

# CHAMPS Begins *Mississippi* WINS: Workplaces Improving Nursing Support

Presented by:

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

Joined by representatives from  
**Greenwood Leflore Hospital,**  
**Merit Health Woman's Hospital,**  
**Southwest Mississippi Regional Medical Center,**  
and **Delta Health Alliance**



Please make sure you are on mute during the presentation. Use the chat box to send in questions.

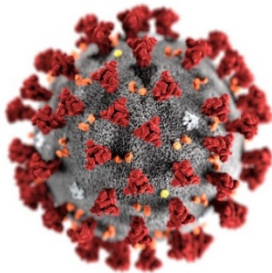
Meeting ID: 964 7618 0797 | Meeting Call-in Number: +1 312 626 6799 US

# Upcoming CHAMPS Wednesday Webinars

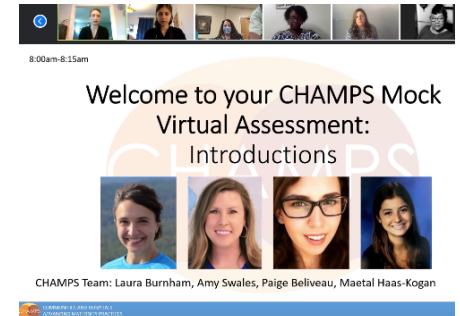
*Webinars are held in collaboration with the Mississippi State Department of Health and the Bower Foundation*

## **This is the last Wednesday Webinar in the Spring Series 2021!**

**Look out for information on future Wednesday Webinar Series in the Fall!**



***All webinars in the Spring Series are available on our website!***



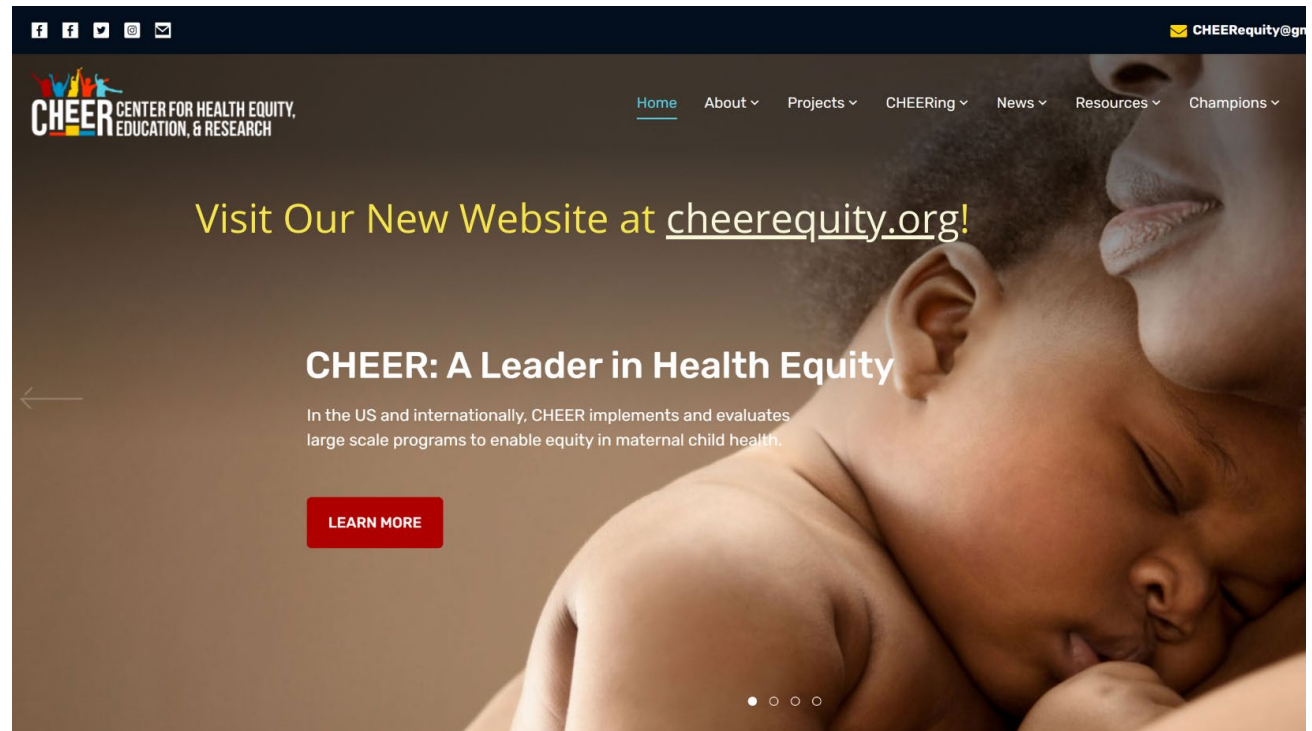
If there are topics you would like covered, please email: [CHAMPSbreastfeed@gmail.com](mailto:CHAMPSbreastfeed@gmail.com)

For slides and recordings of past webinars, visit: [cheerequity.org/webinars.html](http://cheerequity.org/webinars.html)

# Announcements from CHAMPS

## Our new CHEER website is live!

*Visit  
cheerequity.org  
today!*



# CHAMPS Begins *Mississippi WINS*: Workplaces Improving Nursing Support

## Presentations

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

**Melynda Noble, MD**, Pediatrician, & **Kerri Reaves Grossman**, Child Life Coordinator, Greenwood-Leflore Hospital

- *Building on Baby-Friendly with Employee Support*

**Rene Simpson, BSN, IBCLC**, Lactation Coordinator and CHAMPS Team Lead, Merit Health Woman's Hospital

- *Creating a Hospital Culture of Breastfeeding Support*

**Angela Parker, CLC**, Lactation Team Lead and CHAMPS Team Lead, Southwest Mississippi Regional Medical Center

- *Engaging the Hospital Team to Improve Communications*

**Melanie Williams, MSW**, Associate Vice President, Home Visiting Initiatives, Delta Health Alliance

- *Broadening Support to the Business Community*





# Building a Lactation Room

To support our own employees and visitors to GLH

# Inspiration

- Delta Breastfeeding Coalition
  - Sponsored by Delta Health Alliance
  - Made up of interested members of community
  - Including Moms breastfeeding in community
- Ideas to support Breastfeeding Moms
- Community lacks support after moms return to work
  - Adequate space for breastfeeding
  - Adequate time for breastfeeding

# Challenging Your Business to Become Breastfeeding Friendly (BFF)

Won't You Join the Challenge?



All of the major medical organizations recommend that babies receive nothing but breast milk during the first 6 months of life, and continue receiving breast milk for the first year and beyond. Yet, a significant portion of women halt breastfeeding prematurely due to worries about continuing to breastfeed when returning to work. Other new mothers put off coming back to work, or decide not to come back at all, as they see breastfeeding and employment at odds with one another.

But a Breastfeeding Friendly Business is a better way! Women can return to work and feel confident continuing to breastfeed, and employers can keep employees while also reaping substantial economic and personnel benefits.

## Delta Breastfeeding Coalition Community Challenge

### Why?

Becoming a Breastfeeding Friendly Business yields plentiful results:

- Reduce turnover rate
- Lower absenteeism
- Raise employee morale and loyalty
- Lower medical costs & health insurance claims
- Add to existing family benefits
- Augment public relations as a recognized BFF site

### How?

Becoming a Breastfeeding Friendly Business is a simple process. Here are the four basic goals:

#### Privacy

This can be a woman's private office or a designated lactation room with the proper amenities.

#### Flexible Break Option

Breastfeeding women can express milk during regular breaks & lunch.

#### Education

Workplace resources aid in preparing and supporting women to balance breastfeeding and working.

#### Support

An accepting attitude from coworkers and supervisors helps breastfeeding women feel supported and confident in their decision.

Allow the Delta Breastfeeding Coalition to help you every step of the way!

**CONTACT**  
Melanie Williams, Director of Home Visiting Initiative  
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E-MAIL [mwilliams@deltahalthalliance.org](mailto:mwilliams@deltahalthalliance.org)

Delta Health Alliance | [www.deltahalthalliance.org](http://www.deltahalthalliance.org) | July 2019



**DELTA HEALTH ALLIANCE**  
Solutions for a Healthy Tomorrow



COMMUNITIES AND HOSPITALS  
ADVANCING MATERNITY PRACTICES

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# Inspiration

- GLH wanted to become a flagship business
- GLH evaluated our self as an employer
  - GLH had no policy
  - Managers were supportive of time to pump
  - But no designated area

# MAKE A POLICY

STEP 1

GLH was able to formulate a policy with the help from resources from the Delta Breastfeeding Coalition, the Office on Women's Health: Supporting Nursing Moms Work / What the law says about breastfeeding / Sample policies for Supporting Breastfeeding Employees ([www.womenshealth.gov](http://www.womenshealth.gov)), and the Mississippi Workplace Law (Mississippi Breastfeeding Law, Code 71-1-55)



## Greenwood Leflore Hospital Employees Breastfeeding

**Scope:**

Hospital Wide

**Purpose:**

Greenwood Leflore Hospital recognizes the value of breastfeeding for mothers and babies.

**Policy:**

In recognition of the well documented health advantages of breastfeeding for infants and mothers, Greenwood Leflore Hospital provides a supportive environment to enable breastfeeding employees to express their milk during work hours.

This policy shall be communicated to all current employees and included in the new employee orientation training.

## Procedure:

### 1. Company Responsibilities

- a. **Milk Expression Breaks**- Breastfeeding employees are allowed to breastfeed or express milk during their normal breaks and mealtimes. For time that may be needed beyond their usual break times, employees may negotiate time with their supervisor.
- b. **A Place to Express Milk**- A private room (not a toilet stall or restroom) shall be available to breastfeed or express milk. The room will be private and sanitary, located near a sink with running water for washing hands and rinsing out breast pump parts, and have an electrical outlet. If employees prefer, they may also breastfeed or express milk in their private offices, or in other comfortable location agreed upon in consultation with the employees' supervisor.
- c. **Staff Support**- Supervisors are responsible for alerting pregnant and breastfeeding employees about support for breastfeeding or milk expression. Supervisors will help facilitate each employees infant feeding goals. It is expected that all employees will assist in providing a positive atmosphere of support for breastfeeding employees.

## 2. Employee Responsibilities

a. **Communication with Supervisors**-Employees who wish to express milk during the work period shall keep supervisors informed of their needs so that appropriate accommodations can be made to satisfy the needs of both the employee and the hospital.

b. **Maintenance of Milk Expression Areas**- Breastfeeding employees are responsible for keeping milk expression areas clean, using anti-microbial wipes as needed. Employees are responsible for keeping the general lactation room clean for the next user. This responsibility extends to both designated milk expression areas, as well as other areas where expressing milk will occur.

c. **Milk Storage**- Employees are responsible for the proper storage of their milk, in a small cooler or refrigerator. Breast milk is a food and may be stored in a refrigerator in the same way other food is stored.

### History/Review

1. Review: When necessary or every three years.
2. History: Formulated- 5/03/19

Page 1 of 2

# FIND A LOCATION

STEP 2



# Location, Location, Location

- Administration was very receptive of idea
- Our requirements for Lactation room
  - Not a bathroom, not a closet
  - Running water
  - Electricity
  - Room for a comfortable chair
- JUST ASK.....We got more than we asked for!

# We got

- Great location
  - Close to newborn area, so can be used by returning moms
- Big room
- Multiple comfortable chairs
- Curtain dividers
- Refrigerators
- Adjoining bathroom with diaper changing station
- TV
- Phone



### GLH Lactation Room

The GLH Lactation Room consists of one room, which is able to be divided into three quadrants by privacy curtains. The room allows for three reclining chairs along with two cushioned straight back chairs. Two televisions, plentiful counter space, storage drawers, and two sets of closets are available for use if needed. We also added a changing table in the bathroom for mothers who have their children with them. In the near future we hope to add two dorm size refrigerators.



# Publicity

Step 3

GRAND OPENING: Invited members of community, HR Directors in our community, Baby-friendly Task force members, Politicians, Mayor, just everyone.



# Delta Breastfeeding Coalition Community Challenge

Promoting continued breastfeeding once mom has returned to work!

## *Breastfeeding Friendly (BFF) Business Challenge*

AUGUST 13<sup>TH</sup>, 2019  
3:30 PM



**Greenwood Leflore Hospital**

Greenwood Leflore Hospital, Conference Room 1 A-C  
1401 River Road, Greenwood, MS

[WWW.DELTAHEALTHALLIANCE.ORG](http://WWW.DELTAHEALTHALLIANCE.ORG)



**DELTA HEALTH ALLIANCE**  
Solutions for a Healthy Tomorrow



Employees were encouraged to come check out the location.

Greenwood Leflore Hospital now has a lactation room available for our employees and visitors who need a private place to pump or breastfeed.

Please join us for a ribbon cutting ceremony to celebrate this new lactation room. If you are a breastfeeding mom, we invite you to bring your child.



**Tuesday, August 13, 2019  
3:00 p.m.  
Greenwood Leflore Hospital  
on 3rd Floor  
Lactation Room  
(just outside  
3 East Nursing station)**



Greenwood Leflore Hospital  
**A Lifetime of Care**

# Lactation *room* opens



Rutile Robison

At Greenwood Leflore Hospital's new lactation room are, front row, from left, Christine Powell, Mississippi State Department of Health peer counselor; Melanie Williams, director of Home Visiting Initiatives for Delta Health Alliance; Dr. Melynda Noble, pediatric hospitalist; Kerri Grossman, child life coordinator; LaKendrea Bush, one of the hospital's breastfeeding employees; and Cristina Latade, a breastfeeding mom holding daughter Adrielle Latade; back row, Dr. Edward Ehlinger, public health metaphysician with National Leadership Academy for Public Health; Tawanda Logan-Hurt, breastfeeding coordinator for Mississippi State Department of Health Northern Region; Dr. Kimberly N. Sanford of Greenwood OB/GYN Associates; and Chris Latade, father of a breastfed child.



# Good baby food



Cassandra Brown, director of maternal child health at Greenwood Leflore Hospital, points to the "Ten Steps to Successful Breastfeeding," which provides information for facilities providing maternity services and care for newborn infants.

**G**iving a newborn baby the best possible start in life begins with nutrition.

And the best form of nutrition that provides numerous health benefits for both baby and mother, according to many physicians and health organizations, is breast milk.

Only 1 in 4 infants, however, are still exclusively breastfed, as

recommended, at the age of 6 months, the Centers for Disease Control and Prevention said in a recent report.

"So what that's saying is only 25% of the population in the United States is receiving the best nutrition that they can for the first six months of life," said Melynda Noble, a pediatrician at Greenwood Leflore Hospital. "We're much lower than that here in Mississippi and definitely in the Delta."

According to a report by the surgeon general, breastfeeding protects babies from infections and illnesses that include diarrhea, ear infections and pneumonia. Breastfed babies are less likely to develop asthma. Breastfeeding also reduces the risk of sudden infant death syndrome.

"Breast milk has human cells in it, and formula does not," said Noble. "Those human cells include antibodies. So if you recently had an illness or all of your illnesses that you've had throughout your life, whatever immunity you have, you are transferring that immunity to the baby. When that baby is better protected with mom's immunity, they are less likely to get infections. There are less ear infections. During the first year of life, infection is the most deadly thing parents worry about."

Also, mothers who breastfed have a decreased risk of breast and ovarian cancers, high blood pressure and Type 2 diabetes.

"Studies show that mothers who breastfed when they were in their 20s and 30s, when they

STORY AND PHOTOS BY RUTHIE ROBISON





# EMPLOYEE PUMPING POLICY

MERIT HEALTH WOMAN'S HOSPITAL  
RENE SIMPSON, BSN, IBCLC

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# Purpose

- Establish a policy to allow a reasonable break time and appropriate location to express breast milk
- Current policy states up to one year, I would like to see this changed to-as long as mom is lactating and pumping milk for her baby



# Break Time

- There is no time frame or specific time designated for an employee to pump
- Break is long enough for sufficient time to express breast milk
- Employee does not have to use lunch time or regular break time for pumping
- Employee does not have to clock in or out to pump

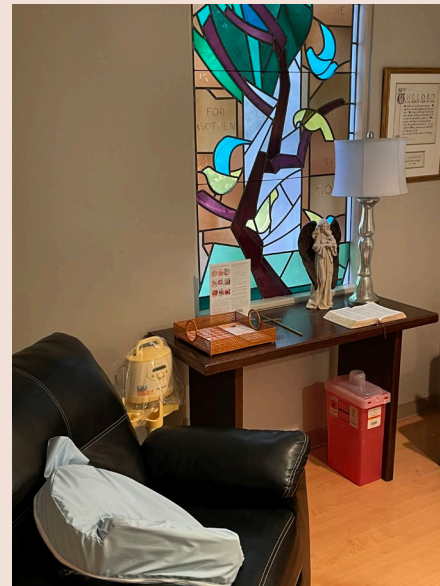
# Location for Pumping

- Employee is granted a space which is private, NOT a bathroom
- Available when needed
- Free from intrusion



# Pumping Goal for our Employees

- Privacy
- Comfort
- Adaptability
- Access to our Lactation Consultant



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# Southwest Mississippi Regional Medical Center

*Presents*

## “Engaging the Hospital Team to Improve Communications”





# Engaging the Hospital Team to Improve Communications



**HealthStream Learning Center is a web-based learning management platform designed to help healthcare organizations create, organize, and manage regulatory compliance training for the workforce.**





## Now Open: A 'Mommy and Me Room'

Southwest Mississippi Regional Medical Center is going to be doing its part to encourage breastfeeding, not only for its patients, but for visiting moms or employees who need a private spot to feed their babies. The hospital has opened what it calls a

"mommy and me room," an area for employees and visitors to the hospital who need privacy and space to breastfeed or pump breast milk. The room is located on the fourth floor in between the O/N/PECC area and the LOFF.

"It is a private, soothing environment to feed, pump, and even change baby clothing." Perennial diene nurse Karin Pace said, "I hope this shows our employees and our community how dedicated we are in support of breastfeeding mothers."

the staff will be readily available to provide support, encouragement and provide education to the mother and her support system.

"We definitely want to be baby friendly, mom friendly and community friendly. We are encouraging skin-to-skin, bonding with the mother and making sure the baby is in a safe place," said Parker.

Parker believes early breastfeeding education, particularly with young and first-time mothers, will encourage more mothers to feed the natural way.

"The earlier in pregnancy, the better," Pace said. Part of that aim will be better preparation and education for mothers-to-be when they visit clinics for prenatal care.

Richardson said prenatal visits are the ideal time to begin the conversation about breastfeeding preferences.

"We want all of our pregnant patients to have the information that they need to make informed decisions about what is right for them. Education is the key," he said.

"Over the past year, we have added new breastfeeding resources to give to women during their prenatal visits. Our clinic nurse manager has received advanced training in breastfeeding education."

"Each of our staff members is committed to fostering a warm, supportive environment, where we can encourage questions and dispel myths," Richardson said. Another focus of the BFFH is that hospitals will practice



Perinatal nurses, seated from left: Haley Thibodeaux, RN, and Kayla Collins, RN. Standing: Erika Berthelot, RN, Connie Bankston, RNC, and Dianah Greer, RN.

"rooming in" with mothers. Pace said, "There will be very, very limited separation — no more than one hour every 24 hours."

Education concerning best practices, such as 24-hour rooming in will be taught during pregnancy.

"This rooming-in time will help with mother-baby bonding and help mom learn recognizing feeding cues," she added.

That means no more lengthy stays in the nursery unless, of course, the baby's or mother's health is at risk.

Podiatrists will also be doing rounds in the labor and delivery suites. With the exception of hearing screens and certain lab work, the well

infant will remain with the mother at all times.

Mothers will learn how to correctly bathe their newborns, with help from labor and delivery nurses. In fact, they'll be immersed in caring for their baby during their entire stay.

"There should not be a lot of surprises when they get to the hospital to have their baby," Pace said. By that time, patients hopefully will have had plenty of encouragement and time for discussion during

their prenatal clinic visits. Pace said the hospital expects some resistance from mothers who do not want to breastfeed.

"Our hope is that those mothers will still have a wonderful bonding experience, even if they choose an alternative method of feeding."

"We're not taking away choices," she said. "Mothers will always have the final say in their care." The staff will provide education to the mother, so that she will be able to make an informed decision.

Southwest is partnering with CHAMPS — Communities and Hospitals Advancing Maternity Practices — in the breastfeeding push. The initiative works with hospitals and communities to improve maternal and child health outcomes, decrease disparities and help enable hospitals to achieve baby-friendly designation. CHAMPS is funded by grants from W.K. Kellogg and the Bower foundations.

"They are concentrating their work in geographical areas where breastfeeding rates are the lowest," Pace said, and Mississippi is one of them. "We were accepted on the spot, it's a very big honor for us."

The Baby-Friendly Hospital Initiative is a four-phase program. Southwest completed Phase 2 in the fall of 2017.

Education is going to be critical," Pace said, adding that moms will need to be thinking about their feeding choices very early.

"We also want our patients to feel confident knowing that we have provided them all the resources and support they will need, when it is time to take that precious baby home." ■

## When You're Having an Emergency Every Second Counts.



AAA Ambulance Service (AAA) is an emergency medical care provider that was created in 1965 for the single purpose of delivering the best in emergency medical care to the citizens of Mississippi. Started nearly 10 years before state law mandated licensure, AAA celebrated 50 years of continuous service in 2015.

Today, AAA provides emergency and non-emergency response and transport with a staff of over 250 operating over 50 vehicles. Its territory includes the counties of Forrest, Jefferson Davis, Lawrence, Marion, Pearl River, Perry, Pike, Walthall, and the City of Hattiesburg corridor in Lamar.

No other ambulance service in Mississippi has served its citizens for half of a century. In addition to this commitment, AAA claims many "firsts" in its dedication to being the leader in EMS for Mississippi:

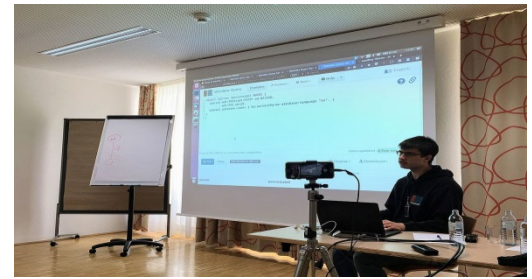
- First licensed ambulance company
- First to train and test paramedics
- First in satellite telemetry
- First to provide air response
- First to lead in trauma system care
- First to provide SMART 911

With skills and knowledge to give the highest quality advanced life support medical care, AAA Paramedics and Emergency Medical Technicians are committed to the people they serve. Using an intense quality review system, every response and treatment is monitored every 24 hours. Averaging over 100 responses daily, AAA staff utilizes the best available in equipment and medical care protocols directed by strong physician leadership.

AAA management salutes the men and women staffing the ambulances of AAA for their commitment and willingness to care for their fellow man.

**AAA**  
Ambulance Service  
Here for you since 1965  
1-800-352-7494

# New Hire Orientation



**\*In 2010, Section 7 of the Fair Labor Standards Act (FLSA) was amended to require employers to provide basic accommodations, such as time and space, for breastfeeding mothers at work.**

\*\*Southwest supports breastfeeding mothers by providing reasonable break times to express breast milk during the workday when separated from her baby. Southwest has designated the “Mom and Baby Room” on the southwest end of the 4<sup>th</sup> floor for this purpose. Employees may use normal break times or the meal break for this purpose. Additional breaks may be taken, but breaks of more than 20 minutes will be unpaid and the employee should indicate this on her time record.

Section for the electronic employee handbook-

## **Breastfeeding**

Southwest supports breastfeeding mothers by providing reasonable break times to express breast milk during the workday when separated from her baby. Southwest has designated the “Mom and Baby Room” on the southwest end of the 4<sup>th</sup> floor for this purpose. Employees may use normal break times or the meal break for this purpose. Additional breaks may be taken, but breaks of more than 20 minutes will be unpaid and the employee should indicate this on her time record.



# A Day at the Audubon Zoo





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# Lactation Space Amenities

- **Internal locks**
- **Electrical outlet for the mother's breast pump**
- **A hospital-grade, double electric, multi-user breast pump or spare parts and storage containers**
- **A sink for washing hands and pump parts**
- **Soft lighting, photos, to help with relaxation and milk flow**
- **Hooks for belongings**
- **Mirror's for readjusting clothing after pumping**
- **Cleaning supplies to keep the space clean**
- **Breast pads and baby wipes**
- **Water**
- **Self adjusting thermostat**
- **Curtain for privacy**























# A Day at the Audubon Zoo



The logo features a white circle containing the text 'DELTA BREASTFEEDING COALITION' and a horizontal line. The background is a soft-focus image of a pink flower with a green leaf on the left. The text is centered within the white circle.

**DELTA  
BREASTFEEDING  
COALITION**

Healthy Babies, Empowered  
Moms, Flourishing Families

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## BACKGROUND

Organized in 2019 through the Delta Healthy Start Collaborative Community Action Network.

Staff and community training provided by Cathy Carothers.

National Leadership Academy for Public Health (NLAPH)

Survey for breastfeeding moms and businesses.

BUILD HEALTH  
CHALLENGE PARTNERS

The  
**BUILD**  
**HEALTH**  
Challenge®



MISSISSIPPI STATE DEPARTMENT OF HEALTH



DELTA HEALTH  
ALLIANCE

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## Conduct

Conduct targeted outreach and culturally appropriate communications to improve mother/family attitudes towards breastfeeding.

## Advocate

Advocate for local workplace and child center policies conducive to breastfeeding.

## Provide

Provide supplies, tools and technical assistance to create and amplify use of nursing/pumping rooms in workplaces, childcare centers and other public spaces.

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## GOALS

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**HOSPITAL  
RESOURCE  
GUIDE**

Breastfeeding resources  
and information.

Customized to provide  
information on local  
services and resources.





# BUSINESS INITIATIVE

- Survey businesses to assess their knowledge and interest in becoming breastfeeding friendly.
- Develop a toolkit as a resource for businesses to become breastfeeding friendly.
- Identify and engage those businesses that employs target population.
- Provide resources to assist employers with supporting breastfeeding women.

# GLOBAL PANDEMIC

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LET'S TALK BABY  
CAFE

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## DAYCARE SUPPORT

- Assist Daycare providers with securing pumps and other breastfeeding supplies.
- Provide training to daycare providers on how to best support breastfeeding moms.
- Develop a toolkit for daycare providers,

## MEDIA CAMPAIGN

- Build on information collected from community needs assessment to develop targeted messages that address specific barriers and concerns.



## FOR MORE INFORMATION CONTACT

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Delta Health Alliance

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# STEPS YOU CAN TAKE!

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FILCA  
EVERY MOTHER, INC.



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# EXAMINE YOUR OWN PRACTICES



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# CONSIDER POLICIES



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# ENGAGE SUPERVISORS



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# PROMOTE!



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# ADVOCATE!



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**CELEBRATE!**



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# MISSISSIPPI WINS



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Cathy Carothers, IBCLC  
Every Mother, Inc.

[cathy@everymother.org](mailto:cathy@everymother.org)

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# Q&A Discussion

Use the chat box to send in any questions you have!

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!

That wraps up our CHAMPS Wednesday Webinars,  
Spring Series 2021!

***Don't forget to check out our new website!***



If there are topics you would like covered, please email: [CHAMPSbreastfeed@gmail.com](mailto:CHAMPSbreastfeed@gmail.com)

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