

Using Data to Drive Change

Social Media Toolkit for the 2016 Hospital Breastfeeding Rates Report & Fact Sheet

Sample Tweets

In the last 5 years, EBF rates in CA hospitals have increased 12%. #CaBFDataDrivenChange #NormalizeBreastfeeding <http://bit.ly/XALuLO>

Exclusive BF during hospital stay influences exclusive BF duration after discharge. #CaBFDataDrivenChange <http://bit.ly/XALuLO>

#BabyFriendlyHospitalInitiative policies are associated with increases in BF initiation, duration and exclusivity. #CaBFDataDrivenChange <http://bit.ly/XALuLO>

Sample Facebook Posts

Over the last 5 years, exclusive breastfeeding rates in California hospitals have increased 12% - that's over 300,000 California mothers and babies! Check out this year's report and fact sheets to learn more about how California hospitals are helping CA moms meet their breastfeeding goals! #CaBFDataDrivenChange #NormalizeBreastfeeding <http://bit.ly/XALuLO>

Baby-Friendly Hospital Initiative policies are associated with increases in breastfeeding initiation, duration and exclusivity. Over the last five years, the number of Baby-Friendly hospitals in California has nearly tripled, so it's no coincidence that we're seeing a steady increase in the number of California babies that are exclusively breastfed while in the hospital. Check out the full report on California's hospital breastfeeding data, including the state and county fact sheets! <http://bit.ly/XALuLO> #CaBFDataDrivenChange

Data on how babies are fed is collected for every baby in California – that's how we know that the exclusive breastfeeding rate in California hospitals is on the rise thanks to the hard work folks have done implementing Baby-Friendly policies. Now we need to collect data after new families leave the hospital to drive change in medical, employment and childcare settings that will help families meet their breastfeeding goals! #CaBFDataDrivenChange <http://bit.ly/XALuLO>

Images

Post an image available on the Fact Sheets webpage:

- Animated map showing the growth in California Baby-Friendly hospitals from 2010-2015
- Map showing growth in county breastfeeding rates from 2010-2015