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CHA Hollywood Presbyterian Medical Center Receives the Baby-Friendly Designation from World Health Organization/UNICEF

Los Angeles, April 29, 2014 — Hollywood Presbyterian Medical Center has been designated a “Baby-Friendly” Hospital by Baby-Friendly USA, Inc. Of over 3,200 eligible hospitals in the United States, there are currently 176 designated hospitals. Hollywood Presbyterian Medical Center is the 15th hospital in the county of Los Angeles to receive this prestigious designation. In order to achieve “Baby-Friendly” designation, HPMC demonstrated its ability to offer mothers the information, skills and support needed to successfully initiate bonding and breastfeeding.

Kristine Dowd, Baby Friendly Project Coordinator, said the distinction comes after five years of hard work by hospital staff. “Our staff has worked incredibly hard over the last five years to make this happen,” Dowd said. “It required significant practice changes at our facility, but, ultimately, it comes down to what is best for our patients. We know that with the changes we have implemented, our moms are better informed, having greater success with breastfeeding, and are going home better prepared to care for their babies, whether breastfeeding or not.”

Baby-Friendly USA, Inc. is the U.S. authority for the implementation of the Baby-Friendly Hospital Initiative (“BFHI”), a global program sponsored by the World Health Organization (WHO) and the United Nations Children’s Fund (UNICEF). The initiative encourages and recognizes hospitals and birthing centers that offer an optimal level of care for breastfeeding mothers and their babies. Based on the *Ten Steps to Successful Breastfeeding*, this prestigious international award recognizes birth facilities that offer breastfeeding mothers the information, confidence, and skills needed to successfully initiate and continue breastfeeding their babies.

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CHA Hollywood Presbyterian Medical Center is an acute care facility that has been caring for the Hollywood community and surrounding areas since 1923. The hospital is committed to serving local multicultural communities with quality medical and nursing care. With more than 500 physicians representing virtually every specialty, CHA Hollywood Presbyterian Medical Center is a 434 bed facility located in Los Angeles, Calif. that provides a full range of acute services including fetal therapy services. HPMC is an affiliate of Cha Health Systems (CHS), a global leader in clinical research and medicine with nine hospitals, CHAUM, and a Global Clinical Trials Center.

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