

Resources and Technical Assistance for Developing Hospital Policies that Support Breastfeeding

Hospital Breastfeeding Data

In 2008, approximately 86 percent of California women initiated breastfeeding in the hospital, yet less than half breastfed exclusively. The 2008 in-hospital breastfeeding report, utilizing data collected from the Genetic Disease Screening Program's Newborn Screening Test Form, provides hospital level breastfeeding initiation rates. This information allows you to examine the percentage of women who initiate breastfeeding at your hospital in comparison to other hospitals as well as, the State and county rates.

Please note: these data (2008) should not be compared to data for 2004-2007 currently posted to our Breastfeeding Statistics web-site due to recent revisions to the Newborn Screening Test Form as well as changes in our data analyses methodology.

The primary change, the exclusion of data for infants that were in a Neonatal Intensive Care Unit (NICU) nursery at the time of specimen collection, was implemented in order to better align with the National Quality Forum definition of exclusive breastfeeding adopted by the Joint Commission. For further details on our methodological changes, please reference the footnotes section of the 2008 data report available on our Breastfeeding Statistics web-site at:

<http://www.cdph.ca.gov/data/statistics/Pages/BreastfeedingStatistics.aspx>.

Joint Commission on Accreditation of Healthcare Organizations (Joint

Commission): As of April 1, 2010, the Joint Commission has a new Perinatal Core measure set that includes exclusive breast milk feeding. While breastfeeding is the goal for optimal health, it is recognized that human milk provided indirectly is still superior to alternatives. We encourage your hospital to select the new Perinatal Care Core Measure Set. The United States Breastfeeding Committee has produced a helpful resource entitled "Implementing the Joint Commission Perinatal Core Measure on Exclusive Breast Milk Feeding" found at <http://www.usbreastfeeding.org/>.

Maternity Practices in Infant Nutrition and Care (mPINC) Survey

In 2007, the CDC administered the first national survey of maternity care feeding practices and policies, entitled the Maternity Practices in Infant Nutrition and Care (mPINC) Survey <http://www.cdc.gov/breastfeeding/data/mpinc/index.htm>, at all hospitals and birth centers in the United States. Each participating facility received a customized mPINC Benchmark Report designed to 1) communicate directly with the hospital personnel most able to influence hospital practices and policies; 2) address specific barriers to evidence-based maternity care related to breastfeeding; and 3) increase prevalence of hospital practices and policies that are associated with improved breastfeeding outcomes. Hospitals are encouraged to participate in the biennial survey and utilize their data to integrate maternity care into related Quality Improvement efforts. In addition, a state-level mPINC report highlighting specific opportunities to improve maternity care in California has been posted to CDPH's Breastfeeding Statistics web-site.

CDPH Breastfeeding website / California Model Hospital Policies: We realize that evidence-based care is the goal for all California hospitals. The CDPH breastfeeding and healthy living website, <http://cdph.ca.gov/Breastfeeding> includes a variety of resources, including the 2005 California Model Hospital Policies, listing proven actions to increase hospitals exclusive breastfeeding rates. An internet-based toolkit includes information, such as sample policies and chart reviews, as well as links to state, national and international professional resources for practical steps to accomplish gradual policy changes.

The Regional Perinatal Programs of California (RPPC): RPPC, a network of regional medical consultants that promote access to risk appropriate perinatal care for pregnant women and their infants, are locally available to assist hospitals in implementing breastfeeding services. These consultants have access to breastfeeding educational materials and technical assistance. The contact information for each Region's RPPC Coordinator can be found at:

<http://www.cdph.ca.gov/programs/rppc/Pages/RPPCCountyListings.aspx> .

Local Breastfeeding Coalitions and Coordinators: The CDPH urges all labor and delivery facilities to work with their local breastfeeding coalition which can be found at <http://californiabreastfeeding.org/members.html> to address barriers to women exclusively breastfeeding. In addition, each local health jurisdiction has a designated breastfeeding coordinator, which can be found at <http://cdph.ca.gov/Breastfeeding>.

Baby Friendly Hospital Initiative: As of May 2010, there were 25 labor and delivery facilities in California that have earned the designation of "Baby Friendly" as defined by the United Nations Children's Fund (UNICEF)'s Baby Friendly Hospital Initiative. You can find additional information and the names of the California facilities with this prestigious designation at <http://www.babyfriendlyusa.org/eng/index.html>. Once hospitals have implemented the California Model Hospital Policy Recommendations, they can easily meet most of the requirements for this international recognition.

WIC: Hospitals and local WIC agencies are important partners in increasing exclusive breastfeeding rates for low-income mothers. As part of the new WIC food packages, begun on October 1, 2009, WIC limits the amount of formula given for breastfed infants and provides the largest variety and largest amount of food to fully breastfed infants after six months and to breastfeeding mothers. To locate WIC sites in the area of your hospital, we invite you to use the "Find a Local WIC Agency" search function, located on the WIC Works website at:

<http://www.cdph.ca.gov/PROGRAMS/WICWORKS/Pages/default.aspx>.