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**(S.D.)- Rosebud Hospital Earns Baby-Friendly Status**



By: Jeremy Anderson Posted at: 12/14/2012 01:56 PM

ROSEBUD, S.D. (AP) - The Indian Health Service hospital on the Rosebud Indian Reservation has been named the first baby-friendly hospital in South Dakota.

The hospital is also the first IHS hospital to earn the designation, which promotes breastfeeding.

The World Health Organization and the United Nations International Children's Emergency Fund administer the baby-friendly initiative. Hospitals that achieve the status are committed to promoting and protecting breastfeeding at all stages.

Clifton Kenon, Jr. is the maternal child health program manager for Aberdeen Area Indian Health Service. He says the staff's dedication to protecting breastfeeding is evident.

Health and Human Services Secretary Kathleen Sebelius visited the hospital recently. She pointed to its designation as an innovative approach to overcoming health disparities in Indian Country.

The hospital's initiative started as a campaign to decrease childhood obesity.