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**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**




FROM: Community Health Agency - Department of Public Health **SUBMITTAL DATE:** July 25, 2003

SUBJECT: Breastfeeding Month – August 2003

RECOMMENDED MOTION: That the Board of Supervisors: 1) Recognize and proclaim the month of August 2003 as Breastfeeding Month; and 2) Present the proclamation to Gayle Hoxter, Chief of Nutrition Services and Laurie Haessly, Supervising Nutritionist for the Loving Support Breastfeeding program, at the August 19, 2003 Board of Supervisors meeting.

BACKGROUND: Breastfeeding Month celebrates the importance of breastfeeding as a basic act of nature and a basic standard for health, growth, and development for mothers and babies. Riverside County Department of Public Health will celebrate Breastfeeding Month by recognizing breastfeeding mothers throughout Riverside County. We will educate the public that breastfeeding is a healthy, natural and safe food source and promote awareness of support services available to all breastfeeding mothers throughout Riverside County.


Susan Harrington
Director

GH:nw

FINANCIAL DATA:

CURRENT YEAR COST: \$0
NET COUNTY COST: \$0

ANNUAL COST: \$0
IN CURRENT BUDGET: N/A
BUDGET ADJUSTMENT: N/A FOR FY: 03/04

SOURCE OF FUNDS: N/A

C.E.O. RECOMMENDATIONS:

APPROVE

County Executive Officer Signature: 

Consent Policy
 Consent Policy

Department Recommendation:
Per Executive Office:

Prev.Agn.ref.
FORM 11(Rev 8/96)

Dist. All

AGENDA NO.

2.6

Breastfeeding Month Proclamation

WHEREAS, the County of Riverside is committed to the future of our infants and children; and

WHEREAS, compelling scientific evidence has shown breastfeeding provides the optimal balance of nutrients to the newborn and is a healthy, natural and safe food source which is economical; and

WHEREAS, breastfeeding provides a high degree of immunity against infection and allergies and has been linked with a decrease in illness and disease, which results in improved quality of life and a decrease in health care costs.

WHEREAS, research has proven that breastfeeding significantly reduces the risks of childhood obesity and Type II diabetes; and

WHEREAS, breastfeeding encourages closeness and bonding between mother and child which promotes improved family values and decreases the possibility for neglect and child abuse; and

WHEREAS, breastfeeding has been known to increase intelligence levels; and

WHEREAS, breastfeeding is compatible with all aspects of a mother's life including work and/or school; and

WHEREAS, breastfeeding for baby's first year and beyond is recommended by the United States Surgeon General, the American Academy of Pediatrics and the majority of Riverside County's health care professionals; and

WHEREAS, breastfeeding benefits the entire community; and

WHEREAS, breastfeeding moms receive help and support needed via the Loving Support Breastfeeding Helpline and Walk-In Help Clinics; and

WHEREAS, the Riverside County Loving Support Breastfeeding Program was chosen as 1 of 5 Innovative and Promising Best Practices Projects by the Mathematica Study of Princeton, New Jersey, Food and Nutrition Services and the Economic Research Service of the United States Department of Agriculture for breastfeeding education and support.

NOW THEREFORE, the Riverside County Board of Supervisors, on this _____ day of _____, 2003 do hereby proclaim August 1, 2003 through August 31, 2003 as Breastfeeding Month and encourage our citizens to recognize the importance of improving the health of all babies in our County.



MEMORANDUM

DATE: July 28, 2003

TO: Board of Supervisors

FROM: Gayle Hoxter, Branch Chief, Nutrition Services

RE: Breastfeeding Month Proclamation Presentation

Attached is a form 11 requesting that the Riverside County Board of Supervisors proclaim August as Breastfeeding Month and encourage citizens to recognize the importance of improving the health of all babies in our County.

I also request that a formal presentation of this proclamation be put on the agenda and presented at the August 19, 2003 Board of Supervisors meeting. The proclamation should be presented to **Gayle Hoxter**, Chief of Nutrition Services and **Laurie Haessly**, Supervising Nutritionist for the Loving Support Breastfeeding program.

Thank you in advance for your assistance with this very important presentation. Should you have any further questions, please contact Joan Danfifer in the Nutrition Services office at 358-5981.

GH:jd