

REQUEST FOR BOARD ACTION

HENDERSON COUNTY BOARD OF COMMISSIONERS

MEETING DATE: November 18, 2020

SUBJECT: Breastfeeding Family Friendly Community Initiative

PRESENTER: Steve Smith, Health Director

ATTACHMENTS:

1. Henderson County Board of Health Letter of Support
2. Ten Steps to a Breastfeeding Family Friendly Community
3. Proclamation

SUMMARY OF REQUEST:

The WIC/Nutrition Program is one of many partners involved in the Henderson County Breastfeeding Coalition which was formed in September 2016 to promote and support breastfeeding within the community. This proactive group has recently moved forward with a campaign to achieve a Breastfeeding Family Friendly Community designation for Henderson County through endorsements by local governments, workplaces and organizations. Stakeholders agree to pursue the Ten Steps to a Breastfeeding Family Friendly Community to advance breastfeeding practices that will improve maternal and child health outcomes. The Henderson County Board of Health reviewed information about the initiative on two separate occasions and formally supported the effort on January 14, 2020 and subsequently requested on September 8, 2020 that the matter be forwarded to the Henderson County Board of Commissioners for their consideration.

The Henderson County Department of Public Health is requesting support of the breastfeeding initiative by adoption of the proposed proclamation.

BOARD ACTION REQUESTED:

The Board is requested to approve the Proclamation to establish Henderson County as a Breastfeeding Family Friendly Community.

Suggested Motion:

I move the Board approve the Proclamation to establish Henderson County as a Breastfeeding Family Friendly Community.



Henderson County Board of Health

Henderson County Department of Public Health
Steven E. Smith, MPA – Secretary to the Board
Henderson County Health Director

1200 Spartanburg Highway, Suite 100 Hendersonville, NC 28792
Main Phone: (828) 692-4223 | Administration FAX: (828) 697-4709

Public Health
Prevent. Promote. Protect.

January 14, 2020

Breastfeeding-Friendly Community Initiative

Pete Richards
Chairperson/Dentist

Barbara Stanley
Vice Chairperson/Nurse

Robyn Bryson
Pharmacist

Bo Caldwell
General Public

Jim Crafton
Engineer

David Ellis
General Public

Graham Fields
General Public

Maggie Hayes
Physician

Bill Lapsley
County Commissioner

Leslie Leidecker
Veterinarian

Craig Poole
Optometrist

Dear Henderson County Breastfeeding Coalition,

The Henderson County Board of Health has always been supportive of breastfeeding given its inherent benefits for the baby and mother. Breast milk provides an ideal source of nutrition for the baby, supports mother-baby bonding and reduces the risk of chronic disease for both mother and child. It is vital that a mother's decision to breastfeed her baby be supported by her family and the community. In 2011, the *Surgeon General's Call to Action to Support Breastfeeding* highlighted the need for community level approaches to breastfeeding support in order to improve maternal and infant health and ultimately the health of the community.

We commend the efforts of our community partners represented by the Henderson County Breastfeeding Coalition to pursue the Breastfeeding-Friendly Community designation for Henderson County and know that it will enhance intentional breastfeeding support in businesses, workplaces and other settings for employees and patrons. It is important that we continue to foster and normalize the practice of breastfeeding in order to support positive health outcomes for infants and to advance our public health mission to promote, protect and advance the health and wellness of our community.

Please consider this correspondence as our unequivocal support to pursue and achieve the Breastfeeding-Friendly Community designation for Henderson County.

Sincerely,

Pete Richards, Chairperson
Henderson County Board of Health

Cc: Lori Bradley, WIC/Nutrition Program Director
Henderson County Department of Public Health

TEN STEPS TO A BREASTFEEDING FAMILY FRIENDLY COMMUNITY

1. The community's elected leadership has a written statement supporting breastfeeding that is routinely communicated to all.
2. The community as a whole provides a welcoming atmosphere for breastfeeding families.
3. Optimal breastfeeding is supported by health leadership.
4. All pregnant women in the community are informed about the benefits of breastfeeding and risks of unnecessary formula use and where to access support as needed.
5. Healthcare in the community is breastfeeding-friendly.
6. Non-healthcare system breastfeeding support groups and services are fully available in the community including the Special Supplemental Nutrition Program for Women, Infants and Children (WIC), La Leche League (LLL), International Board Certified Lactation Consultants (IBCLC's) and other skilled breastfeeding support.
7. Businesses and social organizations in the community are welcoming to breastfeeding families.
8. Local businesses and healthcare clinics/offices follow the principles of the International Code of Marketing of Breast-Milk substitutes.
9. The World Alliance for Breastfeeding Action (WABA) Maternity Care or in the United States, The U.S. Business Case for Breastfeeding is promulgated by the government and the Chamber of Commerce or equivalent.
10. Education systems including childcare, K-12, colleges and universities are encouraged to include breastfeeding-friendly curricula at all levels.

Source: Carolina Global Breastfeeding Institute: <https://sph.unc.edu/cgbi/communities/>

HENDERSON COUNTY BOARD OF COMMISSIONERS

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Vice-Chairman

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Proclamation

Breastfeeding Family Friendly Community

WHEREAS, families are a priority in Henderson County and part of helping them thrive is ensuring community support to develop and sustain healthy lifestyles; and

WHEREAS, according to the American Academy of Pediatrics, Academy of Nutrition and Dietetics, American College of Obstetrics and Gynecology, American Academy of Family Physicians and other leading health organizations, breastfeeding is the optimal food for infants; and

WHEREAS, a mother's decision to breastfeed her baby should be supported by her family and community; and

WHEREAS, breastfeeding is associated with lower rates of childhood illness such as diabetes and infectious diseases and reduced risk of maternal breast and ovarian cancers and a faster recovery from childbirth as compared to formula feeding; and

WHEREAS, breastfeeding promotes bonding, benefits the entire family and is associated with lifelong health and development; and

WHEREAS, collaborating with healthcare providers and community resources can positively impact breastfeeding success; and

WHEREAS, a breastfeeding family friendly community encourages families of all races and ethnicities to continue breastfeeding by providing a supporting and welcoming environment; and

WHEREAS, the World Alliance for Breastfeeding Action is dedicated to the protection, promotion and support of breastfeeding worldwide with the annual international observance of World Breastfeeding Week August 1-7; and

WHEREAS, our community efforts to advance breastfeeding are directly supported by the Henderson County Board of Health and the Henderson County Breastfeeding Coalition;

NOW, THEREFORE, on this 18th day of November 2020, and henceforth, we, the Henderson County Board of Commissioners, declare the County of Henderson to be a Breastfeeding Family Friendly Community.

Adopted this 18th day of November 2020.

Attest:

Grady H. Hawkins, Chairman
Henderson County Board of Commissioners

Teresa L. Wilson, Clerk