



Legislation Details (With Text)

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On agenda: 8/24/2021 **Final action:** 8/24/2021

Title: Health and Human Services Agency recommending the Board adopt and authorize the Chair to sign a Proclamation recognizing August 2021 as "Breastfeeding Awareness Month" in the County of El Dorado.

FUNDING: N/A

Sponsors:

Indexes:

Code sections:

Attachments: 1. A - 2021 Breastfeeding Proclamation, 08-24-2021, 2. Executed Breastfeeding Awareness Proclamation

Date	Ver.	Action By	Action	Result
8/24/2021	1	Board of Supervisors	Approved	Pass

Health and Human Services Agency recommending the Board adopt and authorize the Chair to sign a Proclamation recognizing August 2021 as "Breastfeeding Awareness Month" in the County of El Dorado.

FUNDING: N/A

DISCUSSION / BACKGROUND:

The month of August has historically been named "Breastfeeding Awareness Month" both nationally and in the State of California. Beginning in 2017, the Board of Supervisors has approved a Proclamation naming August as "Breastfeeding Awareness Month" on an annual basis. The Proclamation's purpose is to increase public awareness of the health benefits and the importance of supporting mothers who want to breastfeed.

Breast milk provides optimal nutrition for babies, provides nutrients for healthy development, is easily digested, and is readily available. The American Academy of Pediatrics (AAP) recommends exclusive breastfeeding for 6 months, and continuing even after solid foods are introduced until at least age 1. The AAP also recommends starting as early as one hour after birth for the biggest benefits. Despite AAP recommendations, the Centers for Disease Control, through their 2018-2019 National Immunization Survey, found that only 25.6 percent of infants born in the United States in 2017 were breastfed exclusively through the age of 6 months, increasing from a baseline of 24.9 percent in 2015.

El Dorado County Public Health supports recommendations to breast feed infants to support healthy development. The County of El Dorado Women, Infants and Children (WIC) program actively works with clients to promote breastfeeding awareness and optimal breastfeeding practices. Recognizing August 2021 as "Breastfeeding Awareness Month" reinforces the education and support provided by WIC staff for all El Dorado residents. All citizens, governmental agencies, public and private

institutions, businesses, and hospitals in El Dorado County are encouraged to join online actions and conversations to build support for the policy and practice changes needed to build a “landscape of breastfeeding support.”

ALTERNATIVES:

The Board could decline to adopt this Proclamation recognizing August as “Breastfeeding Awareness Month.”

PRIOR BOARD ACTION:

- 1) 08-04-2020, 20-0951, HHSA 2020 Breastfeeding Awareness Month Proclamation
- 2) 08-06-2019, 19-1132, HHSA 2019 Breastfeeding Awareness Month Proclamation
- 3) 08-14-2018, 18-1147, HHSA 2018 Breastfeeding Awareness Month Proclamation
- 4) 08-08-2017, 17-0820, HHSA Breastfeeding Awareness Month Proclamation

OTHER DEPARTMENT / AGENCY INVOLVEMENT:

N/A

CAO RECOMMENDATION:

Approve as recommended.

FINANCIAL IMPACT:

There is no financial impact associated with this Agenda item.

CLERK OF THE BOARD FOLLOW UP ACTIONS

Clerk of the Board to return one (1) fully signed Proclamation to HHSA Contracts Unit at 3057 Briw Road.

STRATEGIC PLAN COMPONENT:

County of El Dorado Strategic Plan Goal: “Healthy Communities.”

CONTACT

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