



**FOR IMMEDIATE RELEASE
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**THE MASSACHUSETTS DEPARTMENT OF PUBLIC HEALTH HONORS
THE MATERNITY UNIT AT STURDY MEMORIAL HOSPITAL**

ATTLEBORO, MA, OCTOBER 31, 2014 – The Massachusetts Department of Public Health recently honored the Maternity Unit at Sturdy Memorial Hospital with the 2014 Breastfeeding Achievement Award for its commitment to postpartum breastfeeding support.

“The maternity nursing staff at Sturdy Memorial was recognized for our commitment to practicing skin-to-skin contact in the operating room after Cesarean section,” says Paula Boothman, RNC, MSN, nurse manager of the Weber Maternity Unit. “Skin-to-skin contact between mother and baby immediately after birth provides opportunity for the early initiation of breastfeeding, leading to increased breastfeeding success, among other benefits. While many hospitals have initiated skin-to-skin in vaginal deliveries, Sturdy is unique in providing this in the operating room whenever feasible.”

Sturdy’s maternity nurses receive advanced education and training in breastfeeding support and the lactation consultants are board certified. New moms and their babies are encouraged to attend Sturdy’s breastfeeding support group that meets monthly and is open to the public at no cost. The Lactation Support Program continues to provide lactation consultation on an outpatient basis for any families needing follow-up and support.

For more information about Maternity and Lactation services at Sturdy Memorial Hospital, call 508-236-7250 or visit www.sturdymemorial.org.

Sturdy Memorial Hospital is a full-service, independent, financially stable, not-for-profit acute care community hospital in Attleboro, Massachusetts.

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