



PRESS STATEMENT: April 16, 2015

Pacific Alliance Medical Center Receives Prestigious International Award

Albany, NY - Baby-Friendly USA, announces that **Pacific Alliance Medical Center has received prestigious international recognition as a Baby-Friendly Designated birth facility.**

Baby-Friendly USA, Inc is the U.S. authority for the implementation of the Baby-Friendly Hospital Initiative (“BFHI”), a global program sponsored by the World Health Organization (WHO) and the United Nations Children’s Fund (UNICEF). The initiative encourages and recognizes hospitals and birthing centers that offer an optimal level of care for breastfeeding mothers and their babies. Based on the Ten Steps to Successful Breastfeeding, this prestigious international award recognizes birth facilities that offer breastfeeding mothers the information, confidence, and skills needed to successfully initiate and continue breastfeeding their babies.

There are more than 20,000 designated Baby-Friendly hospitals and birth centers worldwide. Currently there are **253** active Baby-Friendly hospitals and birth centers in the United States. The “Baby-Friendly” designation is given after a rigorous on-site survey is completed. The award is maintained by continuing to practice the Ten Steps as demonstrated by quality processes.

Further information about the U.S. Baby-Friendly Hospital Initiative may be obtained by contacting

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