

City of Long Beach
Many Unique Neighborhoods
One Great City



Dr. Suja Lowenthal
Vice Mayor
Council District 2

Memorandum

To: Honorable Mayor and City Council July 7, 2015

From: Lena Gonzalez, First District *LG*
Suja Lowenthal, Second District *SL*
Rex Richardson, Ninth District *RR*

Subject: Resolution recognizing National Breastfeeding Awareness Month

REQUESTED ACTION:

Respectfully request the Mayor and City Council join with cities across the nation in formally recognizing August as National Breastfeeding Awareness Month.

Request the City Attorney draft a resolution recognizing National Breastfeeding Awareness Month.

BACKGROUND:

In 2004 the US Department of Health and Human Services launched the National Breastfeeding Awareness Campaign and deemed August as National Breastfeeding Awareness Month. The purpose of the campaign is to empower and encourage mothers to commit to breast-feeding if they are able to by highlighting new research showing that babies who are exclusively breast-fed for six months are less likely to develop health issues such as respiratory illnesses and childhood obesity.

One of the most highly effective preventative measures a mother can take to protect the health of her infant is to breastfeed. However, in the United States, although many mothers hope to breastfeed, and 79% of babies start out being breastfed, only 19% are exclusively breastfed 6 months later.

The success rate among mothers who want to and are able to breastfeed can be greatly improved through active support from their families, friends, communities, clinicians, health care leaders, employers, and policymakers.

Long Beach is fortunate to have Long Beach Breastfeeds, a grassroots movement that started to evolve when two mothers recognized a need for a more connected breastfeeding community in our City. What started as a group of approximately 30 in 2012 has grown to almost 900 members. This group and their successful outreach is a perfect example of the intentions behind the creation of National Breastfeeding Awareness month.

FISCAL IMPACT:

There is no fiscal impact.

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