

Community Breastfeeding Support: The Latest From Mississippi

Panelists:

Rebecca B. Saenz, MD, FABM, Board of Directors President,
Mother's Milk Bank of Mississippi

Tawanda Logan-Hurt, BSW, CLC, CHAMPS Mississippi Delta
Community & Hospital Consultant; MSDH Region 1 Breastfeeding
Coordinator

Jacinda Roach, PhD, RD, LD, Programs Officer, The Mississippi
Public Health Institute

Jacqueline Lambert, Breastfeeding Coordinator, Delta Health
Alliance

Chelesa Presley, CLC, Doula, CHW, Lead Facilitator, Crossroads
Baby Café; Owner and Doula, Early Dawn Birthing Services



You can use the chat box for questions during the presentation.

Meeting Call-in Number: +1 312 626 6799 US

Upcoming CHAMPS Wednesday Webinars

Webinars are held in collaboration with the Mississippi State Department of Health and the Bower Foundation



April 14th: *Updates from Baby-Friendly USA:
Launching Virtual Assessments and Revising Guidelines
and Evaluation Criteria*

Presenters: **Eileen FitzPatrick, DrPH, MPH, RDN**, Baby-Friendly USA Chief Executive Officer



June 23rd: *CHAMPS Begins Mississippi WINS:
Workplaces Improving Nursing Support*

Presenters: **Cathy Carothers, BLA, IBCLC, FILCA**, Mississippi CHAMPS Liaison and Trainer, Co-director, Every Mother, Inc.

If there are topics you would like covered in future webinars, please email CHAMPSbreastfeed@gmail.com.
For log-in information or for slides and recordings of past webinars, visit: cheerequity.org/webinars.html.



CHEERing for CHAMPions: Virtual Breastfeeding Conference 2021

May 19, 2021, 8AM-4PM CST/9AM-5PM EST!

Keynote Speakers:

- ✧ **Michelle Y. Owens, MD, MS**, Division Chief and Fellowship; Director, Maternal Fetal Medicine, University of Mississippi Medical Center
- ✧ **Rafael Pérez-Escamilla, PhD**, Professor of Public Health, Director, Office of Public Health Practice; Director, Global Health Concentration, Yale School of Public Health
- ✧ **Diane Lynn Spatz, PhD, RN-BC, FAAN**, Professor of Perinatal Nursing & The Helen M. Shearer Professor of Nutrition, University of Pennsylvania School of Nursing; Nurse Scientist for the Lactation Program, Children's Hospital of Philadelphia
- ✧ **Kenn L. Harris**, Senior Project Director and Engagement Lead, National Institute for Children's Health Quality (NICHQ)



The conference will offer clinical, equity, and global tracks, and will be accessible online for four weeks so attendees can catch all the sessions.

Generously Funded By:

CHEERing for CHAMPions: Virtual Breastfeeding Conference 2021



CHEERing for CHAMPions: Virtual Breastfeeding Conference 2021

Accreditation Statement



In support of improving patient care, this activity has been planned and implemented by Amedco LLC and Center for Health Equity Education, & Research based at Boston Medical Center (CHEER-BMC). Amedco LLC is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

Nurses (ANCC)

Amedco LLC designates this activity for a maximum of 6.0 ANCC contact hours.

Conference registration is FREE

Register here: install.events/th saa20

Questions? Contact champs.breastfeed@gmail.com!



CE Credits will be available at no cost for Mississippi nursing staff, and available with a requested donation of \$50 for nursing staff outside Mississippi.

Generously Funded By:



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ADVANCING MATERNITY PRACTICES

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Jackson State University
CHEERING
Choose Love

The Bower Foundation
Reaching Our Sisters Everywhere (ROSE)
Blue Cross & Blue Shield of Mississippi

Community Breastfeeding Support: The Latest From Mississippi

✧ Panelists Introductions

Jacinda Roach, PhD, RD, LD, Programs Officer, The Mississippi Public Health Institute

Jacqueline Lambert, Breastfeeding Coordinator, Delta Health Alliance

Rebecca B. Saenz, MD, FABM, Board of Directors President, Mother's Milk Bank of Mississippi

Tawanda Logan-Hurt, BSW, CLC, CHAMPS Mississippi Delta Community & Hospital Consultant; MSDH Region 1 Breastfeeding Coordinator

Chelesa Presley, CLC, Doula, CHW, Lead Facilitator, Crossroads Baby Café; Owner and Doula, Early Dawn Birthing Services

✧ Moderated Panel Discussion

✧ Audience Questions



MSPHI

Mississippi
Public Health
Institute

Gulf Coast Healthy Families, Mothers and Babies

Racial and Ethnic Approaches to
Community Health
(REACH)

Jacinda Roach, PhD, RD, LD

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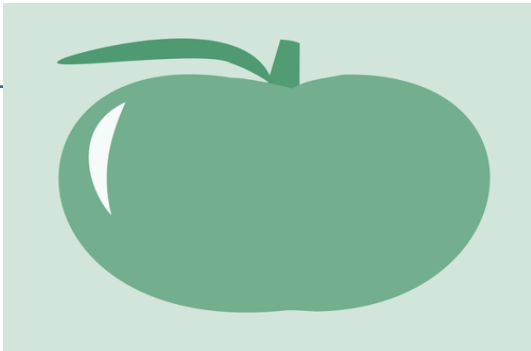
Project Goal:

Reduce health disparities and rates of chronic disease among African Americans in Mississippi's three coastal counties of Hancock, Harrison, and Jackson

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Strategy Areas



Nutrition



Tobacco-Free Living



Community-Clinical Linkages

Baby Café

- Opened first Baby Café community breastfeeding resource at Singing River Health System in Pascagoula (Jackson County.)



Baby Café

- Since that time 2 additional Baby Cafés have been opened at Merit Health Hospital in Biloxi (Harrison County) and at The Gulf Coast Breastfeeding Center (Hancock County).
- With the onset of the pandemic, Baby Cafés have moved to a virtual platform and this has expanded their reach.



Other Breastfeeding Activities

- Coastal Family Health Center's Community Resource Manager provides referrals to clients based upon identified needs.
 - Can provide support to mothers through Baby Cafés and other resources.
- Jackson County Civic Action Committee Head Start sites were designated as breastfeeding friendly early childcare education centers.
 - Supports breastfeeding friendly environment for clients and employees
 - All 5 of their sites are now breastfeeding friendly.
- MSPHI supports implementation of the GO NAPSACC in early childhood education centers by offering a cash incentive for participation.
- MSPHI has also launched a communications campaign under the acronym of SHEA (Sharing Health Education and Awareness). It is a targeted, community-centered approach that focuses upon African American women and promotes messaging related to our strategies, which includes breastfeeding. <https://sheahealth.org/>



Jacqueline Lambert



- ▶ Mother of 3, breastfed 2, one for 36 months and one exclusively pumped for 12 months.
- ▶ AAS in Medical Administrative Assistant
- ▶ BS in Nutrition
- ▶ Certified Lactation Counselor
- ▶ Certified Childbirth Educator
- ▶ Full Spectrum Doula
- ▶ Certified Passenger Safety Technician
- ▶ Community Health Worker
- ▶ Certified Health & Wellness Coach
- ▶ Breastfeeding Coordinator, Delta Health Alliance

What are we doing?



Delta Home Visiting Initiative
Supported by **Delta Health Alliance**



SUPPORTED BY **DELTA HEALTH ALLIANCE**



Greenwood Leflore Hospital
The right care at the right time—glh.org



MSMILKBANK.ORG

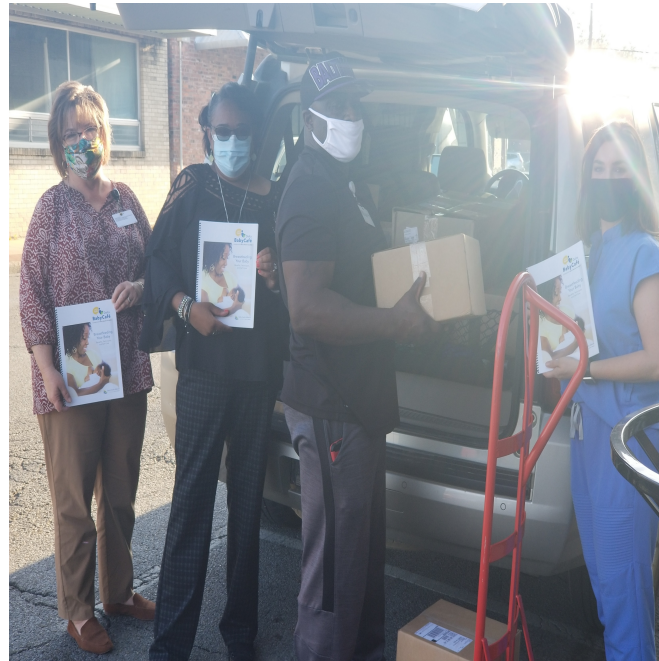
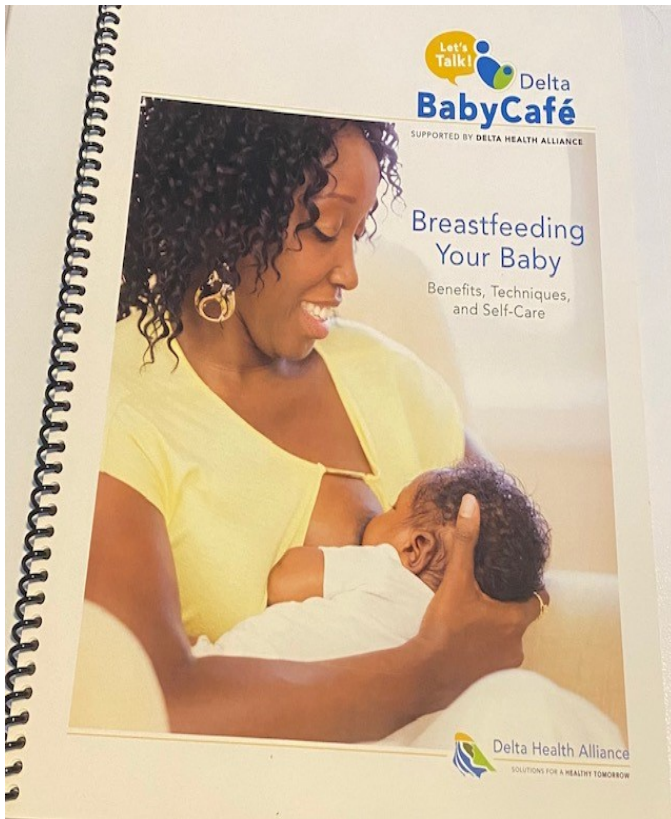
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Lactation Spaces



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Collaboration with BUILD Health Challenge



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601-939-5504

director@msmilkbank.org

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OUR MISSION

- ▶ **To accept, Pasteurize, and dispense donor human milk to premature and ill infants in Mississippi by physician prescription and according to the standards of the Human Milk Banking Association of North America.**



WE SUPPORT BREASTFEEDING:

By providing human donor milk for babies in hospital NICUs in Mississippi

- ▶ Bridge to Mother's Own Milk
- ▶ Supplements to Mother's Own Milk

By providing human donor milk for outpatient infants in special circumstances, by physician prescription (as we have supplies available).

By raising awareness of the importance of breastfeeding for both maternal and infant health.

OUR GOALS

- ▶ To increase our presence in the state by conducting outreach programs
- ▶ To cultivate a renewable supply of donor human milk in Mississippi by raising awareness of the importance of milk banking
- ▶ To make human milk donation convenient by opening more depot locations
- ▶ To increase our services to include
 - ▶ Supplying every hospital NICU in Mississippi with human donor milk
 - ▶ Supplying every delivery hospital with human donor milk for supplementing full term babies, as medically indicated



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babycafé

Delta Baby Café Greenville Site

Facilitated by
Mississippi State Department of
Health WIC Peer Counselors

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**EVERY WEDNESDAY VIRTUAL ZOOM MEETING
FOR PREGNANT AND BREASTFEEDING MOTHERS
AND THEIR SUPPORT**



babycafé

11 AM CST

Zoom Meeting ID 438 108 0312 pass: 416074

WWW.BABYCAFEUSA.ORG



Delta Baby Café' **ZOOM MEETINGS**

**BABY CAFÉS ARE FREE RESOURCES FOR PREGNANT AND
BREASTFEEDING MOTHERS, OFFERING: SUPPORT FROM
SPECIFICALLY-TRAINED STAFF OPPORTUNITIES TO
SHARE EXPERIENCES AND MAKE FRIENDS AND
OPEN-FORUM DISCUSSIONS**



Delta Baby Cafe
Greenville Site
Champs Delta Hills
Baby Cafe'

MORE INFO

MAGGIE ALLEN (662) 394-0010; TAWANDA LOGAN-HURT (662) 458-2379; PATRICIA JONES (662) 571-7566;

Virtual Zoom Sessions

New attendee's registration link

<https://www.babycafeusa.org/momregdemoqrinput.html?bcID=640>

Return attendees sign in link

<https://www.babycafeusa.org/momattnqrinput.html?bcID=640>



bc640 - Delta Baby Café

First time attendee - Please scan code below and register



Client Registration - bc640

Every Café session please scan code below and mark your attendance



Client Attendance - bc640

Staff member: scan the code below to enter session data

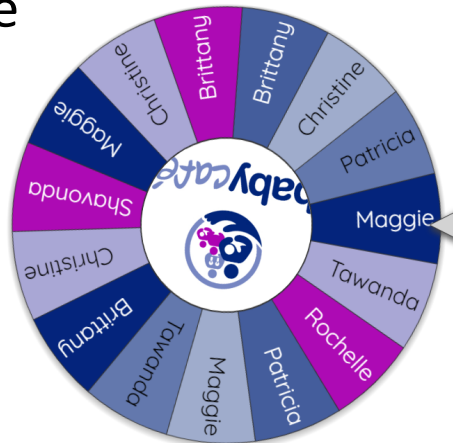


Staff Attendance - bc640

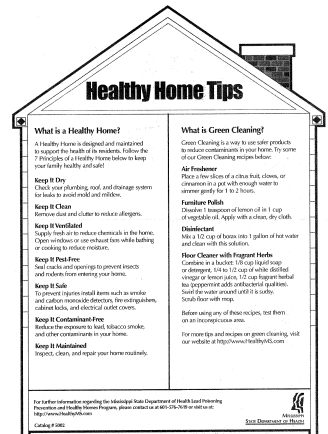
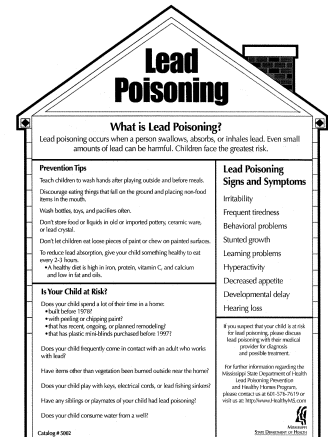
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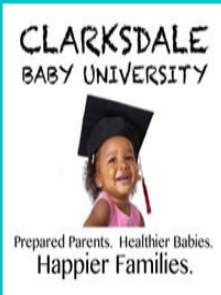
Meeting Activities

- Monthly attendance raffles and prizes
- Special monthly speakers
- Award Certificates
- Education sessions
- Socializing




MISSISSIPPI SIDS & INFANT SAFETY ALLIANCE
in the belief that every child should live

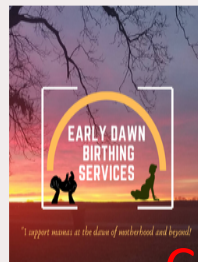




Friends of Finn's
Milk Depot

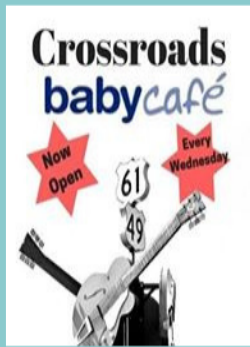


The Center of Early Childhood Health,
Education, and Advocacy



**Chelesa Presley, CLC, Doula, CHW
Owner/Co-Founder/Executive Director**

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Crossroads Baby Cafe'

Support
Resources
Breastfeeding!



Certified Lactation
Counselors

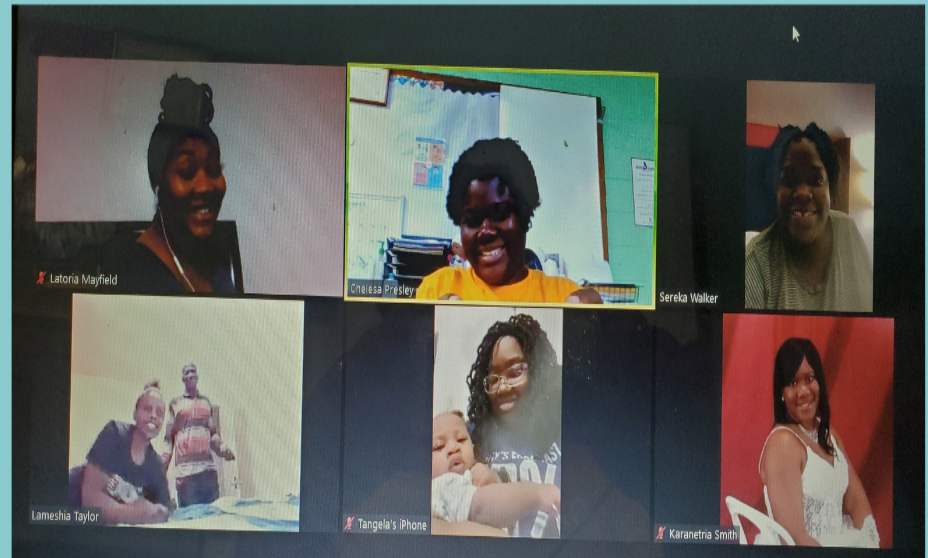
Please click this URL to join: <https://form.jotform.com/201045006167039>



Virtual Baby Cafe

Wednesdays 11 am to 1 pm CT

For more information call: 662.609.0707 or email: cjpalway@gmail.com

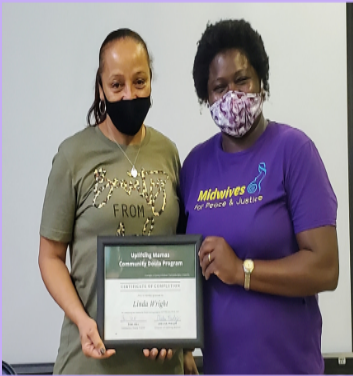


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Uplifting Mama Community Doula

- Increase the number of persons of color working in birth and breastfeeding in the MS Delta
- Increase exclusive breastfeeding beyond 3 months
- Increase the rate of completed postpartum visits at 6 weeks



A program of



CLARKSDALE
BABY UNIVERSITY



Prepared Parents. Healthier Babies.
Happier Families.

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Moderated Discussion

Use the chat box to send in any questions you have
for the audience Q&A portion

Think of a question after the webinar?

Email the CHAMPS Team at
[champs.breastfeed@gmail.com!](mailto:champs.breastfeed@gmail.com)

Thank you for joining!

Tune in on April 14th for the next webinar in the series,

***Updates from Baby-Friendly USA:
Launching Virtual Assessments and
Revising Guidelines and Evaluation Criteria***

**Presenters: Eileen FitzPatrick, DrPH, MPH, RDN,
Baby-Friendly USA Chief Executive Officer**