

July 5, 2023

NEWS RELEASE

Media Contact: Karen Martsolf, MA
Chief Marketing/Communications Officer
(970) 644-3490 (o)
(970) 778-1249 (c)
kmartsolf@gjhosp.org

Community Hospital Recognized for Work to Improve Breastfeeding

Mesa County, CO - The Colorado Department of Public Health and Environment (CDPHE) recognized 45 hospitals for their efforts to promote breastfeeding and offer healthier food and beverage options through the Colorado Healthy Hospital Compact (CHHC) and Colorado Baby-Friendly Hospital Collaborative (CBFHC). These initiatives are part of the state's work to promote healthy eating and active living to reduce the rates of death and disease from chronic illness among Coloradans.

At the June 14 event, CDPHE awarded Community Hospital with the Colorado Celebrate 6 Award of Breastfeeding Excellence. Community Hospital was honored with the Celebrate 6 Award in 2020 and again this year. The Celebrate 6 Award of Breastfeeding Excellence honors hospitals for having implemented at least six of the Baby-Friendly Hospital Initiative's Ten Steps to Successful Breastfeeding. These are evidence-based policies and practices known to increase breastfeeding success and improve maternal and infant health outcomes.

"We are extremely proud to be recognized once again by the Colorado Baby-Friendly Hospital Collaborative," said Marsha Bagby, Director of the Birth Place at Community Hospital. "We are committed to maintaining the prestigious Baby-Friendly designation and fully support evidence-based maternity and breastfeeding care for mothers and babies in our community," added Bagby.

CDPHE honored all 14 Baby-Friendly designated facilities in the state for receiving and maintaining the certification from Baby-Friendly USA. The department supports maternity facilities in pursuing Baby-Friendly designation through the CBFHC which provides free training and resources to help hospitals implement evidence-based policies and practices that support breastfeeding and optimal infant care.

"These hospitals have worked hard to create change that supports Colorado families to breastfeed. With over 90 percent of Colorado families choosing to breastfeed their children each year, such policies and practices are essential," said Stacy Miller, breastfeeding specialist at CDPHE and facilitator of the Colorado Baby-Friendly Hospital Collaborative.

The number of Baby-Friendly designated hospitals in Colorado has grown from three in 2013 to 14 in 2023. Over a third of births in the state now occur in Baby-Friendly hospitals each year.

In addition to Community Hospital, CDPHE recognized 40 other Colorado hospitals with the Celebrate 6 Award. Roughly three-quarters of hospitals offering maternity services in Colorado received the award in both 2020 and this year. Seven hospitals received the award for the first time.

To learn more about the Colorado Baby-Friendly Hospital Collaborative, please visit BreastfeedColorado.com. For more information about what the Celebrate 6 Award means for Community Hospital, please contact Karen Martsolf, Chief Marketing/Communications Officer at kmartsolf@gjhosp.org. For more information about the CBFHC, please contact Stacy Miller at stacy.miller@state.co.us or 303-319-1929.

###

Great People.
Great Care.
Great Choice!