



Collaborate With Regional Perinatal Program of California to Improve Hospital Breastfeeding Policies



Maternal, Child and Adolescent Health Division
To learn more visit us at: cdph.ca.gov/Breastfeeding

RPPC

The California Department of Public Health, Regional Perinatal Program of California (RPPC) provides an opportunity for WIC, breastfeeding coalitions and others to collaborate.

RPPC

1. Provides resources, consultation, and technical assistance to hospitals and health care providers.
2. Promotes access to risk appropriate perinatal care to pregnant women and their infants through regional quality improvement (QI) activities.
3. Consists of 9 RPPC regions funded by the Maternal, Child and Adolescent Health (MCAH) Division with Federal Title V Maternal Child Health (MCH) Block Grant Funds. Two additional non-funded RPPCs cover Southern and Northern Kaiser.
4. Facilitates local perinatal advisory councils to provide regional planning, coordination, and recommendations for quality of care.
5. Develops communication networks.
6. Provides educational materials and resources to assist hospitals with QI activities, data collection protocols, and quality assurance policies and procedures.

Quality Improvement

All RPPC regions work on maternal and perinatal Quality Improvement (QI). As part of their annual site visits to birthing hospitals, the RPPC directors share hospital specific, county level, regional and/or state breastfeeding data.

As of 2013-2014, 5 of the 9 RPPC regions identified breastfeeding/breast milk promotion as their maternal and/or a perinatal QI clinical issue.

- South Coastal LA-Orange and Northeastern RPPC identified implementation of the Infant Feeding Act
- San Joaquin-Sierra Nevada RPPC identified breastfeeding rates
- Central-North LA Coastal Valley RPPC identified utilizing breast milk in the NICU
- Southern Inland Counties RPPC identified exclusive breastfeeding

Resources Utilized by RPPC

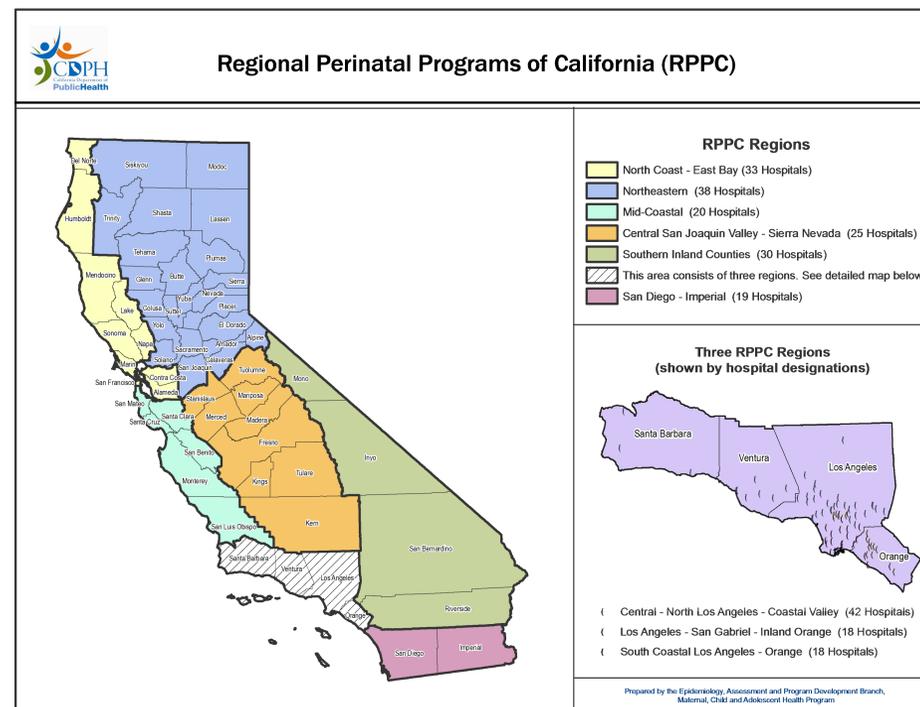
Increasing Exclusive Breastfeeding Rates in California Hospitals: A Workshop for Hospital Administrators and Key Decision Makers

Workshop developed by the WIC Program pursuant to California Health & Safety Code Section 1257.9 to assist hospitals in implementing policies & practice recommendations that support exclusive breastfeeding.

Model Hospital Breastfeeding Policies & Toolkit

Birth and Beyond California: Hospital Breastfeeding Quality Improvement and Staff Training Demonstration Project (BBC) Report (2011)

Describes a demonstration project implemented by the MCAH Division, CDPH



Legislative Requirements that RPPC Help Address

Hospital Infant Feeding Act (California Health & Safety Code §123366) requires that by January 1, 2014 all California hospitals that have a perinatal unit have an infant feeding policy. Policies need to promote breastfeeding and utilize guidance from the Baby-Friendly Hospital Initiative (www.babyfriendlyusa.org) or the State Department of Public Health Model Hospital Policy Recommendations (<http://www.cdph.ca.gov/breastfeeding>) and must be clearly posted and routinely communicated to staff.

The Joint Commission's Perinatal Care Core Measure Set is an expansion of the mandatory performance measure requirements for accredited hospitals with 1,100 or more births per year. It includes exclusive breast milk feeding, effective January 1, 2014. The United States Breastfeeding Committee (USBC) produced a helpful resource entitled "Implementing the Joint Commission Perinatal Core Measure on Exclusive Breast Milk Feeding" found at www.usbreastfeeding.org/.

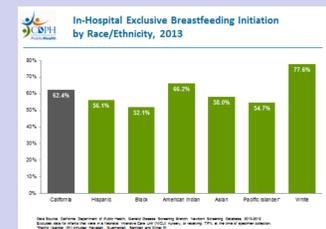
California Health & Safety Code §123367 requires all general acute care hospitals and special hospitals that have a perinatal unit to adopt the "Ten Steps to Successful Breastfeeding" per Baby Friendly USA's Baby-Friendly Hospital Initiative, or an alternate process that includes evidenced-based policies and practices and targeted outcomes, by 2025.

Data Utilized by RPPC to support breastfeeding

RPPC uses a variety of data sources to track adoption of the Baby-Friendly Hospital Initiative's **Ten Steps to Successful Breastfeeding**, monitor progress towards **Healthy People 2020 infant care objectives** and adherence to legislative mandates. For more information visit www.cdph.ca.gov/breastfeedingdata.

In-Hospital Breastfeeding Initiation Data

California in-hospital infant feeding practices are monitored using data collected by the Genetic Disease Screening Program. These data show that more work is still needed to reduce the proportion of breastfed newborns who are supplemented with formula while in the hospital and reduce race/ethnic disparities.



Maternal and Infant Health Assessment (MIHA)

is a population-based survey of women with a recent live birth in California that collects information about maternal experiences, attitudes and behaviors before, during and shortly after pregnancy. For more information about the MIHA Survey visit: www.cdph.ca.gov/MIHA

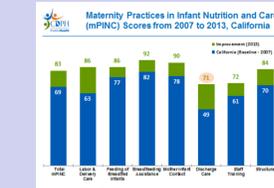
2012 MIHA County Report

County Specific and Geographic Comparisons from the Maternal and Infant Health Assessment Survey, December 2014.



Maternity Practices in Infant Nutrition and Care Survey (mPINC)

is a national survey of maternity care practices and policies that is conducted by the Centers for Disease Control and Prevention (CDC) every 2 years. The CDPH MCAH, develops regional mPINC Benchmark Reports to provide local data to facilitate work with hospitals and birth centers in improving breastfeeding support.



RPPC Region	Year	Score
LA, San Gabriel & Inland Orange	2011	78
LA, San Gabriel & Inland Orange	2012	78
LA, San Gabriel & Inland Orange	2013	78
LA, San Gabriel & Inland Orange	2014	78

Baby-Friendly Hospital Initiative:

As of January 2015, there are 66 labor and delivery facilities in California that have earned the "Baby Friendly" designation (www.babyfriendlyusa.org).

Baby-Friendly Hospitals are not equally distributed across the state; some regions of the state with the lowest exclusive breastfeeding rates, such as the central valley, have limited access to quality maternity care that supports breastfeeding.

