

PRESS RELEASE 10 June 2011
Womens Health and Birth Center; 583 Summerfield Road; Santa Rosa, CA 95405

CDC Recognizes Local Clinic for Outstanding Care

The Women's Health and Birth Center (WHBC) is thrilled to announce that they have received excellent marks from the Center for Disease Control (CDC) Benchmark Report that looks at quality practice measures. The WHBC's composite quality practice score of 98% far exceeds California's average of 73% and is well above the national score of 65%.

The CDC has identified specific interventions and strategies that result in better breastfeeding outcomes and improvements in infant nutrition and care. The WHBC's scores demonstrate that its labor and delivery care, postpartum care and breastfeeding support, staff training, and structure of care delivery combine to implement these best practices in an exceptionally successful manner.

The WHBC is a freestanding birth center, specializing in nurse-midwifery care and focusing on pregnancy, newborn and gynecology services. WHBC is one of the few facilities in the USA to be recognized as a "baby-friendly" facility by the World Health Organization. Fewer than 4% of babies in the US are born in "baby-friendly" hospitals and birth centers, despite the dramatic improvement that is seen in maternal and newborn health within such facilities.

The CDC is studying events that occur during the immediate post birth period because it is known to be a critical period for the establishment of breastfeeding. If breastfeeding is not properly supported immediately after birth and in the first few days, the failure rates are higher. More information on the study can be found at:

www.cdc.gov/mpinc

The WHBC provides excellent post birth care that includes breastfeeding support, home visits and education for all women. All professional staff are trained lactation specialists and the center has a lactation clinic Mondays from 12-2pm as well as private sessions for all women seeking advice on breastfeeding and infant health.

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