



# Board Agenda Item 60.1

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DATE: August 5, 2025

TO: Board of Supervisors

SUBMITTED BY: Joe Prado, Interim Director, Department of Public Health

SUBJECT: Retroactive Approval of Fresno County Breastfeeding Coalition's 17th Annual Breastfeeding Awareness Walk and Celebration Event Partnership

RECOMMENDED ACTION(S):

**Retroactively approve the Department of Public Health's partnership with the Fresno County Breastfeeding Coalition for the 17th Annual Breastfeeding Awareness Walk and Celebration event held on August 2, 2025 (\$2,500).**

Approval of the recommended action will retroactively approve the Department of Public Health's (Department) partnership with Fresno County Breastfeeding Coalition (FCBC) for the 17th Annual Breastfeeding Awareness Walk and Celebration event held on August 2, 2025 after the adoption of Administrative Policy (AP) - 80 regarding Department's contribution of funds for non-County events, causes, or anything similar. This item is Countywide.

ALTERNATIVE ACTION(S):

Should your Board not approve the recommended action, the Department would be unable to maintain its strong relationship with FCBC, which would affect future partnerships.

FISCAL IMPACT:

There is no increase in Net County Cost associated with the recommended action. The total amount of the partnership is \$2,500. Sufficient appropriations and estimated revenues are included in the Department's Org 5620 FY2025-26 Recommended Budget.

DISCUSSION:

FCBC hosted the 17th Annual Breastfeeding Awareness Walk and Celebration on August 2, 2025. This event served as a vital platform to increase breastfeeding awareness by promoting the benefits of breastfeeding and empowering families to successfully meet their breastfeeding goals through advocacy, education, and promotion.

The Department has been participating in the annual breastfeeding walk since 2008, beginning with the Department's Maternal, Child, and Adolescent Health (MCAH) Division and the Babies First Breastfeeding Task Force. Over the last few years, the Babies First Breastfeeding Task Force transitioned to FCBC. The Department's Perinatal Equity Initiative (PEI) program identified the 17th Annual Breastfeeding Awareness Walk and Celebration event in May 2025 and had prepared the necessary paperwork to process through the County's procurement process. The partnership included medium-sized logo placement on event shirts, name and logo on marketing and event materials, social media acknowledgement, and a resource booth

space. At the event, the program provided outreach on doula resources and information, Black Infant Health program services, preconception health, and general health information for families.

Due to the sudden adoption of AP 80, there wasn't a Board meeting available before the event for your Board's approval. Your Board's approval of the recommended action will help maintain the strong relationship the County has with FCBC and help meet PEI's scope of work to conduct local public awareness efforts that address birth outcomes to improve prenatal health.

ATTACHMENTS INCLUDED AND/OR ON FILE:

Fresno County Breastfeeding Coalition Letter and Event Flyer

CAO ANALYST:

Ron Alexander