

## BREASTFEEDING-FRIENDLY ACTIVITIES IN HOSPITALS AND CHILD CARE PROGRAMS: MAKING IT HAPPEN

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UNC  
GILLINGS SCHOOL OF  
GLOBAL PUBLIC HEALTH



CAROLINA GLOBAL  
BREASTFEEDING INSTITUTE  
Department of  
Maternal and Child Health

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### Carolina Global Breastfeeding Institute (CGBI)

- Research, Training, Service
- Focus on the 3B's: Birth Practices, Birth Spacing, Breastfeeding
- Transdisciplinary Translation Approach



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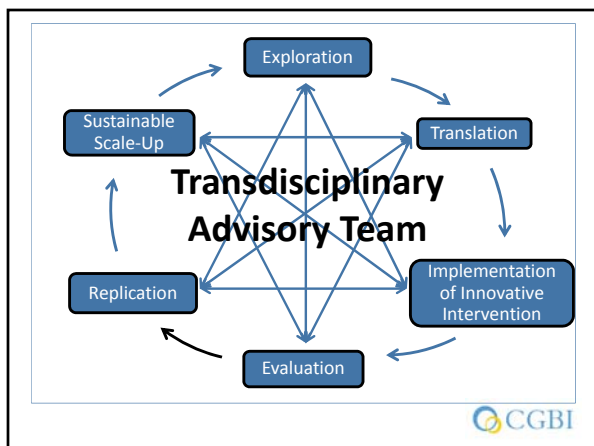
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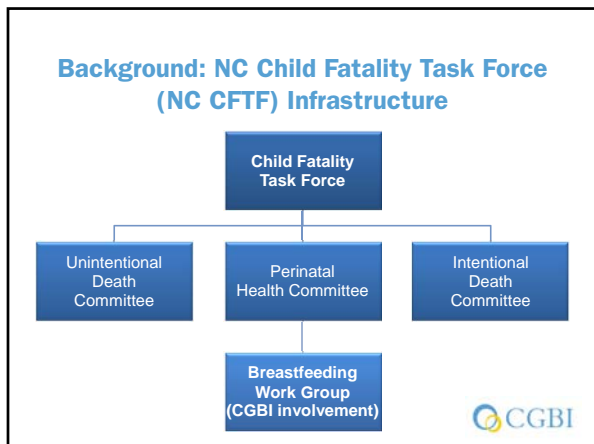
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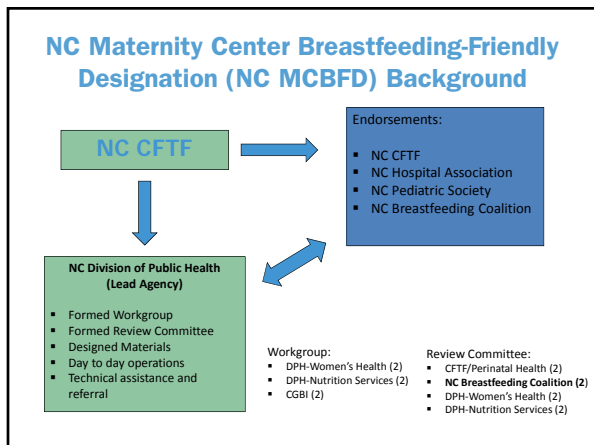
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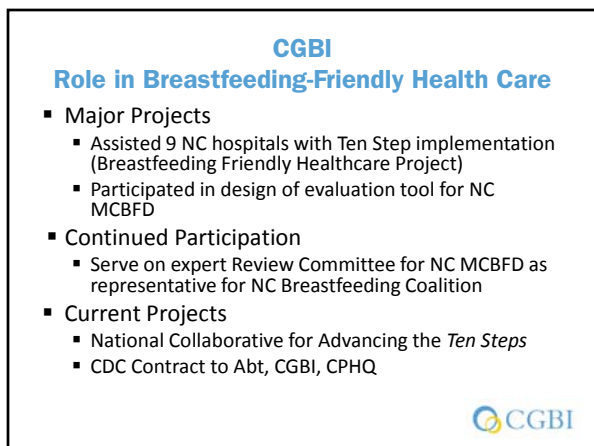
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### NC MCBFD Progress

- 31 current designees
- Frequent technical assistance
- 159+ webinar participants since August 2010
- Formal requests to adopt/adapt model from Washington, Georgia, Nevada, and Virginia



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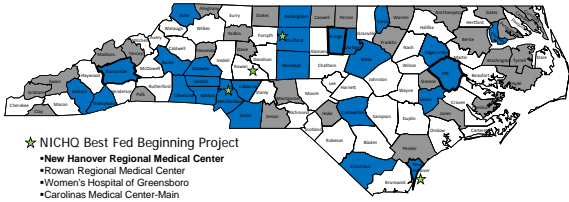
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### NC MCBFD Awardees, BFHI & NICHQ

Counties highlighted in heavy black border have at least one maternity center that has achieved fully Baby Friendly Designation from Baby Friendly USA



- ★ NICHQ Best Fed Beginning Project
  - New Hanover Regional Medical Center
  - Rowan Regional Medical Center
  - Women's Hospital of Greensboro
  - Carolinas Medical Center-Main
  - Presbyterian Hospital-Charlotte
- Counties with no Maternity Center



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**CGBI**  
**Role in Breastfeeding-Friendly Child Care**

- Major Projects
  - Pilot tested and developed the Ten Steps to Breastfeeding-Friendly Child Care (BFCC)
  - Implemented scale-up of statewide BFCC curriculum
  - Participated in review of materials for NC Breastfeeding Friendly Child Care Designation (NC BFCCD)
- Continued Participation
  - Serve on expert Review Committee for NC BFCCD
- Current Projects
  - Facilitate National Collaborative for Advancing Breastfeeding in Child Care




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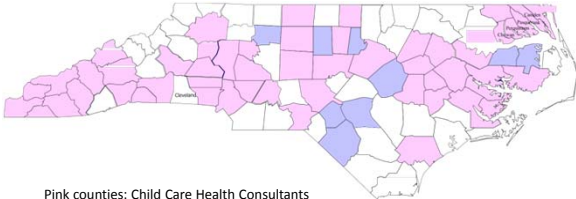
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**Support Statewide Training Program  
 NC Child Care Health and Resource Center**



Pink counties: Child Care Health Consultants  
 Blue counties: Partial coverage  
 White counties: No Child Care Health Consultants

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**Support Statewide Training Program  
 NC CCR&R Regional System**



14 Regions covered by four Infant Toddler Education Specialists  
 Infant Toddler Specialist(s) in each Region

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**NC Kids Eat Smart Move More**  
*Special Nutrition Programs*



North Carolina  
**Breastfeeding-Friendly  
Child Care Designation**

www.nutritionnc.com

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**NC BFCCD Progress**

- NC BFCCD launched January, 2014
- Two review committee meetings
- 8 current designees
- Technical assistance
  - Trainers
  - Early Care and Education Directors
  - NC BFCCD Directors



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- Kate B. Reynolds Charitable Trust
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- With appreciation to Collaborators:
  - NC Infant Toddler Enhancement Project
  - NC Child Care Health and Safety Resource Center
  - Shape NC: Healthy Starts for Young Children
  - Wake County Human Services
  - Wake County Smart Start



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Questions and Comments Welcome  
Thank you



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