WHEREAS~ Breastfeeding is a preventative health measure for both mothers and infants, reducing the risk of Type 2 diabetes, breast and ovarian cancers in mothers and reducing the incidence and severity of diseases, such as respiratory infections, ear infections, gastrointestinal illnesses, obesity and asthma in infants as well as Sudden Infant Death Syndrome; and

WHEREAS~ For 2012, Fresno County had the 45th lowest county rate in California for exclusive breastfeeding at the time of hospital discharge, with only 47.1 percent of mothers in Fresno County exclusively breastfeeding their infants. The Fresno County’s Babies First program created the Breastfeeding Task Force comprised of community-based agencies, providers and businesses to develop strategies to promote and support breastfeeding; and

WHEREAS~ The Breastfeeding Task Force is working to increase community awareness of breastfeeding for a healthier community with its annual Breastfeeding Awareness Walk and Celebration which began in 2006. This year’s Breastfeeding Awareness Walk will be held on August 2nd 2014 at Woodward Park.

NOW THEREFORE, BE IT RESOLVED that the Fresno County Board of Supervisors hereby proclaims the month of August 2014 as "Breastfeeding Awareness Month in Fresno County," and encourages Fresno County residents to support breastfeeding as a public health measure to reduce infant morbidity and mortality.

ADOPTED BY THE FRESNO COUNTY BOARD OF SUPERVISORS THIS 29TH DAY OF JULY 2014

Chairman Andreas Borgeas, District 2 Supervisor
Henry Perea, District 3 Supervisor
Vice-Chairman Judith Case McNairy, District 4 Supervisor
Deborah A. Poochigian, District 5 Supervisor
Phil Larson, District 1 Supervisor