Communities and Hospitals
Advancing Maternity Practices

- Increased exclusive breastfeeding rates
- Improved evidence-based practices such as skin-to-skin and rooming-in
- Increased community support for breastfeeding
- Greater access to breastfeeding-friendly prenatal and postpartum support

Increasing equity and reducing disparities in maternity care and breastfeeding

- Access to experts who can help you improve patient care for new families
- Strategic and practical help with changing hospital policies and practices
- Help with charting needs related to breastfeeding
- Becoming a CHAMPS hospital will give you a competitive edge as momentum for The Baby-Friendly Hospital Initiative increases in the US

- Create a task force of committed practitioners and decision-makers
- Work collaboratively with the community to link resources and address the needs of breastfeeding families
- Collect data on breastfeeding rates, skin to skin, and rooming in

There is no cost to become a CHAMPS site, but there may be costs for staff training time. Hospitals seeking Baby-Friendly Designation will need to pay fees to Baby-Friendly USA.

Interested? Email: CHAMPSbreastfeed@gmail.com Visit: www.CHAMPSbreastfeed.org