



MEDIA CONTACT:

Cara Welch
303-320-2819
Cara.Welch@HealthONEcares.com

FOR IMMEDIATE RELEASE

**ROSE MEDICAL CENTER RECEIVES AWARD FOR SUPPORTING
BREASTFEEDING**

Colorado Department of Public Health & Environment awards "Colorado Can Do 5!"

DENVER – Aug. 5, 2011 – Today, Rose Medical Center was honored with an award from the Colorado Department of Public Health and Environment (CDPHE) for its efforts in supporting breastfeeding with new mothers.

“Rose has a reputation as Denver’s baby hospital, so we take our role in helping new mothers learn to breastfeed very seriously,” said Tracee Hendershott, Rose’s Director of Women’s and Children’s Services. “There is substantial research that shows the many benefits of breastfeeding for both moms and babies, and we believe this is one of many ways that we can help our new families get off to a healthy start.”

To receive this award, Rose Medical Center implemented Colorado’s *Can Do 5! B.E.S.T.* (Breastfeeding Excellence Starts Today) hospital initiative, which includes the following five breastfeeding practices:

1. The infant is breastfed in the first hour after birth.
2. The infant is fed only breast milk in the hospital.
3. The infant stays in the same room with the mother in the hospital.
4. The infant does not use a pacifier in the hospital.
5. Hospital gives the mother a telephone number to call for help with breastfeeding after discharged from the hospital.

“Breastfeeding has been shown to improve the health of the mother and her infant,” said Jennifer Dellaport, CDPHE Breastfeeding Coordinator. “The longer and more exclusively a baby is breastfed, the less likely the baby is at risk for developing certain immune illnesses and becoming obese. Hospitals receiving this award extend breastfeeding by at least two months, helping new mothers get a good start on keeping their babies healthy.”

With the help of Colorado hospitals, 88.7 percent of new mothers statewide begin breastfeeding their babies. Rose Medical Center is one of 13 Colorado hospitals receiving this award in 2011.

For more information about Colorado’s breastfeeding efforts, visit www.breastfeedColorado.com.

About Rose Medical Center

Well known as a Denver institution and a 9th Avenue landmark for 60 years, Rose Medical Center has earned its reputation as Denver's "Baby Hospital" while becoming a leader in comprehensive women's, surgical and

endoscopy services, heart and vascular, orthopedics, total joint replacement, bariatrics, and sports, internal and aesthetic medicine. With origins in Jewish teachings, traditions and community, Rose's founders built this hospital to "serve the need of every creed." By offering a high level of expertise and service across all disciplines, Rose has truly become a destination hospital, attracting patients from throughout Colorado and around the world. Learn more at www.rosemed.com.

###