



Proclaiming

August 1 – 7, 2024

World Breastfeeding Week in Ventura County

Whereas, World Breastfeeding Week is celebrated annually between August 1st and August 7th, orchestrated by the World Alliance for Breastfeeding Action along with the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF); and

Whereas, in Ventura County, the Breastfeeding Coalition of Ventura County and its partners proudly celebrate World Breastfeeding Week acknowledging that all residents of Ventura County are deserving of good health and nutrition; and

Whereas, breastfeeding is recognized by major medical organizations, such as the American Academy of Pediatrics, the American College of Obstetricians and Gynecologists, the American Academy of Family Physicians, the American Dietetic Association, the National Association of WIC Directors, UNICEF, and WHO as the preferred method of infant feeding and they support breastfeeding throughout the early years of life; and

Whereas, all available knowledge indicates that human milk optimally enhances the growth, development and well-being of the infant by providing the best possible nutrition, protection against specific infection and allergies, and the promotion of maternal and infant bonding; and

Whereas, breastfeeding promotes healthier mothers and benefits society. Breastfeeding contributes to lower health care costs for infants, a healthier workforce, stronger family bonds, and provides these benefits at little or no cost to families; and

Whereas, the County of Ventura is proud of its leadership in supporting the value of breastfeeding friendly policies and services. As an employer, the County of Ventura was previously awarded the "Mother-Baby Friendly Workplace Award" by the California Breastfeeding Coalition; and

Whereas, the mission of the Breastfeeding Coalition of Ventura County is to advocate breastfeeding in our community by providing resources and education for health care professionals, parents, employers, and policy makers. Families of Ventura County need reliable sources of information to make an informed choice about the care and feeding of their infants.

Now, Therefore Be It Resolved, that the Ventura County Board of Supervisors does hereby proclaim August 1-7, 2024, as World Breastfeeding Week. The Board further expresses its appreciation for the dedicated efforts of the Breastfeeding Coalition of Ventura County; and urges all residents and local businesses to seek reliable nutrition information and to support breastfeeding as a high priority for healthier babies in Ventura County.

Presented on this 23rd day of July 2024


Matt LaVergne, Supervisor 1st District


Janice S. Parvin, Supervisor 4th District


Chair of the Board of Supervisors
Kelly Long, Supervisor 3rd District


Jeff Gorell, Supervisor 2nd District


Vianzy Lopez, Supervisor 5th District