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Director

State of California—Health and Human Services Agency
California Department of Public Health



EDMUND G. BROWN JR.
Governor

January 14, 2011

TO: HOSPITAL ADMINISTRATORS
NURSE MANAGERS, OBSTETRICS

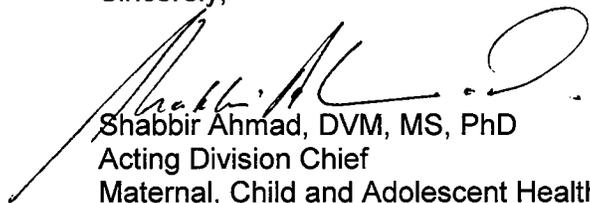
SUBJECT: BREASTFEEDING PROMOTION

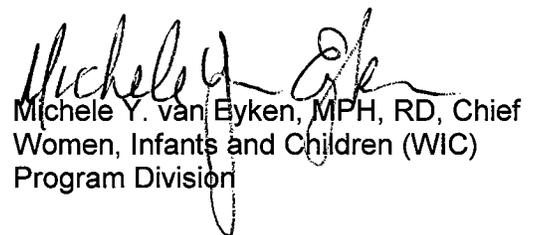
We are writing to announce the release of 2009 in-hospital breastfeeding initiation rates. California in-hospital infant feeding practices are monitored by the Maternal, Child and Adolescent Health Division utilizing data obtained during routine newborn screening for genetic diseases. These data are posted on the California Department of Public Health (CDPH) Breastfeeding Statistics website at <http://cdph.ca.gov/breastfeedingdata>. We encourage your hospital maternity care setting to utilize these data as part of quality improvement efforts to ensure that policies and practices support breastfeeding.

The CDPH is interested in developing partnerships with California hospitals to increase exclusive breastfeeding in the hospital, which may in turn increase the percent of mother's breastfeeding in the first year of life. Enclosed are resources to assist you in developing hospital policies that support exclusive breastfeeding in the early post-partum period.

Please review your hospital's breastfeeding data to identify how successful your facility is in promoting and supporting breastfeeding, and take advantage of the attached resources to assist you with policy revisions. Establishing evidence-based breastfeeding policies will help your agency in adhering to the Joint Commission's Perinatal Care Core Measure on exclusive breast milk feeding. Working together, we can build a more breastfeeding friendly hospital environment and improve the health of generations of Californians.

Sincerely,


Shabbir Ahmad, DVM, MS, PhD
Acting Division Chief
Maternal, Child and Adolescent Health Division


Michele Y. van Eyken, MPH, RD, Chief
Women, Infants and Children (WIC)
Program Division

Enclosure