



MULTNOMAH COUNTY AGENDA PLACEMENT REQUEST

(Revised: 09/23/13)

Board Clerk Use Only

Meeting Date: 8/7/14
Agenda Item #: R-4
Est. Start Time: 9:55 a.m.
Date Submitted: 7/30/14

Agenda Title: **Proclaiming August 2014 National Breastfeeding Awareness Month in Multnomah County, Oregon**

Note: Title should not be more than 2 lines but sufficient to describe the action requested. Title on APR must match title on Ordinance, Resolution, Order or Proclamation.

Requested

Meeting Date: August 7, 2014 Time Needed: 20 minutes

Department: Health Division: District 2

Contact(s): Jimmy Brown

Phone: 503/988-3971 Ext. 83971 I/O Address: 503/6

**Presenter
Name(s) &
Title(s):**

General Information

1. What action are you requesting from the Board?

Adoption of the proclamation naming August 2014 National Breastfeeding Awareness Month in Multnomah County, Oregon.

2. Please provide sufficient background information for the Board and the public to understand this issue. Please note which Program Offer this action affects and how it impacts the results.

National Breastfeeding Awareness Month is celebrated every August, and it's a time to highlight how critical breastfeeding is to the health and well-being of mothers and their children. According to the *Surgeon General's Call to Action to Support Breastfeeding*, "One of the most highly effective preventive measures a mother can take to protect the health of her infant and herself is to breastfeed. However, in the U.S., while 75 percent of mothers start out breastfeeding, only 13 percent of babies are exclusively breastfed at the end of six months. Additionally, rates are significantly lower for African-American infants."

This presentation will feature speakers from Multnomah County and the community who will discuss breastfeeding trends in Multnomah County, current efforts to support breastfeeding mothers and ways to continue to improve breastfeeding rates.

3. Explain the fiscal impact (current year and ongoing).

While this proclamation doesn't impact a specific program offer, there is an economic impact associated with breastfeeding. For both employers and employees, better infant health means fewer health insurance claims, less employee time off to care for sick children, and higher productivity. Additionally, a study published in May 2010 in the journal *Pediatrics* estimated that if 90 percent of U.S. families followed guidelines to breastfeed exclusively for six months, the U.S. would save \$13 billion annually from reduced medical and other costs.

4. Explain any legal and/or policy issues involved.

None.

5. Explain any citizen and/or other government participation that has or will take place.

The United States Breastfeeding Committee encourages advocates to contact members of Congress in August and emphasize the importance of maintaining resources for breastfeeding support.

Required Signature

Note: Please submit electronically. Insert names of your approvers followed by /s/ - we no longer use actual signatures. Please insert date approved.

**Elected
Official or
Department
Director:**

Loretta Smith /s/

Date:

7/30/14