

RESOLUTION  
THE BOARD OF SUPERVISORS  
MARIN COUNTY

PROCLAIMING  
BREASTFEEDING AWARENESS MONTH IN MARIN  
AUGUST, 2013

WHEREAS, World Breastfeeding Week 2013 highlights the importance of peer support to help women meet their breastfeeding goals; and

WHEREAS, breastfeeding peer counseling programs are cost effective and are proven to increase breastfeeding duration and rates of exclusive breastfeeding. The County of Marin Women, Infants, and Children (WIC) program's Breastfeeding Peer Counseling Program, funded by a federal grant since 2006, is staffed by five peer counselors and three International Board Certified Lactation Consultants serving over 600 women a year; and

WHEREAS, according to State WIC data, the percentage of WIC infants up to 12 months old in Marin who are being breastfed instead of receiving infant formula from WIC has increased from 28% in 2006 to 52% in 2013, the highest rate of all WIC agencies in the State; and

WHEREAS, increasing the number of infants breastfeeding for one year or more would result in significant health care savings, decreased rates of obesity, breast cancer, and diabetes; and

WHEREAS, breastfeeding is one of the key ingredients contributing to Marin County being named the healthiest county in the United States for children as reported by U.S. News & World Report; and

WHEREAS, despite overall improvements in breastfeeding rates, disparities in breastfeeding persist by race/ethnicity, socioeconomic characteristic, and geography; and

WHEREAS, the key to reaching national breastfeeding goals is day-to-day support for the breastfeeding woman in her home, community, workplace, healthcare systems, and from policy makers. Special support is needed for mothers facing unexpected and serious situations such as natural disasters, divorce and custody proceedings, critical illness of mother or baby; and food shortages.

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of the County of Marin hereby proclaims the month of August 2013 as "Breastfeeding Awareness Month in Marin," to coincide yearly with World Breastfeeding Week and National Breastfeeding Week - always the first week in August.

PASSED AND ADOPTED at a regular meeting of the Board of Supervisors of the County of Marin held this 6th day of August 2013.

---

JUDY ARNOLD - DISTRICT 5, PRESIDENT

---

SUSAN L. ADAMS - SUPERVISOR, DISTRICT 1

