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Director

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

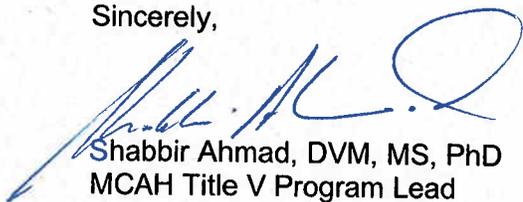
SUBJECT: BREASTFEEDING PROMOTION

The California Department of Public Health's (CDPH), Maternal, Child and Adolescent Health (MCAH) Division and the Women, Infants and Children (WIC) Nutrition Division are pleased to announce the release of California 2010 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 your hospital maternity care setting to use this information as part of your quality improvement efforts to ensure that policies and practices support and increase exclusive breastfeeding.

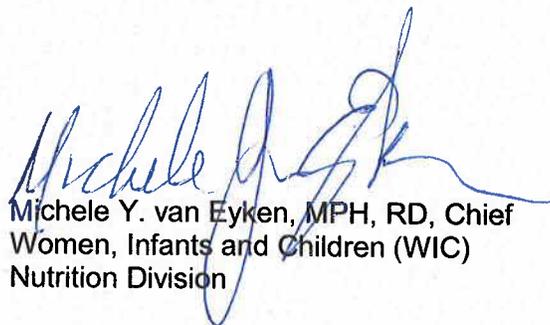
The 2010 data serve as the new baseline for future comparisons and trending of in-hospital breastfeeding practices in California. The 2010 data should not be compared to data published in previous years (2004-2009) due to revisions made to the Newborn Screening Test Form as well as changes in our data analysis methodology for 2010.

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 policy revisions. We have developed a new 8-hour training entitled "Increasing Exclusive Breastfeeding Rates in California's Hospitals" that will soon be available on the CDPH Breastfeeding website. 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. Working together, we will build hospital environments in which staff and patients consider breastfeeding as natural and normal.

Sincerely,



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MCAH Title V Program Lead  
Maternal, Child and Adolescent Health Division



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