


Media Coverage

Colorado's *Can-Do 5!* Offers Hospitals Specific Strategies to Extend Breastfeeding Duration

"Dr. Neifert...is traveling across Colorado promoting breastfeeding-friendly maternity practices to hospitals and medical centers. The CDPHE is committed to sharing these five, highly doable, supportive breastfeeding practices at every hospital in the state, as a strategy to increase breastfeeding duration rates and promote incremental steps toward the Baby-Friendly ideal.

The Livewell Colorado Times, Colorado, May 28, 2009


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Next Steps . . .

- Remaining hospitals will receive a letter and accompanying resource kit.
- Hospitals have requested recognition if they successfully implement the five practices.
- Hospitals will be invited to apply for an award by submitting their policies and a mothers' survey.
- Successful hospitals will receive a plaque and be acknowledged in a statewide press release.
- In 2011, we will evaluate PRAMS 2010 data.

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Next Steps...

- Established a 70 member listserv, so members can pose questions about breastfeeding policies and management to staff at other hospitals statewide
- Promote breastfeeding educational opportunities outside the Denver Metro area:
 - Explore possibilities to videoconference Colorado's Lactation Journal Club to rural communities so lactation staff can earn CERPs and stay current on breastfeeding research.
 - Publicize Metro State College online breastfeeding course.

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