



Agenda Submittal

Agenda #: 3 **Status:** Presentation
Type: Resolution-Presentation **Department:** Health and Social Services
File #: 19-526 **Contact:** Gerald Huber, 784-8400
Agenda date: 7/23/2019 **Final action:** 7/23/2019
Title: Adopt and present a resolution declaring August 2019 as World Breastfeeding Week in Solano County (Chairwoman Hannigan)
Governing body: Board of Supervisors
District:
Attachments: 1. A - Resolution, 2. Adopted Resolution, 3. Minute Order

Date	Ver.	Action By	Action	Result
7/23/2019	1	Board of Supervisors		

Published Notice Required? Yes ___ No X
Public Hearing Required? Yes ___ No X

DEPARTMENTAL RECOMMENDATION:

The Department of Health and Social Services (H&SS) recommends that the Board adopt and present a resolution declaring August 2019 as World Breastfeeding Week in Solano County.

SUMMARY/DISCUSSION:

The World Alliance for Breastfeeding Action coordinates World Breastfeeding Week. This year’s theme for World Breastfeeding Week is “Empower parents, enable breastfeeding.” Gender-equitable parental social protection can help promote and sustain breastfeeding, ensure parental rights through policies and legislation and advance the Sustainable Development Goals (SDGs) developed by the United Nation’s world leaders in September 2015 aimed at ending poverty in five major areas of development: 1) Nutrition and food security; 2) Health, well-being and survival; 3) Environment and climate change; 4) Work productivity, empowerment and social protection; and 5) Sustainable partnerships and rule of law.

The Breastfeeding Coalition of Solano County was established in 1997 to provide breastfeeding education to the community and provide a venue for networking and coordination of perinatal services. The Coalition recognizes that breastfeeding plays a role in the human life cycle in many ways. Breastfeeding is the first and most optimal nutrition available for developing infants. It is a key component in food security in many of our underserved populations who are economically disadvantaged, and breastmilk provides optimal cognitive, emotional and physiological attributes for babies, providing a foundation for health and well-being. The County’s Women, Infants and Children (WIC) Program efforts to increase exclusive breastfeeding rates have been successful through the Regional Breastfeeding Liaison position and Breastfeeding Peer Counseling program. The WIC Program is focused on improving the 6-month exclusive breastfeeding rates from, 22.0% in FY2017/18, and 21.8% in FY 18/19 to achieve the Healthy People 2020 goal of 25.5%.

In recognition of World Breastfeeding Week, the Breastfeeding Coalition recognizes and celebrates World

Breastfeeding Week throughout the month of August 2019. The Breastfeeding Coalition is proudly hosting a Donor Breast Milk Drive on August 15 from 10:30 AM - 1:30 PM at 2101 Courage Drive in Fairfield to receive donations for the San Jose Mother's Milk bank that provides needed breastmilk for premature and medically-fragile infants. In addition to the Donor Breast Milk Drive, the Breastfeeding Coalition will be providing fresh produce, healthy food tastings and breastfeeding educational materials and activities.

FINANCIAL IMPACT:

The H&SS staff time associated with the planned World Breastfeeding Week activities is budgeted within the department's FY2019/20 Adopted Budget. The costs associated with preparing the agenda item are nominal and absorbed by the department's FY2019/20 Adopted Budget. The costs associated with preparation and purchase of the resolution materials and plaque are included in the Board's FY2019/20 Adopted Budget.

ALTERNATIVES:

The Board may choose not to adopt this resolution. This is not recommended as breastfeeding is a natural, cost-effective and environmentally-friendly way to promote infant and mother health and bonding.

OTHER AGENCY INVOLVEMENT:

None.

CAO RECOMMENDATION:

APPROVE DEPARTMENTAL RECOMMENDATION