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BEFORE THE BOARD OF SUPERVISORS
COUNTY OF FRESNO
STATE OF CALIFORNIA

RESOLUTION NO. 19-278

IN THE MATTER OF PROCLAIMING THE MONTH OF)
AUGUST 2019 AS BREASTFEEDING AWARENESS MONTH)

WHEREAS, breastfeeding is normal, natural and necessary; Fresno County WIC envisions breastfeeding as the cultural norm for infant feeding and with additional support from partners and community members, breastfeeding stigma can be reduced; and

WHEREAS, human milk is the optimal food for infant's growth and development; comprising antibodies fight against bacteria and viruses; furthermore, protecting infant's risk of developing infectious and chronic diseases linked to cancer, diabetes and Sudden Infant Death syndrome; and

WHEREAS, most recently, successful breastfeeding in Fresno County continues to improve with 71.6% of mothers exclusively breastfeeding throughout hospital stay and with supporting agencies such as WIC, 12.29% of WIC participants continue to breastfeed throughout the first year; and

WHEREAS, collaborating organizations in Fresno County are working to further encourage breastfeeding initiation and duration rates by increasing community awareness of the numerous benefits associated with breastfeeding through its celebration of the 14th Annual Breastfeeding Awareness Walk on August 3, 2019.

NOW THEREFORE, BE IT RESOLVED that the Fresno County Board of Supervisors hereby proclaims the month of August 2019 as Breastfeeding Awareness Month in Fresno County aiming to protect, promote and support breastfeeding that will positively impact future health and wellbeing outcomes.

THE FOREGOING, was passed and adopted by the following vote of the Board of Supervisors of the County of Fresno this 9th day of July, 2019, to-wit:

AYES: Supervisors, Brandau, Magsig, Mendes, Pacheco, Quintero
NOES: None
ABSENT: None
ABSTAINED: None



Nathan Magsig, Chairman of the Board of
Supervisors of the County of Fresno

ATTEST:
BERNICE E. SEIDEL
Clerk of the Board of Supervisors
County of Fresno, State of California

By Susan Bishop
Deputy