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



EDMUND G. BROWN JR.
Governor

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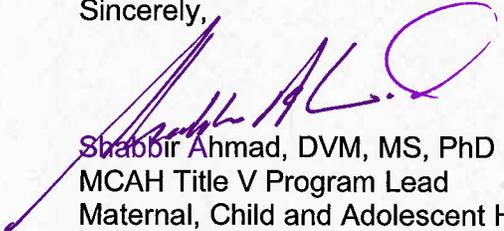
TO: HOSPITAL ADMINISTRATORS
NURSE MANAGERS, OBSTETRICS

SUBJECT: BREASTFEEDING PROMOTION

The California Department of Public Health's (CDPH), Maternal, Child and Adolescent Health (MCAH) Division and the Women, Infants and Children (WIC) Division are pleased to announce the release of California 2012 in-hospital breastfeeding initiation rates. The MCAH Division monitors the in-hospital infant feeding practices utilizing data obtained during routine newborn screening for genetic diseases. These data are posted on the CDPH Breastfeeding Statistics website at <http://cdph.ca.gov/breastfeedingdata>.

We encourage you to review your hospital's breastfeeding rates to identify how successful your facility is in promoting and supporting exclusive breastfeeding in the early post-partum period. Please take advantage of the attached resources to assist you with quality improvement efforts to ensure policies and practices support exclusive breastfeeding. Establishing evidence-based breastfeeding policies will support your hospital efforts to comply with the Joint Commission's Perinatal Care Core Measure on exclusive breast milk feeding guidelines as well as recent legislation requiring hospitals with perinatal units to have a comprehensive infant feeding policy that supports breastfeeding by January 2014 (California Health & Safety Code §123366). Working together, we will build hospital environments in which staff and patients consider breastfeeding as natural and normal.

Sincerely,


Shabbir Ahmad, DVM, MS, PhD
MCAH Title V Program Lead
Maternal, Child and Adolescent Health Division


Erika Trainer, MS, RD, IBCLC
Division Chief
Women, Infants and Children
(WIC) Division

Enclosure