

## Birth and Beyond California:

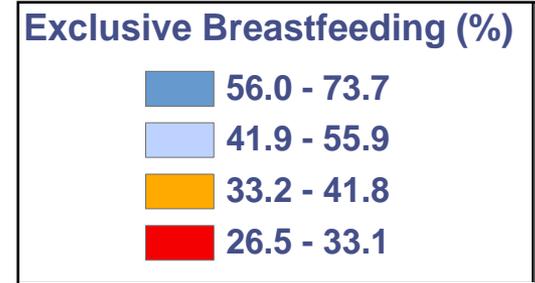
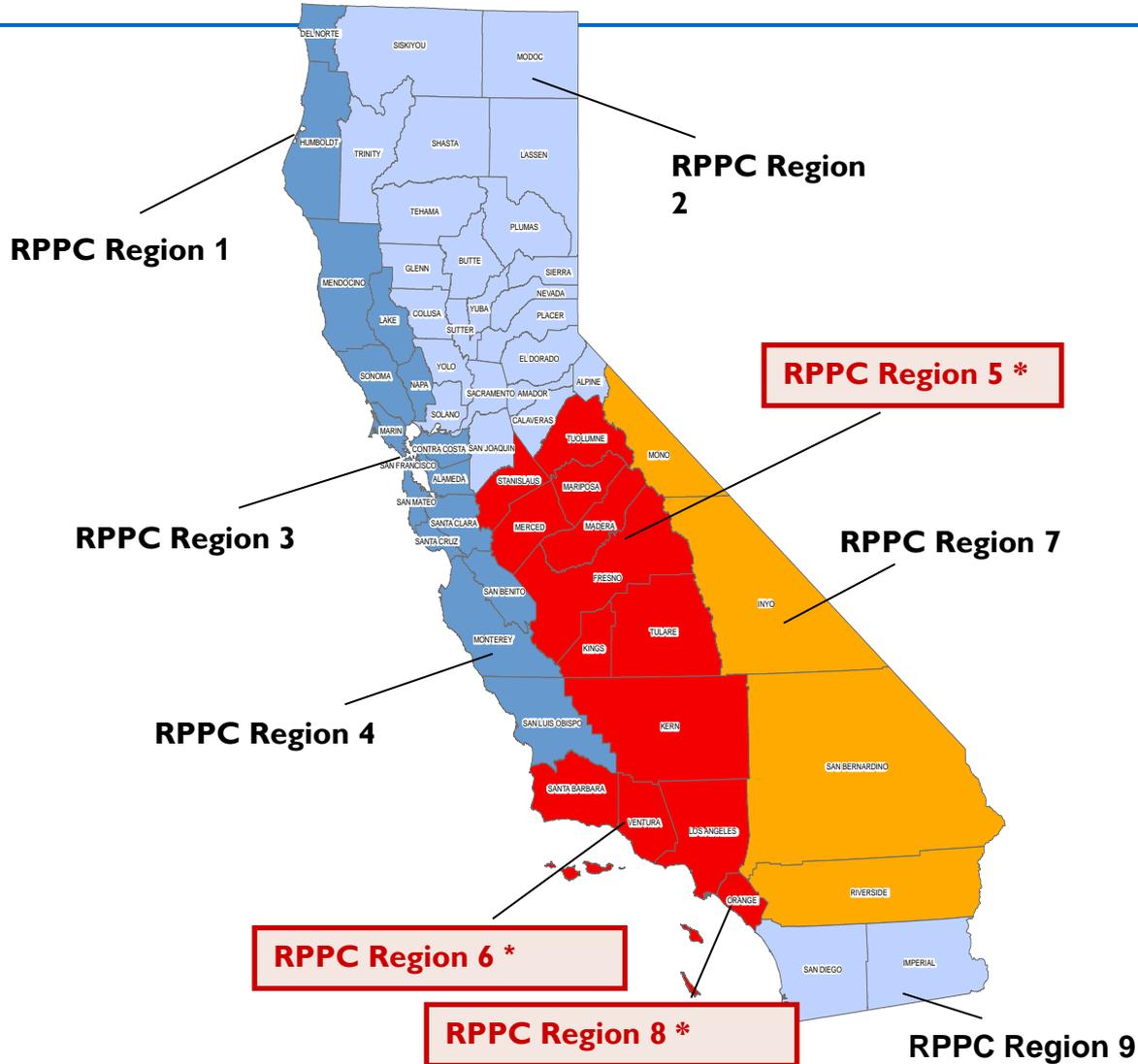
Hospital Breastfeeding Quality Improvement and  
Staff Training Demonstration Project



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# Exclusive Breastfeeding by Regional Perinatal Programs of California (RPPC) Region, 2006



**RPPC Regions targeted for the Birth and Beyond CA Pilot**

**These 3 RPPC Regions account for half of all CA births**

Note: Data excludes Not Reported, TPN and Other feedings

Data Source: California Department of Public Health, Genetic Disease Branch, Newborn Screening Data

Prepared by: California Department of Public Health, Maternal, Child, and Adolescent Health/Office of Family Planning Branch

# Regional Perinatal Program Teams

Regions 5 & 6,  
The Central Valley and Los Angeles,  
began in 2007

Region 8,  
Orange County,  
began in 2008



# Regional Perinatal Programs of California (RPPC)



What are the  
Regional Perinatal Programs of California  
(RPPC)  
and what do they do?



# Regional Perinatal Programs of California (RPPC)



How did RPPC  
participate in the  
Birth and Beyond Project?

# Directions

- Attendees are all on mute
- Presentation will be recorded and made available at: <http://cdph.ca.gov/BBCProgram>
- Type questions into chat box and send to everyone
- What you write will be visible to everyone
- We will not respond to “raised hands”
- Questions will be answered at the end of all of the presentations