



HEALTHY start
IA & SUPPORT CENTER

Breastfeeding & COVID-19
Webinar Series


Best Practices for
Virtual Breastfeeding
Support During
COVID-19 and
Beyond!

December 17, 2020

NICHQ
NATIONAL INSTITUTE FOR
CHILDREN'S HEALTH QUALITY

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Agenda




Housekeeping	Lisa Hong, NICHQ
Welcome & Introduction	Olivia Giordano, NICHQ
Best Practices for Virtual Breastfeeding Support During COVID-19 and Beyond	Cathy Carothers, IBCLC, FILCA Every Mother Inc.
Discussion	All
Post-Test	All
Closing	Nikki Maffei, NICHQ

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Meeting Logistics



Please note the following:


- This session is being recorded, and will be archived for future viewing.
- All participants are muted upon entry. We ask that you remain muted to limit background noise.
- Members are encouraged to participate in the discussion by typing your comment/asking questions using the chat box.



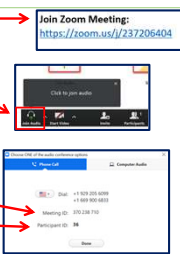
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Connecting to the Audio Conference



- Join Zoom Meeting by clicking Zoom Meeting link & launching the Zoom application
- An audio conference box will appear
 - If you do not see the box click the 'Join Audio' button
- From the audio conference box: Select to "Phone Call" or "Computer Audio"
- If using the phone:
 - dial the number next to "Dial"
 - You will be prompted to enter the "Meeting ID"
 - Then you will be prompted to enter the "Participant ID"



Join Zoom Meeting:
<https://zoom.us/j/237206404>


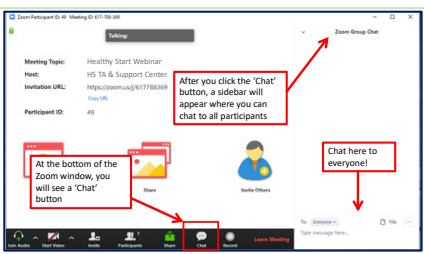
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Meeting ID: 237 206 404
Participant ID: 88

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Ways to Participate: Chat

Meeting Topic: Healthy Start Webinar
Host: HS TA & Support Center
Invitation URL: <https://zoom.us/j/67788369>
Participant ID: 49

Zoom Group Chat

At the bottom of the Zoom window, you will see a 'Chat' button

After you click the 'Chat' button, a sidebar will appear where you can chat to all participants

Chat here to everyone!

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Welcome & Introductions

Olivia Giordano
Healthy Start TA & Support Center




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Webinar Series Schedule




The Impact of COVID-19 on Breastfeeding	Tuesday, October 20 2-3:30 p.m. EST
Connecting with Participants During Unsettling Times	Thursday, November 19 2-3:30 p.m. EST
Supporting the Return to Work While Breastfeeding	Wednesday, December 9 2-3:30 p.m. EST
Best Practices for Virtual Breastfeeding Support During COVID-19 and Beyond	Thursday, December 17 2-3:30 p.m. EST





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Continuing Education Credits (CEUs)



- TA & Support Center obtained CEUs for Webinars 1-3
- Post-tests for each webinar are required
- If you would like to receive CEUs, you must complete each post-test

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Cathy Carothers, IBCLC, FILCA
Every Mother, Inc.



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Best Practices for Virtual Breastfeeding Support During COVID-19...and Beyond!



Presented by:
Cathy Carothers, IBCLC, FILCA
Every Mother, Inc.
December 9, 2020



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Disclosures

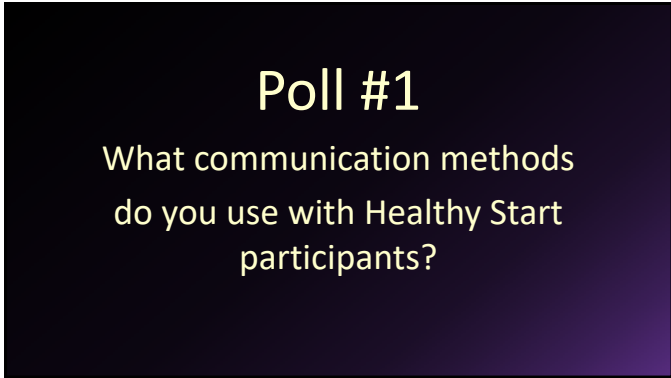
No Disclosures

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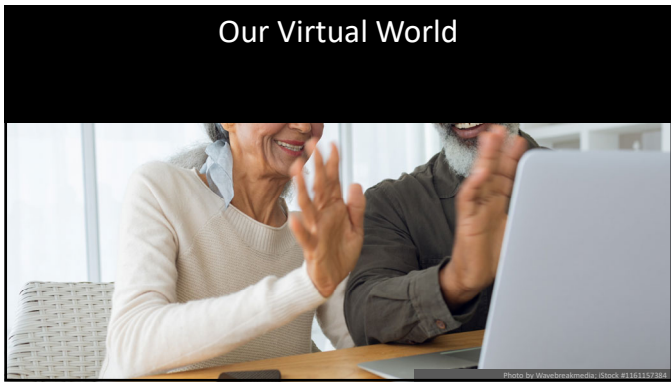
Learning Objectives

- Name virtual communication options to consider when supporting parents with breastfeeding.
- Identify considerations when communicating with Healthy Start participants through virtual means.
- Describe tips for effective virtual communications during the COVID-19 pandemic and beyond.

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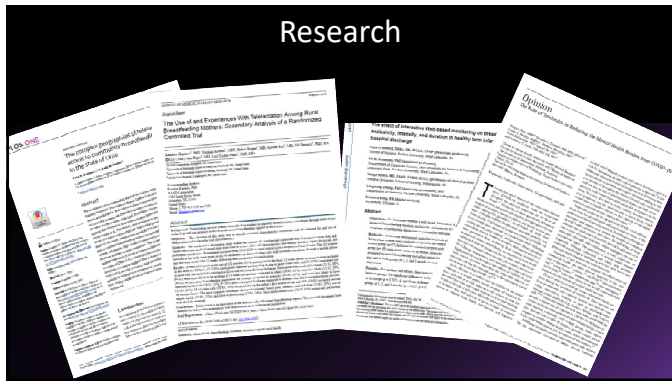
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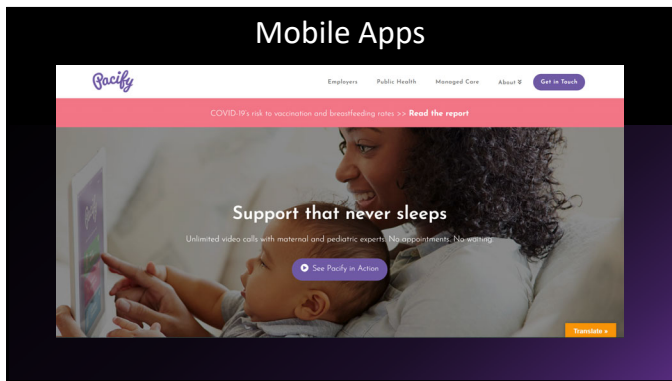
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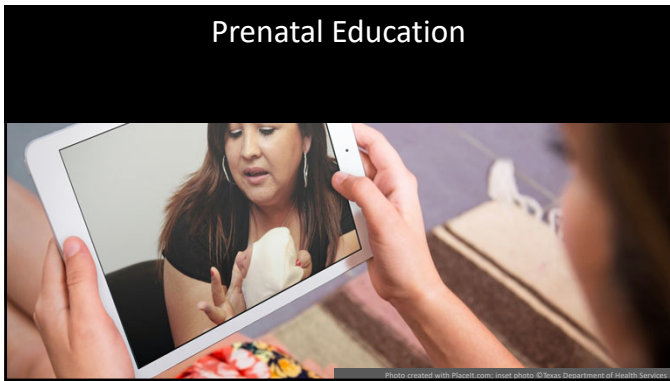
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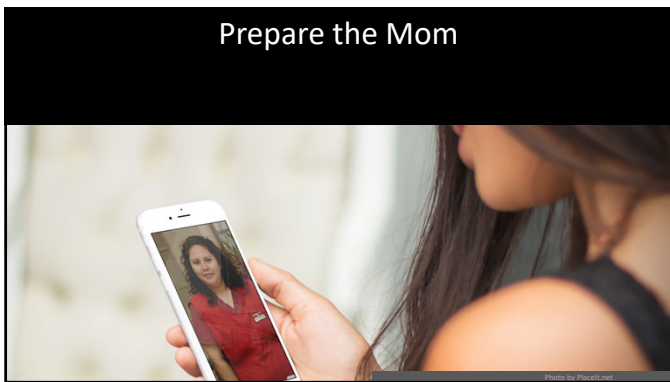
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HIPAA Restrictions

Notification of Enforcement Discretion for Telehealth Remote Communications During the COVID-19 Nationwide Public Health Emergency
We are empowering medical providers to serve patients wherever they are during this national public health emergency. We are especially concerned about keeping those most at risk, including older persons and persons with disabilities – Roger Severino, OCR Director.

The Office for Civil Rights (OCR) of the Department of Health and Human Services (HHS) is responsible for enforcing certain regulations issued under the Health Insurance Portability and Accountability Act of 1996 (HIPAA), as amended by the Health Information Technology for Economic and Clinical Health (HITECH) Act, to protect the privacy and security of protected health information, namely the HIPAA Privacy, Security and Breach Notification Rules (the HIPAA Rules).

Telehealth Discretion During Coronavirus
During the COVID-19 national emergency, which also constitutes a nationwide public health emergency, covered health care providers subject to the HIPAA Rules may seek to communicate with patients, and provide telehealth services, through remote communications technologies. Some of these technologies, and the manner in which they are used by HIPAA-covered health care providers, may not fully comply with the requirements of the HIPAA Rules.

OCR will exercise its enforcement discretion and will not impose penalties for noncompliance with the regulatory requirements under the HIPAA Rules against covered health care providers in accordance with the good faith provision of telehealth during the COVID-19 nationwide public health emergency. This notification is effective immediately.

hhs.gov/hipaa/for-professionals/specialtopics

Open Website

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Meeting Security



Photo by NicolaiPetrov / iStock #541282164

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Photo by doblod / iStock #121614966

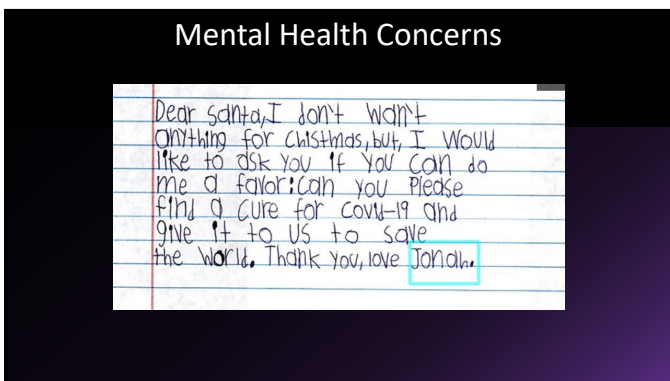
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Stay Current!

COVID-19 vaccination considerations for people who are breastfeeding

There are no data on the safety of COVID-19 vaccines in lactating women or on the effects of mRNA vaccines on the breastfed infant or on milk production/excretion. mRNA vaccines are not thought to be a risk to the breastfeeding infant. People who are breastfeeding and are part of a group recommended to receive a COVID-19 vaccine, such as healthcare personnel, may choose to be vaccinated.

[cdc.gov/coronavirus/2019-ncov-vaccines/recommendations/pregnancy.html](https://www.cdc.gov/coronavirus/2019-ncov-vaccines/recommendations/pregnancy.html)

[Open Website](#)

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IBLCE Advisory Opinion on Telehealth

Background

IBLCE has received several inquiries regarding the provision of lactation consulting services via telehealth, particularly in light of COVID-19, and whether such services can be offered as substitutes for IBLCE practice.

Guiding practice documents include the Scope of Practice for International Board Certified Lactation Consultants (IBCLCs) Certification Administration and effective date December 11, 2019; the International Board of Standards and Practices for IBLCE (effective November 5, 2019) and updated September 2019; and the Council on Communication for the Practice of International Board Certified Lactation Consultants (effective November 5, 2019) and updated September 2019.

As is a common practice of consultation based on matters of significance, IBLCE is issuing an Advisory Opinion on this matter. This Advisory Opinion is issued to provide guidance to the IBLCE on professional practice as it relates to telehealth.

IBLCE Practice Guiding Documents

Scope of Practice for International Board Certified Lactation Consultants (IBCLCs) Certification Administration and effective date December 11, 2019

International Board Certified Lactation Consultants must act within the confines of the Scope of Practice for IBLCE. This Scope of Practice defines the activities in which IBLCEs can engage based upon their education and the authority granted to certificate by the organization having jurisdiction over their certification. The purpose of action within the Scope of Practice for IBLCE is to provide the practice by ensuring that IBLCE is a personal, client, confidential, and evidence-based care. The Scope of Practice for IBLCE is applicable in any country or setting where IBLCE is present.

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SHOW vs. TELL



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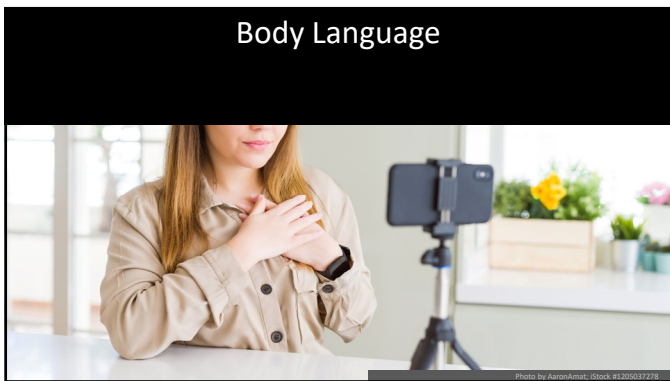
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Follow-Up



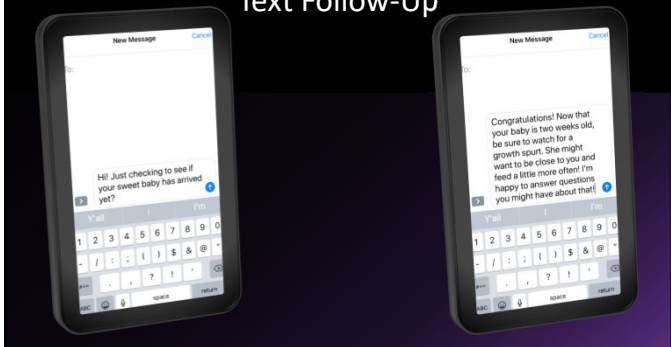
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Texting Tips

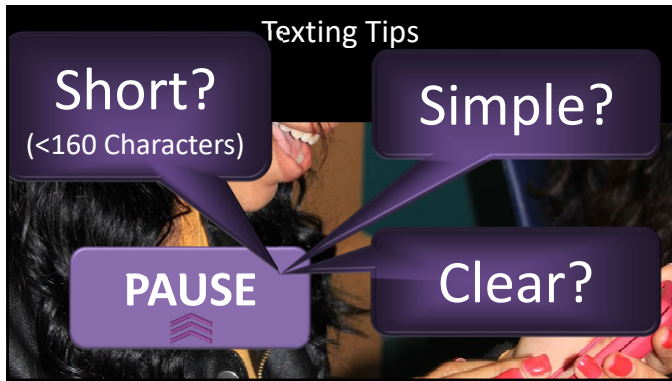


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Text Follow-Up



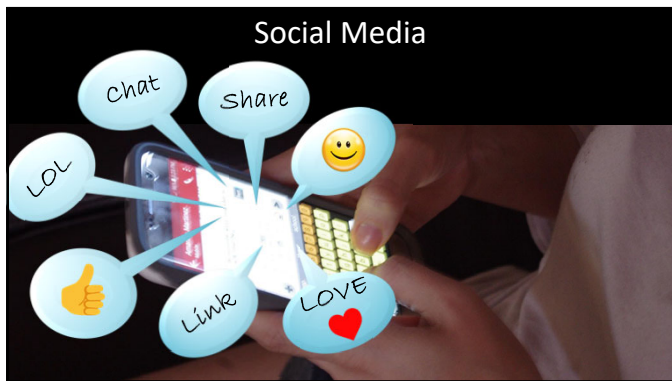
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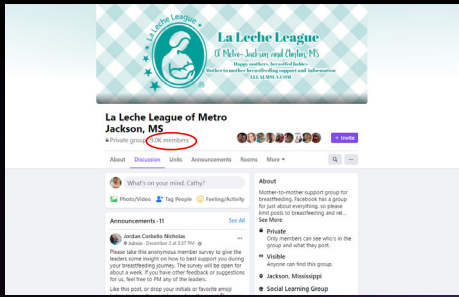


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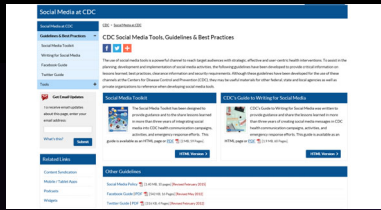
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La Leche League of Metro Jackson



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Guidelines

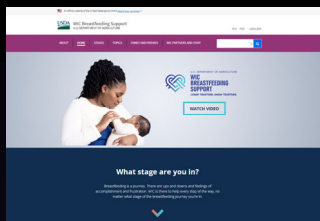


cdc.gov/socialmedia

Open Website

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WIC Breastfeeding Support



wicbreastfeeding.fns.usda.gov

Open Website

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Rose Baby Cafe

UPDATE!
ROSE BABY CAFE IS NOW ONLINE



ROSE ATLANTA | Baby Café

HIGHLIGHTS

- Resources for pregnant and breastfeeding mothers
- Support from ROSE breastfeeding trained staff

"You don't have to be an expert to breastfeed, you just have to ask."

Reaching Our Sisters Everywhere (ROSE)

Black Breastfeeding Circle

Rose Baby Café

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Black Mothers Breastfeeding Association




Events

Black Mothers' Breastfeeding Club: Zoom Edition

BMBFA In the News

Black Mothers Breastfeeding Association Contributes Basic Needs to Detroit Families

Blog

Black Mothers Breastfeeding Association Distributes Basic Needs to Detroit Families

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Staff Training



Photo by Norma Escobar

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cathy@everymother.org

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Discussion



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Evaluation

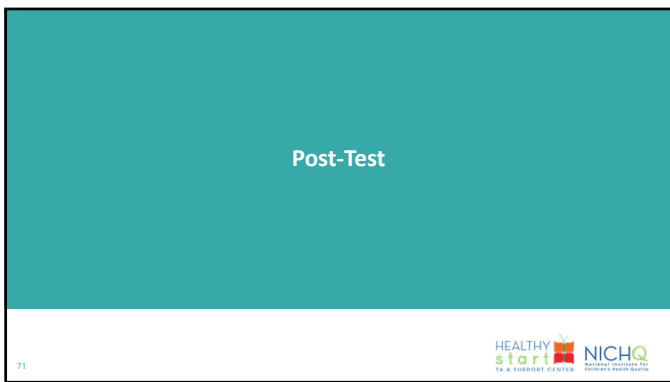
Nikki Maffei
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