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EDMUND G. BROWN JR.
Governor

DATE: July 25, 2016

TO: HOSPITAL ADMINISTRATORS,
UNIT NURSE MANAGERS (LABOR AND DELIVERY, POSTPARTUM,
NEWBORN NURSERY, AND NEONATAL INTENSIVE CARE)

SUBJECT: 2015 IN-HOSPITAL BREASTFEEDING DATA

The California Department of Public Health's (CDPH), Center for Family Health (CFH) is pleased to announce the release of the California 2015 in-hospital breastfeeding initiation rates. The CFH 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. In addition, this will support legislation requiring hospitals with perinatal units to have evidenced-based policies and practices that supports breastfeeding (California Health & Safety Codes §123366 and §123367). Working together, we will build hospital environments in which staff and patients consider breastfeeding as natural and normal.

Sincerely,

Connie Mitchell, MD, MPH
Deputy Director
Center for Family Health

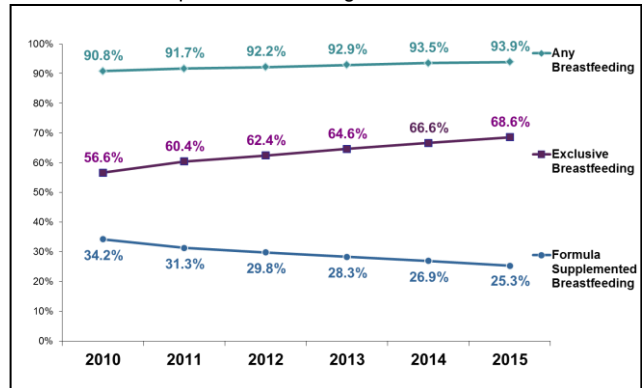
Enclosure

Data to Monitor Progress in Hospital Policies and Practices that Support Breastfeeding

Hospital Breastfeeding Data: The California Department of Public Health (CDPH) has released 2015 in-hospital breastfeeding initiation rates. Hospital staff and administrators can use this information to examine the percentage of women who initiate “exclusive” or “any” breastfeeding at their hospital in comparison to similar hospitals and the state rate.

California in-hospital breastfeeding rates increased from 2010 to 2015. The rate of any breastfeeding increased from 90.8% to 93.9%, while exclusive breastfeeding rates increased from 56.6% to 68.6%. This translates to an overall decrease in formula supplementation from 34.2% to 25.3% during this time period. Although improvements were seen across all racial/ethnic groups, disparities in breastfeeding initiation persist.

California In-hospital Breastfeeding Practices, 2010-2015



Data Source: Genetic Disease Screening Program, Newborn Screening Data, 2010-2015

Notes: these data (2010-2015) are not comparable to data published in previous years.

For further details on our methodology, please reference the footnotes section of the 2015 data report available on our Breastfeeding Statistics web-site at: <http://cdph.ca.gov/BreastfeedingData>.

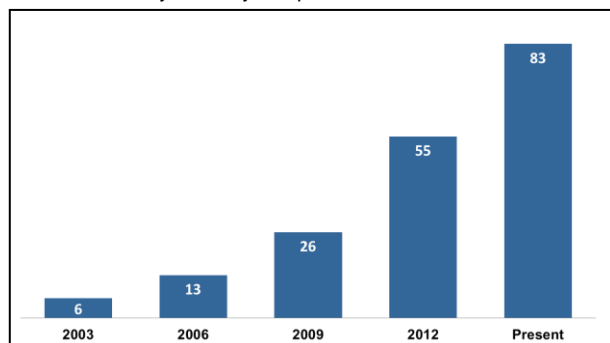
Maternity Practices in Infant Nutrition and Care (mPINC) Survey: The Centers for Disease Control and Prevention (CDC) released 2013 Maternity Practices in Infant Nutrition and Care (mPINC) Survey results to all participating hospitals and birth centers in the United States. Each participating facility received a customized mPINC Benchmark Report that addresses barriers to evidence-based maternity care related to breastfeeding. Hospitals are encouraged to utilize their mPINC report to support quality improvement efforts within the maternity care setting. State and regional level mPINC benchmark reports have been posted to CDPH’s mPINC Survey web-site at <http://cdph.ca.gov/mpincdata>. For information about CDC’s mPINC Survey visit www.cdc.gov/mpinc.

Baby Friendly Hospital Initiative:

As of July 2016, there are 83 labor and delivery facilities in California that have earned the "Baby Friendly" designation as defined by the United Nations Children's Fund (UNICEF)'s Baby Friendly Hospital Initiative (www.babyfriendlyusa.org). Information and the names of the California facilities with this prestigious designation can be found on the California Breastfeeding Coalition website at:

<http://www.californiabreastfeeding.org>

Number of Baby-Friendly Hospitals in California



Source: Baby Friendly USA, www.babyfriendlyusa.org

*Present represents Baby-Friendly Hospitals as of July 2016

Hospital Infant Feeding and Care Requirements

The Joint Commission’s Perinatal Care Core Measure Set: The Joint Commission has expanded the mandatory performance measure requirements for accredited hospitals with 300 or more births per year to include the Perinatal Care Core Measure Set that includes exclusive breast milk feeding. The United States Breastfeeding Committee (USBC) produced a resource entitled “Implementing the Joint Commission Perinatal Core Measure on Exclusive Breast Milk Feeding” found at www.usbreastfeeding.org.

Hospital Infant Feeding Act: The Hospital Infant Feeding Act (California Health & Safety Code §123366) requires all California hospitals with a perinatal unit to 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://cdph.ca.gov/Breastfeeding>) and must be clearly posted and routinely communicated to staff.

California Health & Safety Codes §123367 requires that by 2025 all hospitals with a perinatal unit adopt the "Ten Steps to Successful Breastfeeding" per Baby Friendly USA's [Baby-Friendly Hospital Initiative](http://www.babyfriendlyusa.org/), or an alternate process that includes evidenced-based policies and practices and targeted outcomes.

Resources and Technical Assistance for Developing Hospital Policies that Support Breastfeeding

CDPH Breastfeeding website: The CDPH Breastfeeding and Healthy Living website <http://cdph.ca.gov/Breastfeeding>, includes a variety of resources:

- *The California Model Hospital Policy Recommendations* and related toolkit
- *Birth and Beyond California: A Hospital Breastfeeding Quality Improvement and Staff Training Demonstration Project*
- An 8 hour hospital administrator training entitled *Increasing Exclusive Breastfeeding Rates in California’s Hospitals*
- *9 Steps To Breastfeeding Friendly: Guidelines for Community Health Centers and Outpatient Care Settings* and related toolkit

Local Breastfeeding Coalitions and Coordinators: The CDPH urges all labor and delivery facilities to work with their local breastfeeding coalition (<http://californiabreastfeeding.org>) and/or their local health jurisdiction breastfeeding coordinator (<http://cdph.ca.gov/Breastfeeding>) to address barriers to women breastfeeding exclusively.

The Regional Perinatal Programs of California (RPPC): RPPC is a network of regional public health consultants that promote access to risk appropriate perinatal care for pregnant women and their infants and can assist hospitals in implementing breastfeeding quality improvement. The contact information for each Region's RPPC Coordinator can be found at: <http://cdph.ca.gov/RPPC>.

Women, Infants and Children (WIC): WIC provides prenatal breastfeeding education, breast pumps when needed, and, in some areas, peer counselors to support breastfeeding mothers. To locate WIC sites in the area of your hospital, use the "Find a Local WIC Agency" search function, located on the WIC Works website: <http://www.cdph.ca.gov/Programs/wicworks>.