



Legislation Details (With Text)

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Title: Health and Human Services Agency recommending the Board adopt and authorize the Chair to sign a Proclamation recognizing August 2022 as "Breastfeeding Awareness Month" in the County of El Dorado.

FUNDING: N/A

Sponsors:

Indexes:

Code sections:

Attachments: 1. A - 2022 Breastfeeding Awareness Proclamation 07/26/22, 2. Executed Proclamation Breastfeeding

Date	Ver.	Action By	Action	Result
7/26/2022	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 2022 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 County of El Dorado 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.

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. Currently 32 percent of infants enrolled in the El Dorado County WIC Program are breastfed exclusively. This trend is consistent with the Healthy People 2030 national breastfeeding objective to increase the proportion of infants who are breastfed exclusively through age 6 months to 42.4 percent.

Promotion of breastfeeding is a primary Public Health prevention strategy fostering a foundation for life-long health and wellness and is a collective objective of our community partners including but not

limited to Marshall and Barton hospitals, Community Health Center, Breastfeeding Coalition, etc.

Recognizing August 2022 as "Breastfeeding Awareness Month" reinforces the education and support provided by WIC staff for all El Dorado residents.

All El Dorado County individuals, families, businesses, and communities are encouraged to join online actions and conversations for promotion and facilitation of breastfeeding best practices as a wellness intervention for mother and infant alike.

ALTERNATIVES:

The Board could decline to adopt this Proclamation recognizing August as "Breastfeeding Awareness Month" without programmatic or fiscal impact to Public Health Division activities.

PRIOR BOARD ACTION:

- 1) 08/24/21, 21-1265, HHSA 2021 Breastfeeding Awareness Month Proclamation
- 2) 08/04/20, 20-0951, HHSA 2020 Breastfeeding Awareness Month Proclamation
- 3) 08/06/19, 19-1132, HHSA 2019 Breastfeeding Awareness Month Proclamation
- 4) 08/14/18, 18-1147, HHSA 2018 Breastfeeding Awareness Month Proclamation
- 5) 08/08/17, 17-0820, HHSA 2017 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 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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