

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



**FROM:** Supervisor Kevin Jeffries and Supervisor Jeff Stone

**SUBMITTAL DATE:**  
October 30, 2013

**SUBJECT:** Resolution of the Board of Supervisors Requesting Support From the Riverside County Children & Families Commission For Riverside County Regional Medical Center's Baby-Friendly USA Initiative

**RECOMMENDED MOTION:** That the Board of Supervisors:

1. That the Board of Supervisors join us in adopting Resolution No. 2013-271 requesting support from the Riverside County Children & Families Commission for Riverside County Regional Medical Center's Baby-Friendly USA Initiative.


**BACKGROUND:**

**Summary**

Riverside County Regional Medical Center (RCRMC) embarked on a mission in 2011 to gain the prestigious Baby-Friendly USA designation. This designation will elevate RCRMC's reputation and assist in marketing efforts for the hospital.

Becoming a Baby-Friendly facility is a comprehensive, detailed and thorough journey toward excellence in providing evidence-based maternity care with the goal of achieving optimal infant feeding outcomes and mother/baby bonding.

  
KEVIN JEFFRIES  
1<sup>st</sup> District Supervisor

  
JEFF STONE  
3<sup>rd</sup> District Supervisor

FINANCIAL DATA	Current Fiscal Year:	Next Fiscal Year:	Total Cost:	Ongoing Cost:	POLICY/CONSENT (per Exec. Office)
COST	\$ N/A	\$ N/A	\$ N/A	\$ N/A	Consent <input type="checkbox"/> Policy <input type="checkbox"/>
NET COUNTY COST	\$ N/A	\$ N/A	\$ N/A	\$ N/A	
SOURCE OF FUNDS: N/A				Budget Adjustment: N/A	
				For Fiscal Year: N/A	

**C.E.O. RECOMMENDATION:** N/A

**County Executive Office Signature**

**MINUTES OF THE BOARD OF SUPERVISORS**

☐ A-30  
☐ Positions Added  
☐ 4/5 Vote  
☐ Change Order

**Prev. Agn. Ref.:**

**District:** All

**Agenda Number:**

**3-3**

**SUBMITTAL TO THE BOARD OF SUPERVISORS, COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**  
**FORM 11: Resolution of the Board of Supervisors Requesting Support From the Riverside County**  
**Children and Families Commission For Riverside County Regional Medical Center's Baby-Friendly USA**  
**Initiative**

**DATE:** October 30, 2013

**PAGE:** Page 2 of 2

**BACKGROUND:**

**Summary (continued)**

RCRMC is in the final implementation phase in obtaining the BF designation and is seeking to partner with Riverside County Children and Families Commission (First 5) to assist them with funding for this phase, as First 5 has assisted other area hospitals in the past.

**Impact on Citizens and Businesses**

N/A

**SUPPLEMENTAL:**

**Additional Fiscal Information**

N/A

**Contract History and Price Reasonableness**

N/A

2  
3 RESOLUTION NO. 2013-271

4 A RESOLUTION OF THE BOARD OF SUPERVISORS

5 OF THE COUNTY OF RIVERSIDE

6 REQUESTING SUPPORT FROM THE RIVERSIDE COUNTY

7 CHILDREN & FAMILIES COMMISSION FOR

8 RIVERSIDE COUNTY REGIONAL MEDICAL CENTER'S

9 BABY-FRIENDLY USA INITIATIVE

10  
11 **WHEREAS**, the Riverside County Regional Medical Center (RCRMC) is pursuing the  
12 Baby-Friendly USA (BF) designation, which is a gold standard national recognition program for  
13 maternity facilities to assist in creating an optimal environment for appropriate infant feeding and  
14 mother-baby bonding; and

15 **WHEREAS**, the Affordable Care Act focuses on preventative care and the BF  
16 designation will help to increase breastfeeding initiation and duration leading to complete  
17 nutrition and antibodies necessary for babies to thrive while providing mothers with a decreased  
18 risk for breast and ovarian cancers; and

19 **WHEREAS**, the BF designation will elevate RCRMC's reputation by receiving global  
20 recognition for this work, and also help enhance the environment of competence, leadership  
21 and team skills among hospital personnel; and

22 **WHEREAS**, this endeavor will help deliver evidence based, patient-centered care, while  
23 also cultivating patient satisfaction and commitment to quality improvement at our county  
24 hospital; and

25 **WHEREAS**, it is the vision of the Riverside County Children & Families Commission  
26 (First 5 Riverside) that all children in Riverside County are healthy and thrive in a supportive,  
27 nurturing and loving environment; and

1       **WHEREAS**, it is the mission of First 5 Riverside to invest in partnerships that deliver  
2 results in the areas of physical health, social-emotional health and cognitive development;

3       **WHEREAS**, First 5 Riverside has partnered with other hospitals in Riverside County by  
4 providing funding for the BF designation;

5       **NOW, THEREFORE, BE IT RESOLVED** that the Riverside County Board of  
6 **Supervisors strongly encourages First 5 Riverside to invest in a partnership with RCRMC**  
7 **by providing funding for the final implementation phase of the Baby-Friendly USA**  
8 **designation as they have done for other hospitals in Riverside County.**