



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Bon Secours Virginia Initiates Bon Secours Magic Hour for New Moms *Program designed to help moms bond with newborns and initiate breastfeeding*

RICHMOND, Va. - (Jan. 17, 2012) – In an effort to enhance bonding between moms and newborns and support breastfeeding, Bon Secours Virginia has introduced Bon Secours Magic Hour. Barring any unusual medical needs immediately following delivery, Bon Secours Virginia nurses dry infants and place them skin-to-skin on the mother’s chest, allowing precious time for bonding and breastfeeding.

“We’re very proud of our long reputation as a favorite place to have a baby,” said Mary Anne Graf, vice president, Womens & Childrens Services, Bon Secours Virginia Health System. “Bon Secours Magic Hour is yet another example of our commitment to building healthy families.”

Bon Secours Magic Hour is an ideal time for mothers and babies to be close and has many benefits for the baby.

- Babies have an amazing ability to interact with their parents. They can distinguish touch, smells, tastes, sounds and sights right away.
- Breastfed babies will nurse better when placed skin-to-skin on the mother immediately following birth.
- A mother’s body can maintain her baby’s temperature more effectively than warm blankets and warmers.
- Babies who spend the first 90 minutes of their lives with their mothers skin-to-skin cry less than those who are dried, wrapped and placed in a bassinet.

Quiet Time

Another program that goes hand in hand with Bon Secours Magic Hour is Quiet Time. While family and community support is vital to a new family, new moms and dads need time to rest and bond with their baby. Every afternoon from 1:30 to 3 p.m. on all Bon Secours Virginia hospital post-partum units, babies are

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brought to room in with their parents. Visiting hours are restricted, the lights are dimmed and physicians and nurses try to limit interruptions unless medically necessary. Like Bon Secours Magic Hour, Quiet Time allows the family to focus on each other and begin breastfeeding.

“New moms and dads have been telling us they need more down time in the hospital,” said Mary Anne Graf, vice president, Womens & Childrens Services, Bon Secours Virginia Health System. “Programs like Bon Secours Magic Hour and Quiet Time allow families to be together during these precious moments to bond and begin to breastfeed.”

Bon Secours Virginia is deeply committed to supporting mother-infant bonding and breastfeeding in our communities. We provide inpatient lactation services and operate A Woman's Place, the only outpatient lactation center and boutique of its kind in central Virginia. We also make follow-up calls to all moms who deliver at Bon Secours hospitals to see how breastfeeding is going and offer participation in our many support groups.

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About Bon Secours Virginia Health System

Bon Secours Virginia provides good help to thousands of Virginians through a network of hospitals, primary and specialty care practices, ambulatory care sites and continuing care facilities across the Commonwealth. The not-for-profit health system employs about 11,000 people, including nearly 300 physicians as part of the Bon Secours Medical Group.

The fourth largest and only faith-based health system in Virginia, Bon Secours Virginia offers a full range of services including cardiac, women's, children's, orthopaedics, oncology, neurosciences and surgery at seven award-winning hospitals.

- Bon Secours Richmond is St. Mary's Hospital, Memorial Regional Medical Center, Richmond Community Hospital and St. Francis Medical Center
- Bon Secours Hampton Roads is Maryview Medical Center, DePaul Medical Center and Mary Immaculate Hospital

About Bon Secours Richmond Foundation

Bon Secours' ministry of providing good help to those in need is supported by the Bon Secours Richmond Foundation, which raises funds to create healthy communities, advance clinical innovation and provide an extraordinary experience of care.