

W. G. A.

ABBREVIATED CONSENT CALENDAR FORMAT



Memorandum Date: 22 July, 2008
Order Date: 6 August, 2008

TO: Board of County Commissioners
DEPARTMENT: Health & Human Services
PRESENTED BY: Rob Rockstroh
AGENDA ITEM TITLE: ORDER _____ /IN THE MATTER OF RECOGNIZING
AUGUST, 2008 AS LOCAL BREASTFEEDING
AWARENESS MONTH

I. MOTION

In the Matter of Recognizing August, 2008 as Local Breastfeeding Awareness Month

II. DISCUSSION

A. Background/Analysis

This agenda item meets the abbreviated consent calendar criteria, as a commemoration.

Breastfeeding Awareness was last recognized by the Board via BO 03-7-30-1.

The attached Resolution has been endorsed and forwarded to the Board of Commissioners by the Public Health Advisory Committee.

The benefits of breastfeeding are promoted through the Women, Infants and Children's (WIC) program. In 2006 in Lane County, 42% of all pregnant women were WIC clients, at some point during their pregnancy or immediately after giving birth, giving this program a very broad reach in our community.

In general, education and outreach on public health issues have been demonstrated to afford significant, long-term savings. National WIC evaluation studies have demonstrated an average savings in medical costs of \$3.50 per dollar invested in the WIC Program. In addition, WIC services reduce the rate of very low birth weight babies by 44%. It costs a minimum of \$22,000 per pound to

raise a low birth weight baby to normal weight versus \$40 per pound to provide WIC prenatal care benefits.

Some Specific preventive benefits with respect to breastfeeding:

- a cost savings of \$400 to \$1,000 per year has been demonstrated for each breastfed infant*
- for every 1,000 babies not breastfed, there are 2,033 more medical visits, 212 more days hospitalized and 609 more prescriptions*
- the higher rate of diabetes in formula-fed children costs a minimum of \$1,185,900,000 per year, nationally. **

*Welmer, J "The Economic Benefits of Breastfeeding: A Review and Analysis." Economic Research Service, USDA 2001; FNARR-13

**Owen CG., Martin RM, Whincup PH, Smith GD, Cook DG. (2006) "Does breastfeeding influence risk of type 2 diabetes in later life? A quantitative analysis of published evidence." *American Journal of Clinical Nutrition*, 84(5): 1043-54

B. Recommendation

Health & Human Services recommends approval of the requested Resolution and takes this opportunity to highlight some of the benefits of the WIC program, which provides education and support not just on breastfeeding, but on physical activity and also assesses and tracks healthy growth. WIC reaches the families in our community who are most in need of preventive health services and those most at risk for suffering from lack of access to health services. WIC's programs help prevent chronic conditions such as heart disease (the number one chronic disease in Lane County), diabetes and obesity. In 2008, a family of four with income of \$39,220 met the WIC income guidelines. WIC promotes healthy eating and provides vouchers that can be used at local growers' markets and grocery stores and WIC staff refer infants and children for immunizations and other preventive health care services.

III. ATTACHMENTS

Board Order

**THE BOARD OF COUNTY COMMISSIONERS
LANE COUNTY, OREGON**

RESOLUTION) _____ / IN THE MATTER OF RECOGNIZING
) AUGUST, 2008 AS LOCAL BREASTFEEDING AWARENESS
) MONTH

WHEREAS, The mission of Lane County Health & Human Services is to promote and protect the health and well-being of individuals, families, and our communities; and

WHEREAS, The Lane County Public Health Division supports the American Academy of Pediatrics recommendation that infants be breastfed for at least the first year of life; and

WHEREAS, Over 89% of Oregon mothers breastfeed at birth (the highest rate in the nation), at six months only 26% are breastfeeding exclusively; and

WHEREAS, Breastfeeding promotes and protects the health of both mother and child. Breastfed children have a reduced incidence of many illnesses, ranging from less serious conditions such as allergies, ear infections, colds, and viruses to diabetes, several juvenile cancers, and Sudden Infant Death Syndrome (SIDS) and score higher on childhood IQ tests, especially if the infant was pre-term. Later in life, children not breastfed are more likely to suffer from chronic health problems such as diabetes, leukemia and childhood obesity; and

WHEREAS, Mothers who breastfeed reduce their risk of developing breast and cervical cancer later in life and post-menopausal osteoporosis ; and

WHEREAS, Breastfed babies are half as likely to get sick in the first year of life, as their non-breastfed counterparts, benefiting from the presence of antibodies in mother's milk, thereby reducing the number of work days working mothers miss; and

WHEREAS, Lane County's fetal infant mortality rate is higher than the State and National averages and non-breastfed infants have a 21% higher post neonatal infant mortality rate;

WHEREAS, Mothers and families who receive accurate information and support from health care providers, families, friends and their community breastfeed for longer periods, in keeping with the national guidelines; and

WHEREAS, The Oregon Legislature has passed laws making it legal for women to breastfeed in public and requiring that all employers with 25 or more employees create an environment in which women can express milk in the workplace; and

WHEREAS, Lane County has adopted policies regarding breastfeeding in the workplace and has supported the development of a breastfeeding room and the Lane County Women Infants and Childrens' Program (WIC) advocates for and provides support for breastfeeding women; and

WHEREAS, Breastfeeding is one of the lowest cost and highest return investments we can make in our children. Increasing the number of Lane County children who are breastfed for at least one year would result in a significant improvement in the health of our citizens;

NOW, THEREFORE, IT IS HEREBY RESOLVED, that the Board of County Commissioners wishes to recognize August, 2008, as Breastfeeding Awareness Promotion Month in Lane County. The Commissioners call upon the people of Lane County and Public Health staff, in particularly the Women, Infants and Childrens' Program, to observe this month with appropriate information outreach and activities.

DATED this _____ day of August, 2008.

Faye Stewart, Chair
Lane County Board Of Commissioners

APPROVED AS TO FORM
Date 7/28/08 Lane County
[Signature]
OFFICE OF LEGAL COUNSEL