



# Talking with Families



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# AGENDA

1. **Welcome** **10 minutes**
    - a. Our Why (Healthy Communities video)
    - b. Objectives
  2. **Breastfeeding fundamentals** **5 minutes**
    - a. All the certifications
    - b. Why engage the whole community
  3. **Community resources** **10 minutes**
    - a. Books, NCBC Health department, WIC, Support groups, IBCLC, Doulas, Birth Centers
  4. **Theoretical: The phases of Parenting** **5 minutes**
    - a. Pregnancy, birth, new baby, back at work, medication
  5. **Reality Check: In your program** **10 minutes**
    - a. (Moderators)
  6. **Next steps Groups** **15 minutes**
  7. **Wrap-up discussion/announcements** **5 minutes**
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# Our Why - Achieving Health Equity in Every Community

## **Learning Objective: Step 9 of the Breastfeeding Friendly Child Care Designation**

Contact and **coordinate with community breastfeeding** support resources; actively refer mothers and families.

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9.1 Our center has a list of community breastfeeding resources to be used for referral.

9.2 Our center regularly refers families to community breastfeeding resources.

9.3 Our center tracks community referrals and follows up with families as needed.

**Learning Objective: Step 10 of the Breastfeeding Friendly Child Care Designation**  
Train all staff (teaching and non-teaching) annually on the protection, promotion, and support of breastfeeding.

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10.1 Our center has **up-to-date materials** on hand that include **information on breastfeeding** and human milk feeding.

10.2 Each staff member receives at least one hour per year of continuing education on human milk feeding and breastfeeding support.

10.3 Our center provides a resource list, for our staff, of local lactation consultants and community providers who can answer breastfeeding and human milk feeding questions.

# Breastfeeding Fundamentals

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- Increased breastfeeding globally could prevent approximately 820,000 deaths of children under the age of five annually.<sup>[7]</sup>
- Breastfeeding decreases the risk of respiratory tract infections and diarrhea for the baby, both in developing and developed countries.<sup>[2][3]</sup>
- Other benefits include lower risks of asthma, food allergies, and type 1 diabetes.<sup>[3]</sup>
- Breastfeeding may also improve cognitive development and decrease the risk of obesity in adulthood.<sup>[2]</sup>
- Parents may feel pressure to breastfeed, but in the developed world children generally grow up normally when bottle fed with formula.<sup>[8]</sup>
- Benefits for the parent include less blood loss following delivery, better uterus contraction, and decreased postpartum depression.<sup>[3]</sup>
- Breastfeeding delays the return of menstruation and fertility, a phenomenon known as lactational amenorrhea.<sup>[3]</sup>
- Long-term benefits for the parent include decreased risk of breast cancer, cardiovascular disease, and rheumatoid arthritis.<sup>[3][7]</sup>
- Breastfeeding is also less expensive than infant formula.<sup>[9][10]</sup>

# So many TEN Steps! Awards and Designations

WHO and UNICEF launched the Baby-friendly Hospital Initiative (BFHI) and Ten steps to successful breastfeeding to help motivate facilities providing maternity and newborn services worldwide to implement the Ten Steps to Successful Breastfeeding.



# So many TEN Steps!

## Awards and Designations

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- **Hospitals**
  - WHO and UNICEF's [Baby-friendly Hospital Initiative \(BFHI\)](#)
  - [NC Maternity Center Breastfeeding-Friendly Designation Awardees](#)
  - NCBC's [Golden Bow Award](#)
- **Clinic**
  - NCBC [Mother-Baby Friendly Clinic Award](#)
- **Employee and Community Partners**
  - NCBC's [Breastfeeding-Friendly Employers & Community Partners](#) (easy, policy)
  - Local "[Breastfeeding Welcome Here](#)" (easy, no policy)
- **Child Care**
  - North Carolina Breastfeeding-Friendly Child Care Designation (reopening soon)
  - [Local Breastfeeding-Friendly Child Care Designation](#)
- **Local Communities/City:** [Breastfeeding Family Friendly Communitie](#)





# Why Engage the Whole Community?

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Families need breastfeeding support beyond the hospital

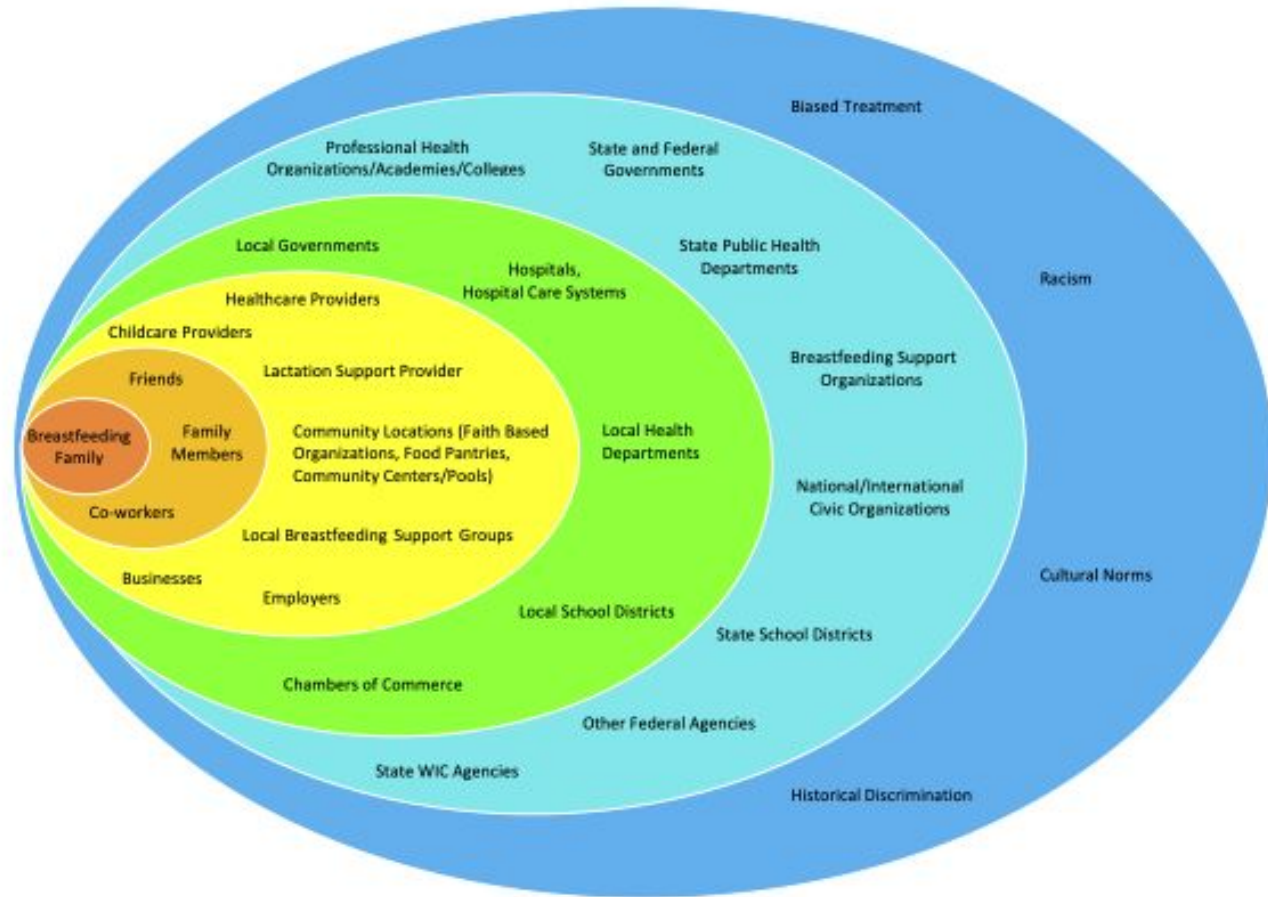
They need a supportive community

Collaboration...Government, Healthcare, Community Support Providers, Local Businesses, Nonprofits, Local Faith Communities, Childcare Providers, Local Schools, and more...



**Breastfeed Durham is a community-wide program to impact Health Equity, as supported by the World Health Organization guidelines to work with communities to improve breastfeeding support services.**

<https://breastfeeddurham.org>



Support and safeguard the breastfeeding family.

An Ecological model shows the ever expanding environment for protection and promotion of breastfeeding.

# Community Breastfeeding Resources

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Updated annually, this list includes the

- Local WIC agency
- Support groups
- International Board-Certified Lactation Consultants (IBCLCs)
- Other community providers who can answer breastfeeding questions.

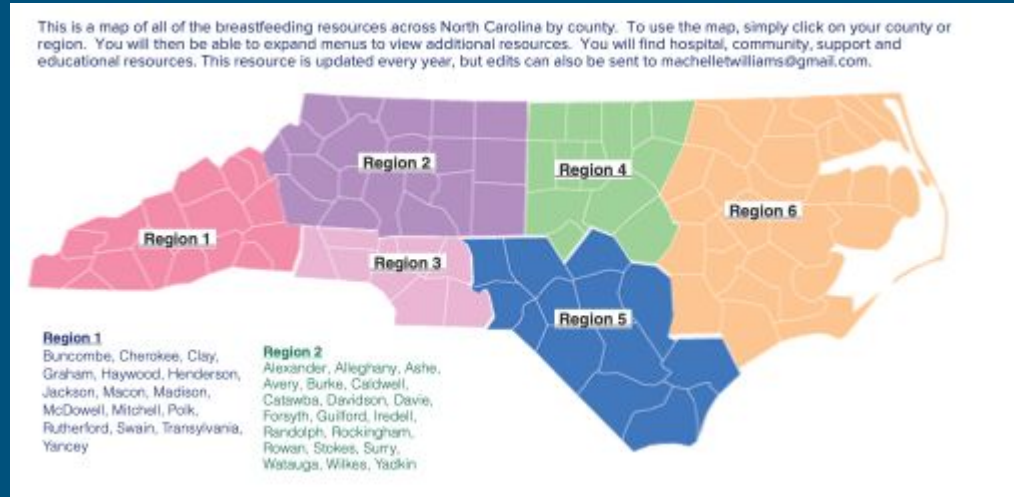
# Breastfeeding Resources

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This may include videos, books, handouts, or websites available for you to use at your worksite.

Resource	What did I like or dislike about the resource and why?
<b><u>Human Milk Banking Association</u></b>	My favorite thing about the Milk Bank is their donation for people who have experienced a loss. They are so sensitive. They thought of so much. The downside is the amount of milk that you have to have in order to donate.
<b><u>The Womanly Art of Breastfeeding 8th edition</u></b>	This was my introduction to breastfeeding and parenting. I read every pregnancy book, but I really didn't think about parenting until I had the baby in my arms. I expected it to be easy. I adored the stories at the beginning of the Womanly Art. However, I hated the going-back-to-work section. Here are good resources for going back to work <ul style="list-style-type: none"> <li>• <a href="https://workwellnc.com/NCMakingItWork.php">https://workwellnc.com/NCMakingItWork.php</a></li> <li>• <a href="https://www.womenshealth.gov/breastfeeding">https://www.womenshealth.gov/breastfeeding</a></li> </ul>
<b><u>Region   NCBC</u></b>	This resource lists almost everything. I don't like the way the resource does not rank the quality of the support.
<b><u>Global Health Media Videos — English</u></b>	I think the videos are great, however, I wish that the images represented more Americans and looked less international.
<b><u>Breastfeed Durham</u></b>	I am the Director of Breastfeed Durham, and I helped to gather all of these resources and share them with the health department over the last few years. It is hard to keep everything up to date.
<b><u>Global and National Breastfeeding Resources from BFFC</u></b>	I am on the board. So I think this is a great list, but again it is hard to keep everything up to date.
<b><u>Carolina Global Breastfeeding Institute</u></b>	I love these resources. They are always adding new information. I find it hard to keep up with all the additions and connect with the information that I'm looking for.

# North Carolina Breastfeeding Resources by County



<https://www.ncbfc.org/perinatal-region-map>

# Health Department

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NACCHO has created a tool to help you search for **local health departments** in your area. **Find contact** information for **local health departments** using the map

<https://www.naccho.org/membership/lhd-directory?searchType=standard&lhd-state=NC#card-filter>

# Women, Infants, and Children (WIC)

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Women, Infants, and Children

**Find WIC Locations** Near You. ... We have resources, knowledge, and tools to help you be **the** mom you want to be. ... **Contact** your **local office** for details.

<https://www.signupwic.com>



# Support groups

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- **Hospital**
- **WIC**
- **Spanish**
- **La Leche League Groups and others**
- **PM Meeting:**
- **Daytime Meetings**
- **Affinity Groups**

# La Leche League

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Leaders are trained parent volunteers who offer free information and support to help. Meetings are free to attend and open to those with breastfeeding, pumping, and human milk feeding questions or concerns.

<https://llusa.org/locator/>

# International Board Certified Lactation Consultants (IBCLC's)

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Private Lactation Consultant services: home visits, consultations in private office or breastfeeding clinic, rental of electric pumps and/or the sale of various products.

<https://uslca.org/resources/find-an-ibclc>

# Doulas

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A doula is a trained companion who is not a healthcare professional and who supports another individual through a significant health-related experience, such as childbirth, miscarriage, induced abortion or stillbirth, or non-reproductive experiences such as dying. Wikipedia

<https://doulamatch.net/search>

<https://www.dona.org/what-is-a-doula/find-a-doula/>

# Birth Centers

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The birth center is a health care facility for childbirth where care is provided in the midwifery and wellness model.

<https://www.birthcenters.org/search/custom.asp?id=2926>

# Research Projects at Your Local Universities

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COMMUNITY

Breastfeeding

CONNECTIONS

Birth

New Baby

Going Back to Work

# Birth and New Baby

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If you hope to breastfeed, and are about to give birth in a hospital, what are the things you need to know?

- What is a baby friendly hospital
- Breastfeeding Plan
- What to look for when breastfeeding
- Signs of a Poor Feeding
- Signs of a Good Feeding
- Establishing and Maintaining Milk Supply
- Sore Nipples
- Thinking of Supplementing?
- Risks of not breastfeeding
- Tear-Sheet Toolkit: From La Leche League International, each page in this link is complete on its own,, ready to be printed. Topics include...Early Breastfeeding, Problem Solving, Working, Pumping, Bottles



# Current United States/North Carolina Laws

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North Carolina Executive Order No. 82: North Carolina will provide workplace adjustments to enable employees to continue to perform job duties while they are pregnant, breastfeeding or affected by other related medical conditions. Employees and managers shall engage in good faith and in a timely and interactive process to determine the workplace adjustment.

# Making It Work

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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.

**Making it Work: For Moms Making it Work: Para Mamás** Planning starts during pregnancy with a Lactation Work Plan. This section contains valuable information on how to talk with your supervisor, coworkers and child care providers. Resources also include information on storing and handling breast milk, checklists and special tips for success. Sample schedules and food ideas help round out this section.

**Making it Work: For Family Members Making It Work: Para Miembros de la Familia** Support from family is critical to success. This section explains the important role grandparents and partners play while dispelling myths that might be held by others. How to give practical support and care for a breastfed baby is included in this section.

**Making it Work: For Employers:** The bottom line is breastfeeding is good for business. This section will assist employers in complying with state and federal laws. It explains the basic needs of employees, common sense solutions, resources, and FAQs.

**Making it Work: The Law:** The federal and NC laws are explained in enough detail to assist both parent and employer, such as the NC requirement for lactation spaces in all licensed child care and family day care homes. Guidance for interpreting the laws and resources are included.

**Making it Work: Other Materials:** This final section has sample letters and policies for easy downloading and use.

# Additional Resources for Going Back to Work

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- What are the benefits to employers?
- How should you prepare to go back to work?
- How should you talk to your employer about nursing breaks?
- How should you store your breast milk?
- What equipment and supplies do you need?
- What are creative solutions for break time and space?
- What do you do if your employer refuses to comply?
- Where should you go for help?
- How else does the Affordable Care Act impact breastfeeding families?
- What other resources are available?
- What about helpful breastfeeding tips?

# Tips for Challenging Environments

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- Engorgement
- Expressing Your Milk
- Are the breaks paid or unpaid?
- Who is covered by the law?
- Breastfeeding and the Law
- Break Time for Nursing Mothers
- What are the space requirements?
- How much time is “reasonable”?
- How often can you pump during the workday?
- How long do you have the right to pump at work?

# Baby

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- Growth
- What Can A Support Person Do?
- Weaning

# Medical

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- When to Call a Lactation Consultant
- Surgery and the Breastfeeding Mother
- Plugged Ducts and Mastitis

# Child Care

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- Tips for the Child Care Provider
- Storage and Preparation of Breast Milk
- Almacenamiento y Preparación de la Leche Materna
- Paced Bottle Feeding



How do you  
make it work?

Our program regularly refers families to  
community breastfeeding resources.

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## How?

Our program tracks community referrals and follows up with families as needed.

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Educational materials on breastfeeding and on the risks and benefits of  
different feeding options

# Culturally Appropriate



## Real World Applications

Each staff member receives at least one hour per year of continuing education on human milk feeding and breastfeeding support.

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# Thanks to all of our partners!

- ENRICH Carolinas - Carolina Global Breastfeeding Institute (CGBI)
- Buncombe County Partnership for Children
- Orange County Partnership for Young Children
- NC Partnership for Children
- Breastfeed Durham
- Breastfeed Orange NC

