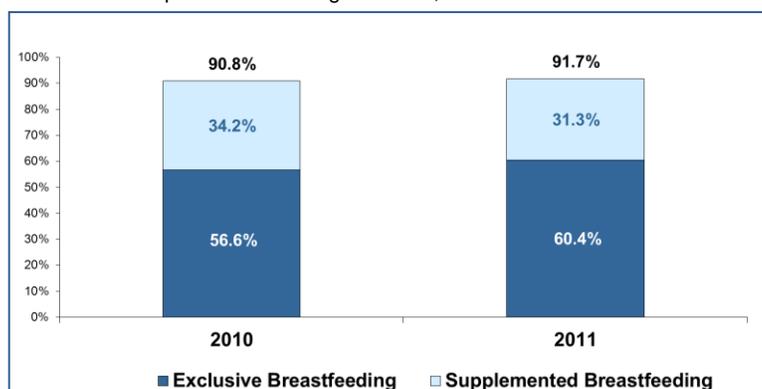


## Resources and Technical Assistance for Developing Hospital Policies that Support Breastfeeding

**Hospital Breastfeeding Data:** The California Department of Public Health's (CDPH), Maternal, Child and Adolescent Health (MCAH) Division has released the California 2011 in-hospital breastfeeding initiation rates. These data tables provide hospital level breastfeeding initiation rates overall and by the race/ethnicity of the patient population. Hospital staff and administrators can use this information to examine the percentage of women who initiate breastfeeding at their hospital in comparison to similar hospitals and the state rates.

For the first time since 2007, we are able to track progress in hospital breastfeeding practices by comparing 2011 breastfeeding rates to 2010 (baseline year). The rate of any breastfeeding increased from 90.8% to 91.7%, while exclusive breastfeeding rates increased from 56.6% to 60.4% from 2010 to 2011. This translates to an overall decrease in formula supplementation from 34.2% in 2010, to 31.3% in 2011.

California In-hospital Breastfeeding Practices, 2010 and 2011



Data Source: Genetic Disease Screening Program, Newborn Screening Data, 2010-2011

Notes: these data (2010-2011) are not comparable to data published in previous years (2004-2009).

For further details on our methodology, please reference the footnotes section of the 2011 data report available on our Breastfeeding Statistics web-site at: <http://cdph.ca.gov/BreastfeedingData>.

**Maternity Practices in Infant Nutrition and Care (mPINC) Survey:** The Centers for Disease Control and Prevention (CDC) will disseminate results of the 2011 Maternity Practices in Infant Nutrition and Care (mPINC) Survey to all participating hospitals and birth centers in the United States this summer. Each participating facility will receive a customized mPINC Benchmark Report that addresses barriers to evidence-based maternity care related to breastfeeding. Hospitals are encouraged to utilize their mPINC report to support quality improvement efforts within the maternity care setting. For comparison, state and regional level mPINC benchmark reports have been posted to CDPH's mPINC Survey web-site at <http://cdph.ca.gov/mpincdata>. For information about CDC's mPINC Survey visit [www.cdc.gov/mpinc](http://www.cdc.gov/mpinc).

**Hospital Infant Feeding Act:** The Hospital Infant Feeding Act (California Health & Safety Code §123366) requires that by January 1, 2014 all California hospitals providing maternity care services have an infant feeding policy. Policies need to promote breastfeeding and utilize guidance from the Baby-Friendly Hospital Initiative ([www.babyfriendlyusa.org](http://www.babyfriendlyusa.org)) or the State Department of Public Health Model Hospital Policy Recommendations (<http://www.cdph.ca.gov/programs/breastfeeding/Documents/MO-05ModelHospitalPolicyRecommend.pdf>). They must be clearly posted and routinely communicated to staff.

**Hospital Training:** The CDPH developed an 8 hour administrator training entitled "Increasing Exclusive Breastfeeding Rates in California's Hospitals." The training curriculum is available at: <http://cdph.ca.gov/breastfeeding>.

**CDPH Breastfeeding website / California Model Hospital Policies:** The CDPH Breastfeeding and Healthy Living website, <http://cdph.ca.gov/Breastfeeding> includes a variety of resources. The 2005 California Model Hospital Policy Recommendations and related toolkit lists policies and information to assist hospitals in increasing exclusive breastfeeding rates.

**Birth and Beyond California (BBC):** In 2012, MCAH released the *BBC: A Hospital Breastfeeding Quality Improvement and Staff Training Demonstration Project Report* which describes BBC implementation, evaluation and lessons learned. Curricula, trainer notes, evaluation tools, and other materials for hospitals to implement all or portions of this project are posted at <http://cdph.ca.gov/BBCProject>.

**The Regional Perinatal Programs of California (RPPC):** RPPC, a network of regional public health consultants that promote access to risk appropriate perinatal care for pregnant women and their infants, can assist hospitals in implementing breastfeeding quality improvement. The contact information for each Region's RPPC Coordinator can be found at: <http://cdph.ca.gov/RPPC>.

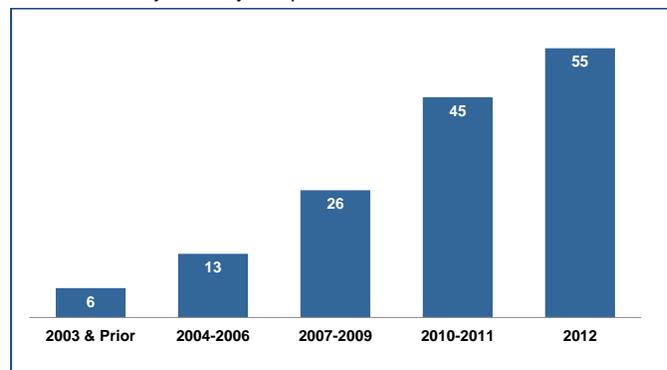
**Women, Infants and Children (WIC):** Hospitals and local WIC agencies are important partners in increasing exclusive breastfeeding rates for low-income mothers. WIC provides prenatal breastfeeding education and anticipatory guidance, pumps when needed, and, in some areas, peer counselors to support breastfeeding mothers. To locate WIC sites in the area of your hospital, use the "Find a Local WIC Agency" search function, located on the WIC Works website at: <http://www.cdph.ca.gov/Programs/wicworks>.

**Local Breastfeeding Coalitions and Coordinators:** The CDPH urges all labor and delivery facilities to work with their local breastfeeding coalition (<http://californiabreastfeeding.org/members.html>) and/or their local health jurisdiction breastfeeding coordinator (<http://cdph.ca.gov/Breastfeeding>) to address barriers to women exclusively breastfeeding.

**The Joint Commission Center for Transforming Healthcare (TJC):** As of April 1, 2010, TJC has a Perinatal Core measure set that includes exclusive breast milk feeding. CDPH encourages California hospitals to select the Perinatal Care Core Measure Set. The United States Breastfeeding Committee produced a helpful resource entitled "Implementing TJC Perinatal Core Measure on Exclusive Breast Milk Feeding" found at [www.usbreastfeeding.org/](http://www.usbreastfeeding.org/).

**Baby Friendly Hospital Initiative:** As of July 2012, there are 55 labor and delivery facilities in California that have earned the "Baby Friendly" designation as defined by the United Nations Children's Fund (UNICEF)'s Baby Friendly Hospital Initiative ([www.babyfriendlyusa.org](http://www.babyfriendlyusa.org)). Information and the names of the California facilities with this prestigious designation can be found on the California Breastfeeding Coalition website at: <http://www.californiabreastfeeding.org>

Number of Baby-Friendly Hospitals in California



Source: Baby Friendly USA. [www.babyfriendlyusa.org](http://www.babyfriendlyusa.org)  
\*For 2012: Baby-Friendly Hospitals as of July 2012