



OFFICE OF THE CITY ATTORNEY  
Long Beach, California

C-4

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July 21, 2015

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

RECOMMENDATION:

Adopt Resolution of the City Council of the City of Long Beach Recognizing August as National Breastfeeding Awareness Month.

DISCUSSION

Pursuant to your request of July 8, 2015, this office has prepared and submits the above-described resolution for your consideration.


SUGGESTED ACTION:

Approve recommendation.

Very truly yours,

CHARLES PARKIN, City Attorney

By

  
LINDA T. VU  
Deputy City Attorney

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12/11/15 - 8:00 AM - 8:00 AM  
VOID: UP

OFFICE OF THE CITY ATTORNEY  
CHARLES PARKIN, City Attorney  
333 West Ocean Boulevard, 11th Floor  
Long Beach, CA 90802-4664

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RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE  
CITY OF LONG BEACH RECOGNIZING AUGUST AS  
NATIONAL BREASTFEEDING AWARENESS MONTH

Whereas, in 2004, the U.S. Department of Health and Human Services  
launched the National Breastfeeding Awareness Campaign (the "Campaign") and  
deemed August as National Breastfeeding Awareness Month; and

Whereas, the purpose of the Campaign is to empower and encourage  
mothers to commit to breastfeeding if they are able to by highlighting new research  
showing that babies who are exclusively breast-fed for six (6) months are less likely to  
develop health issues such as respiratory illnesses and childhood obesity; and

Whereas, one of the most highly effective preventative measures a mother  
can take to protect the health of her infant is to breastfeed; and

Whereas, 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; and

Whereas, 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; and

WHEREAS, what started as a group of approximately 30 in 2012 has grown  
to almost 1,100 members. This group and their successful outreach is a perfect example  
of the intentions behind the creation of National Breastfeeding Awareness Month;

NOW, THEREFORE, the City Council of the City of Long Beach resolves as  
follows:

Section 1. That it stands in support of helping raise awareness of all  
benefits associated with breastfeeding, highlight the need for increased education and

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1 connect the breastfeeding community in our City, by hereby officially recognizing the  
2 month of August as National Breastfeeding Awareness Month in the City of Long Beach.

3 Section 2. This resolution shall take effect immediately upon its adoption  
4 by the City Council, and the City Clerk shall certify the vote adopting this resolution.

5 I hereby certify that the foregoing resolution was adopted by the City  
6 Council of the City of Long Beach at its meeting of \_\_\_\_\_, 2015  
7 by the following vote:

8 Ayes: Councilmembers: \_\_\_\_\_  
9 \_\_\_\_\_  
10 \_\_\_\_\_

11  
12 Noes: Councilmembers: \_\_\_\_\_  
13 \_\_\_\_\_

14 Absent: Councilmembers: \_\_\_\_\_  
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City Clerk

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