

Background

It is widely recognized that breastfeeding leads to better health outcomes for children and their nursing parent. Worldwide, over twenty-seven international organizations collaborate to increase awareness and support to families with young children by celebrating World Breastfeeding Week the first week of August. The theme for 2019 is *Empower Parents, Enable Breastfeeding*¹. Nationally, the United States Breastfeeding Committee (USBC) officially declared August as the National Breastfeeding Month on August 6, 2011. Each year, during the month of August, the USBC coalitions and communities host conversations to create a landscape of lactation support. Black Breastfeeding Week is celebrated the last week of August to highlight specific strategies supporting Black and African American families.

Lactation Rates & Efforts in Jefferson County

Colorado's initiation rates of lactation are 90 percent², which is one of the highest in the country. Jefferson County breastfeeding initiation rates are around 84 percent across all demographics, but our WIC (Women, Infants & Children program)³ data shows that at 6 weeks breastfeeding rates decline to 57% for White babies and to 37% for Latino babies, a significant disparity. Jefferson County Public Health (JCPH) leads multiple initiatives to support residents to start and continue breastfeeding as recommended and reach their own lactation goals. Nutrition Services offers WIC lactation services and moms groups. The Colorado Department of Public Health & Environment CCPD Breastfeeding Environments Grant and the Maternal and Child Health Block Grant supports employers, medical offices, and childcare providers to meet requirements for Breastfeeding Friendly Certification or Recognition. As of August 2019, JCPH will be recognized as lactation-friendly for both employees and guests, and a number of other county departments are also in process. Adelante, the network for Latino Health and Education, an initiative of JCPH in partnership with the Colorado Statewide Parent Coalition, recently certified 14 lactation counselors to work directly with community members who seek support in Spanish language. Finally, in collaboration with Emergency Preparedness Response teams, Jefferson County has the first Infant and Child Feeding Plan for the county to keep our youngest and most vulnerable residents safe in a disaster situation. There is also lactation support in our county through Lutheran, our baby-friendly hospital, Mother's Milk Bank, one of the largest nonprofit milk banks in North America, and parent-to-parent groups such as La Leche League, Breastfeeding USA, and Baby Café.

Public Health's Role

This Proclamation is an opportunity for Jefferson County Public Health to celebrate the outstanding initiatives happening and advance the efforts to build a stronger landscape of breast/chest feeding, where lactation care is available and accessible with effective, inclusive and culturally responsive strategies. In 2015 the County Commissioners and the City of Golden approved a National Breastfeeding Month Proclamation, and in 2019 the City of Lakewood did so as well with the support of Adelante. Multiple counties, states, and countries around the world join these efforts every year, including the National WIC Association, the American Public Health Association, the International Lactation Consultants Association, UNICEF and WHO.

We believe that every family should make their own informed choices for infant feeding and be supported in their decisions. Whether they nurse for one month or two years, Jefferson County residents deserve a stronger support system for lactation.

¹ <https://worldbreastfeedingweek.org/>

² <https://www.cdc.gov/breastfeeding/pdf/2018breastfeedingreportcard.pdf>

³ <https://www.jeffco.us/2173/Women-Infants-Children-WIC>



WABA | WORLD BREASTFEEDING WEEK 2019

National Breastfeeding Month 2019 Proclamation

WHEREAS, the mission of Jefferson County Public Health (JCPH) is to promote and protect health across the lifespan, which includes strengthening breastfeeding for a strong start for infants and young children and their families; and,

WHEREAS, JCPH envisions breastfeeding, defined as providing human milk to human babies, as the norm for infant and young child feeding throughout Colorado and the nation; and

WHEREAS, human milk is the preferred and optimal source of nutrition for infants, adapting over time to meet the changing needs of the growing infant; and

WHEREAS, breastfeeding is a proven primary prevention strategy¹, boosting children's immune systems, shielding them from disease, providing protection from noncommunicable diseases later in life, as well as protecting maternal health by reducing risks of breast and ovarian cancers; and

WHEREAS, the act of nursing builds a strong emotional connection between the parent and infant, a bond which lasts a lifetime; and

WHEREAS, breastfeeding and lactation provides a safe, reliable, and renewable food source, especially critical during natural disaster and emergency situations; and

WHEREAS, donor human milk should be provided for infants as the safe², optimal source of nourishment to thrive when their own parent's milk is unavailable for all of the aforementioned reasons and more; and

WHEREAS, employers that provide workplace lactation support and family-friendly policies increase women's and parents' participation and retention in the workforce, improve physical and mental health as well as job satisfaction, enhance family well-being, decrease absences, and strengthen the economy³; and

WHEREAS, former U.S. Surgeon General Regina Benjamin issued *The Surgeon General's Call to Action to Support Breastfeeding* in 2011⁴, calling on health care providers, employers, insurers, policymakers, researchers, and the community at large to support parents and families to reach their personal lactation goals;

¹<http://www.usbreastfeeding.org/p/cm/ld/fid=267>

²<https://drive.google.com/file/d/1R58dTBjiwy7vZFG0nW0KQQ-oTmEyZMBA/view>

³<http://waba.org.my/v3/wp-content/uploads/2019/08/WBW-2019-WHO-UNICEF-Joint-Letter.pdf>

⁴<https://www.cdc.gov/breastfeeding/resources/calltoaction.htm>

NOW, THEREFORE, BE IT RESOLVED that the Board of Health hereby proclaims August 1-31, 2019 as **National Breastfeeding Month** in Jefferson County, Colorado.

ADOPTED this day of August 20th, 2019.

**BOARD OF HEALTH,
OF JEFFERSON
COUNTY**



Greg Deranleau, President

ATTEST:



Clerk to the Board