

Breastfeeding Support in North Carolina

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Breastfeeding and Reproductive Health



Reproductive Cycle



“reproductive cycle is the cycle of physiologic changes in the reproductive organs, from the time of fertilization of the ovum through gestation and childbirth”

Reproductive Cycle



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Midwife

Pediatrician

Pediatric NP

Obstetrician

Family Practice Doctor

Women's Health NP





It's complicated

Lactation/Breastfeeding Support Services

Lactation
Consultants

Breastfeeding
Medicine
Specialists

Breastfeeding
Counselors

Lactation
Educators

Breastfeeding
Peer
Counselors



Polling Question

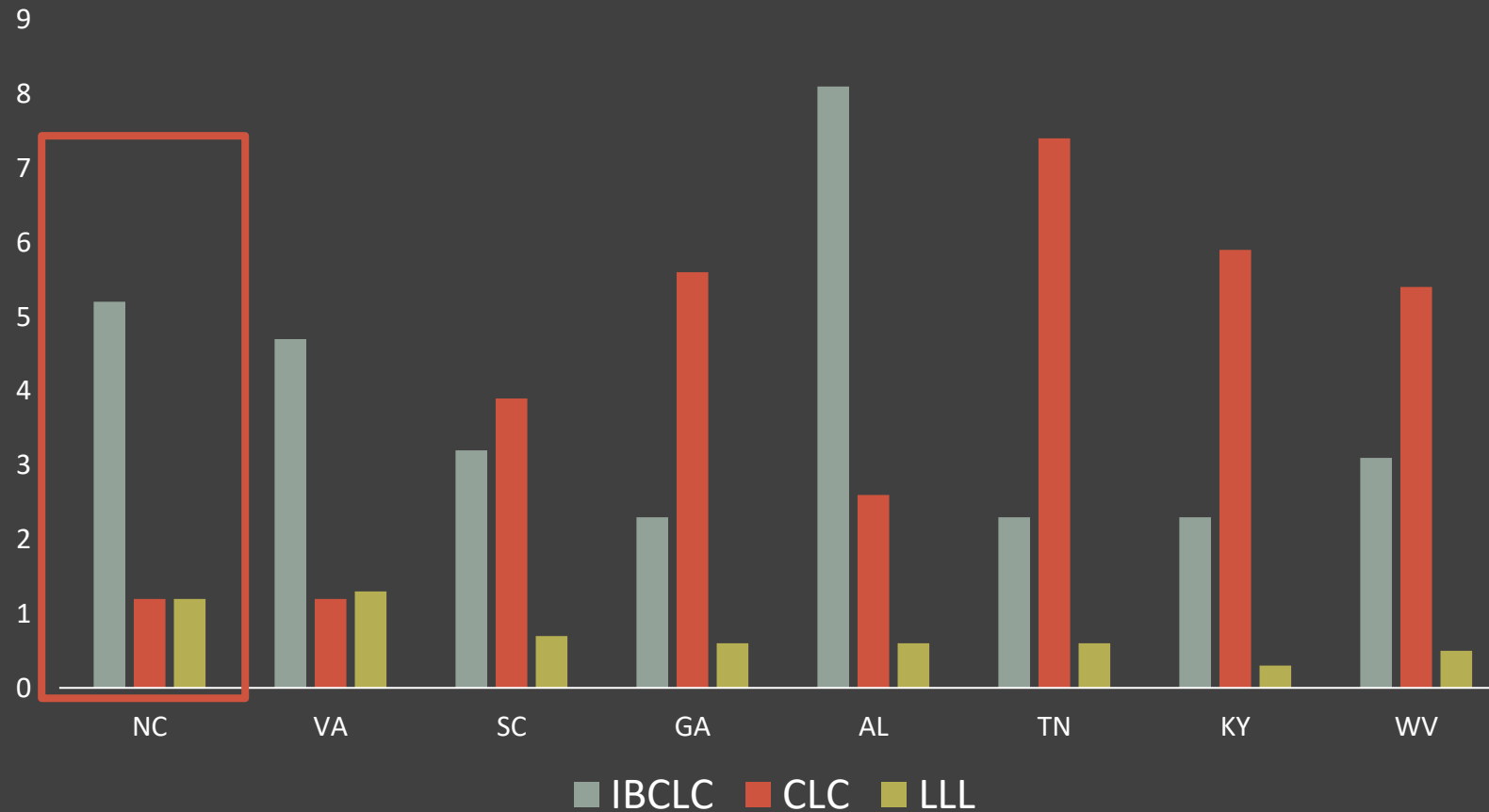
Thinking about your experience working with lactation support specialists, which type do you work most closely with?

- I don't know
- Lactation consultant
- Breastfeeding counselor
- Lactation educator
- Breastfeeding peer support
- Breastfeeding medicine specialist

Breastfeeding Support in North Carolina



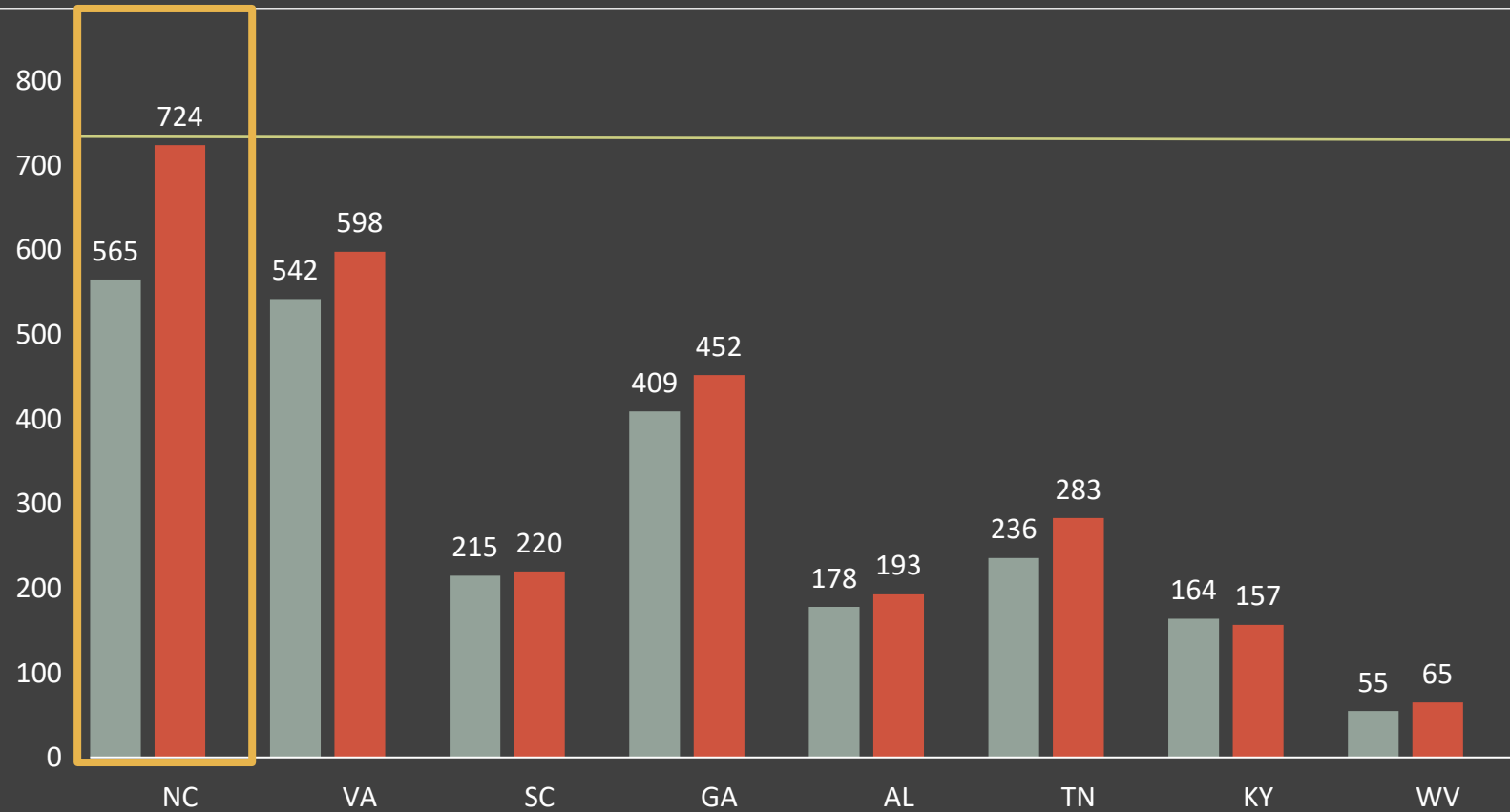
IBCLCs [Lactation Consultants] CLCs [Lactation Counselors] LLL Leaders [Peer Support Counselors] per 1000 Live Births (2016 Breastfeeding Report Card)



What is access to care



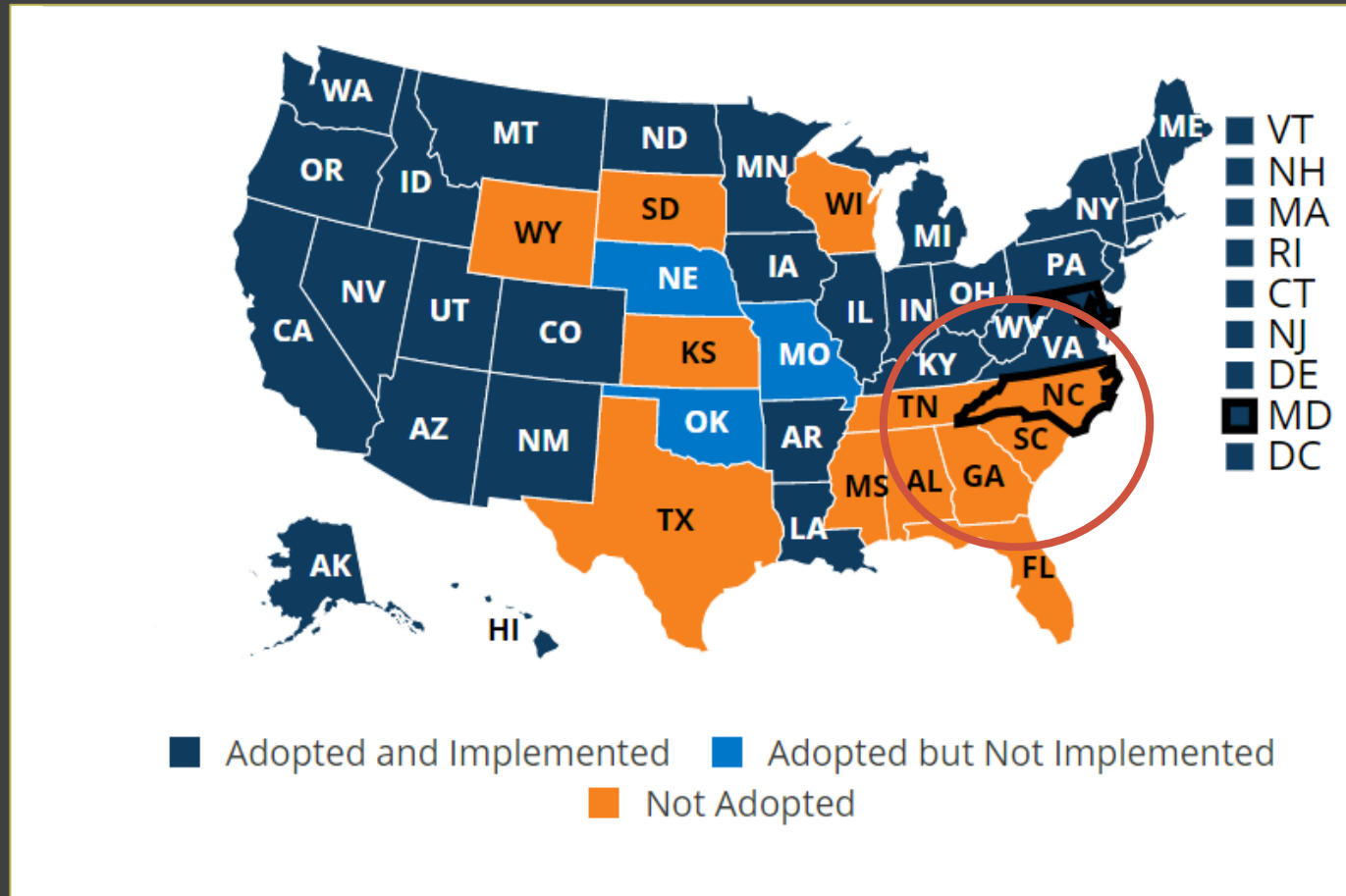
Number of IBCLCs by State in 2018 & 2020



Training IBCLCs

- University of North Carolina at Chapel Hill
- North Carolina State University
- Johnson C. Smith University*
- A & T State University*

North Carolina Medicaid



Dietary Evaluation and Counseling and Medical Lactation Services Clinical Coverage Policy

<https://medicaid.ncdhhs.gov/providers/clinical-coverage-policies/dietary-evaluation-and-counseling-and-medical-lactation-services-clinical-coverage-policy>

- Lactation consultants (IBCLCs) are listed as providers of lactation support
- Work incident to the physician
- Codes for lactation support listed
- Provides guidance on what is needed to qualify as lactation support

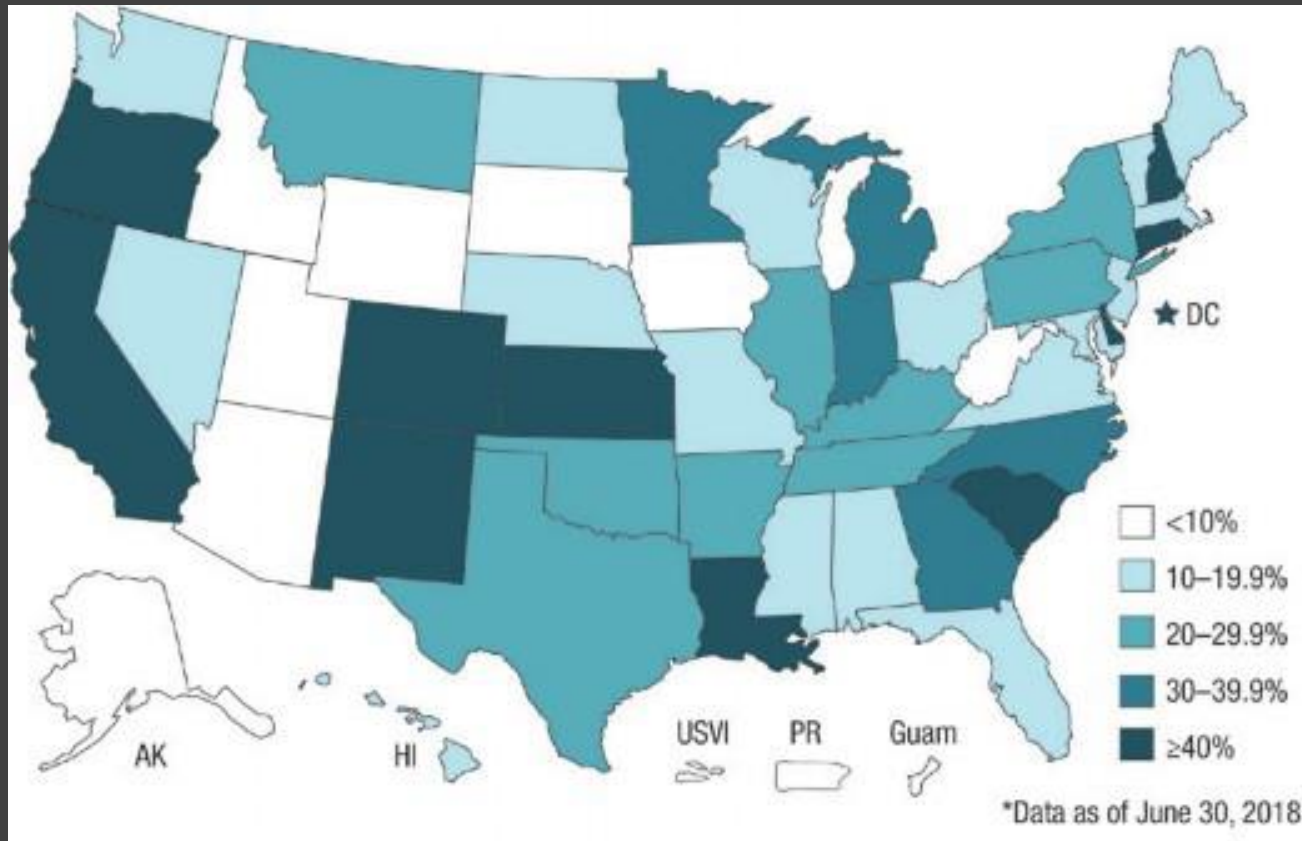
Covid

- Definitions of lactation support by telehealth were expanded
- Definition of 'availability' for incident to billing was expanded

We are not there yet....

- Some hospitals won't hire IBCLCs without another healthcare license
 - Maternity bundle
 - Cross-coverage
- Many pediatric, obstetric, and family medicine practices still don't have lactation support
 - Lactation support is provided around the edges of care
 - Lactation support is assigned to nurses without the training needed
 - Services are provided but not billed to insurance

% Live Births at Baby Friendly Facilities, 2018



<https://sph.unc.edu/cgbi/enrich-carolinas/>

NCMCBFD



- 8 hospitals have 5 stars
- 5 hospitals have 4 stars
- 6 hospitals have 3 stars
- 6 hospitals have 2 stars

Vibrant Breastfeeding Advocacy Community

- NCBC: North Carolina Breastfeeding Coalition
 - Breastfeeding Resources by county
 - Mother-Baby Friendly Clinics
 - Breastfeeding Friendly Employers & Community Partners



**Selu Mothering Project &
Breastfeeding Support**

@SeluEBCI · Nonprofit Organization



<https://www.facebook.com/SeluEBCI>

Vibrant Breastfeeding Advocacy Community

- NCLCA: North Carolina Lactation Consultant Association
- Breastfeeding Summit



Summary: Lactation Support Providers

