NCBC) as they believe in the vision to have vibrant communities where breastfeeding and human milk feeding is a part of the fabric of life. Some are lactation consultants and nurses, others are academics and government workers, still others are parents, midwives, childbirth educators, doulas, massage therapists, physicians, and public health professionals. The energy of our diverse membership is the foundation for all the work we do to advance our mission. You can find our members actively participating in collaborative community work, creating environments of genuine breastfeeding support for families through areas like education and advocacy wherever they live in North Carolina. They take their commitment one step further to engage with people just like them across the state to make the vision a reality.

What areas are NCBC members currently impacting?

- Creating a space for parents to share experiences and connect with other parents across the state
- Growing the field of lactation experts by offering IBCLC Scholarships
- Hosting an annual educational lactation conference; bringing parents, advocates, and professionals from across the state together
- Pioneering programs that center community support for breastfeeding families by training peer counselors in their own communities and connecting them to medical clinics who serve mothers and babies
- Sponsoring 3 prestigious awards that compel outpatient medical clinics, inpatient birthing facilities, and businesses across NC to implement best practice that support and welcome breastfeeding

When you [become a member](#) you are saying yes to normalizing breastfeeding in North Carolina.

Are you passionate about breastfeeding? Interested in volunteering with us? We welcome your participation; your dedication and passion will help more babies breastfeed in North Carolina. Become a member!

Are you interested in engaging in professional development and leadership opportunities with the North Carolina Breastfeeding Coalition? Become a member!

All are welcome to attend [NCBC meetings](#).

Meet Our Team

Board of Directors

Connie McLendon



Chair

Ellen Chetwynd



Outgoing Chair

Colette Waddill



Treasurer

Brittany Brown



Secretary

Chiara Phillips



State Ex-Officio

At-Large Board Members

Machelle Williams



Executive Assistant

Love Anderson



Parent Advocacy Group Liaison

Laura Sinai



Membership Coordinator

Nicola Singletary



Regional Map Coordinator

Jenny Jensen



NCLCA Chair



IBLCE Stands in Solidarity with the African-American Community and in Support of Health Equity

In the aftermath of the tragic and senseless deaths of Rayshard Brooks, George Floyd, Breonna Taylor, Ahmaud Arbery, and many other African Americans, the International Board of Lactation Consultant Examiners® (IBLCE®) stands in solidarity with the African-American community, as well as Indigenous People and People of Colour around the globe.

IBLCE, as a certification board devoted to the health and safety of breastfeeding families through the certification of lactation professionals, stands for equality and the promotion of equitable health outcomes for all.

These numerous documented instances of grave racial injustices against African Americans, coupled with the disproportionate impact of COVID-19 on People of Colour, have laid bare long-standing and deep-seated inequities with respect to the health and safety of far too many.

Both as individuals and as an organisation committed to public health, safety, and equality, the IBLCE Board stands in solidarity particularly with African Americans in the United States at this painful time. IBLCE calls upon health and justice systems around the world to work towards equity and justice for all. However, it is important for organisations not just to talk, but to *act*.

In 2016, IBLCE first established and committed funding to the Emerging Leaders in Lactation Scholarship Programme through the affiliated Monetary Investment for Lactation Consultant Certification organisation (MILCC). IBLCE established this scholarship programme in the spirit of fostering diversity, equity, and inclusion among the community of International Board Certified Lactation Consultant (IBCLC) candidates and future leaders. The first cohort of Emerging Leaders in Lactation, selected in 2017, are from diverse backgrounds from around the world and work with diverse clients. To date, half of the Emerging Leaders Scholars have earned the IBCLC.

As a commitment to standing in solidarity with the African-American community and reducing health inequities through the certification of lactation professionals actively working to promote public health, IBLCE is providing funding to MILCC to establish the Dr. Clifton Kenon Jr. Scholarship. Each year for the next five years, the new Dr. Clifton Kenon Jr. Scholarship will provide funding for the IBCLC examination to five professionals who primarily provide lactation care to African-American clients.

The scholarship is named in honour of Dr. Clifton Kenon Jr., who has played a key leadership role with IBLCE over the past six years and is a subject matter expert in the diversity and inclusion field, currently serving as the Senior Diversity & Inclusion Officer with the United States Agency for International Development (USAID), which promotes global health.

Among many other significant accomplishments on behalf of IBLCE and the lactation community, Dr. Kenon has served two terms as IBLCE Treasurer, led the initiative to update the IBLCE bylaws and policies, and is an impactful and dedicated IBLCE representative to the U.S. Breastfeeding Committee (USBC). An IBCLC since 2009, he consistently demonstrates exemplary leadership and is an outstanding advocate on behalf of lactation. Further details on this scholarship will be made available in advance of the September 2021 examination application period.

IBLCE stands in solidarity with the African-American community and, through this new scholarship programme, commits to providing greater opportunity to those working to ameliorate health disparities and promote maternal and child health among African Americans.