



Dominican Hospital

A member of CHW

NEWS RELEASE

Contact: Communications & Marketing
(831) 462-7706

Dominican recognized for breastfeeding efforts

SANTA CRUZ – Dominican Hospital, a long-time local champion for breastfeeding, has been recognized by Baby-Friendly USA.

Dominican is one of less than 100 hospitals nationally to earn this recognition for declaring its commitment to the principles of the global Baby-Friendly Hospital Initiative and establishing the highest standard possible for the protection, promotion and support of breastfeeding.

With an international board-certified lactation consultant on staff, Dominican Hospital places an emphasis on breastfeeding for new moms right from the start. Nursing staff receive training on breastfeeding technique, and a weekly Breastfeeding Support Group meets to help new moms on a drop-in basis.

New mothers at Dominican practice “rooming in,” allowing mothers and infants to remain together 24/7, and are encouraged give their babies no food or drink other than breastmilk, unless medically indicated.

“I am proud of the dedication to breastfeeding that we have at Dominican Hospital,” said Janet Hoover, lactation consultant. “Signing this letter of intent to become a certified Baby-Friendly hospital is one more step in our commitment to the families who give birth here.”