Demographics:
- 78% Hispanic
- 49% Foreign Born
- 95% Medi-Cal
- 51% Incomplete High School

3000+ live births
Build Your Team

- Administrative Support
- Nursing Leadership
- Medical Staff ***
- Informal Leaders
- Supporters

- Find what motivates them. Find their WHY.
Getting the Hospital On-Board

- Generate excitement and involve other departments
  - Education - New employee orientation
  - Volunteers - Gift shop
  - Human Resources – Employee lactation room
  - Nursing floors - Readmissions
  - Information Management - Screen savers
  - Clinics – OB and Pediatric
  - Materials Management – Purchasing of formula
  - Facilities Management – Signage
Make It Your Own
Community Outreach

- Breastfeeding Awareness Carnivals
  - Focus - Awareness
  - Started out in lobby
  - Moved outside to accommodate size

- Baby Friendly Expo
  - Focus – Education
  - Moved to Outpatient Clinic
Community Collaboration

- Perinatal Services Network
- Inland Empire Baby Friendly Collaborative
- WIC – Peer Counselor Programs
- Close To My Heart Lactation Clinic
- Referrals to local Lactation Clinics
- Group Breastfeeding Education
- Family Centered care
Yes,

it’s a difficult journey

Yes,

it’s worth it.
Thank you.