

# MANATEE COUNTY GOVERNMENT

## AGENDA MEMORANDUM

SUBJECT	World Breastfeeding Week	TYPE AGENDA ITEM	Proclamation
DATE REQUESTED	July 26, 2011	DATE SUBMITTED/REVISED	July 18, 2011
BRIEFINGS? Who?	None	CONSEQUENCES IF DEFERRED	None
DEPARTMENT/DIVISION	County Administrator's Office	AUTHORIZED BY TITLE	Ed Hunzeker, County Administrator
CONTACT PERSON TELEPHONE/EXTENSION	Marianne Lopata X3724	PRESENTER/TITLE TELEPHONE/EXTENSION	Board of County Commissioners
ADMINISTRATIVE APPROVAL			

**ACTION DESIRED**  
INDICATE WHETHER 1) REPORT; 2) DISCUSSION; 3) FORM OF MOTION; OR 4) OTHER ACTION REQUIRED

Adopt proclamation designating the week of August 1-7, 2011, as "World Breastfeeding Week" in Manatee County.

**ENABLING/REGULATING AUTHORITY**  
Federal/State law(s), administrative ruling(s), Manatee County Comp Plan/Land Development Code, ordinances, resolutions, policy

**BACKGROUND/DISCUSSION**

The proclamation was placed on the agenda at the request of Luz Corcuera, MA, Program Director, Healthy Start Coalition of Manatee County.

COUNTY ATTORNEY REVIEW	
Check appropriate box	<b>APPROVED IN OPEN SESSION</b> JUL 26 2011 BOARD OF COUNTY COMMISSIONERS MANATEE COUNTY, FLORIDA
<input type="checkbox"/>	REVIEWED Written Comments: <input type="checkbox"/> Attached <input type="checkbox"/> Available from Attorney (Attorney's initials: <u>    </u> )
<input checked="" type="checkbox"/>	NOT REVIEWED (No apparent legal issues.)
<input type="checkbox"/>	NOT REVIEWED (Utilizes exact form or procedure previously approved by CAO.)
<input type="checkbox"/>	OTHER

ATTACHMENTS: (List in order as attached)	INSTRUCTIONS TO BOARD RECORDS:
Proclamation	
COST:	SOURCE (ACCT # & NAME):
COMMENTS:	AMT./FREQ. OF RECURRING COSTS: (ATTACH FISCAL IMPACT STATEMENT)

Please join us and our community partners to celebrate World Breastfeeding Week 2011- Feel free to invite families we serve and colleagues.

Luz

to:

Luz

07/15/2011 03:09 PM

Show Details

**World Breastfeeding Week Proclamation**

**Wednesday July 20<sup>th</sup> 8:30 AM**

**City Council Chambers  
101 Old Main Street  
Bradenton, FL 34205**

**World Breastfeeding Week Proclamation**

**Tuesday July 26<sup>th</sup> 9:00 AM**

**Manatee Board of County  
Commissioners Chambers  
1112 Manatee Avenue West  
Bradenton, FL 34205**



**World Breastfeeding Week  
2011**

**Healthy Start World Breastfeeding Celebration**

**Wednesday August 3 10:30 AM**

**We will cover nutrition, breastfeeding, provide healthy snacks,  
and door prizes.**

**Sacred Heart Church  
1505 12th Ave W  
Bradenton, FL 34205**



## ***Proclamation***

Board of County Commissioners  
Manatee County, Florida

**WHEREAS**, WORLD BREASTFEEDING WEEK IS CELEBRATED FROM AUGUST 1-7 IN MORE THAN 120 COUNTRIES TO ENCOURAGE BREASTFEEDING AND IMPROVE THE HEALTH OF BABIES AROUND THE WORLD; AND

**WHEREAS**, BREASTFEEDING BENEFITS SOCIETY BY SAVING ON HEALTH CARE COSTS AND CAN SAVE A FAMILY FROM \$1,100 TO \$3,900 PER YEAR IN FORMULA EXPENSES; AND

**WHEREAS**, BREASTFEEDING IS NORMAL AND HEALTHY FOR INFANTS AND MOMS; BREAST MILK HAS DISEASE-FIGHTING CELLS CALLED ANTIBODIES THAT HELP PROTECT INFANTS FROM GERMS, ILLNESS, AND SUDDEN INFANT DEATH SYNDROME; INFANT FORMULA CANNOT MATCH THE EXACT CHEMICAL MAKEUP OF HUMAN MILK, ESPECIALLY THE CELLS, HORMONES, AND ANTIBODIES THAT FIGHT DISEASE; AND

**WHEREAS**, BREASTFEEDING CONTRIBUTES TO A MORE PRODUCTIVE WORKFORCE; BREASTFEEDING MOTHERS MISS LESS WORK AS THEIR INFANTS ARE SICK LESS OFTEN; EMPLOYER MEDICAL COSTS ARE LOWER AND EMPLOYEE PRODUCTIVITY IS HIGHER; AND

**WHEREAS**, BREASTFEEDING IS BETTER FOR OUR ENVIRONMENT BECAUSE THERE IS LESS TRASH AND PLASTIC WASTE COMPARED TO THAT PRODUCED BY FORMULA CANS AND BOTTLE SUPPLIES; AND

**WHEREAS**, THE U.S. SURGEON GENERAL RECOMMENDS THAT BABIES BE FED WITH BREAST MILK ONLY FOR THE FIRST SIX MONTHS OF LIFE; AND

**WHEREAS**, THE RIGHT TO BREASTFEED ACT, H.R. 1848, SIGNED IN 1999, GUARANTEE MOTHERS THE RIGHT TO BREAST FEED THEIR BABIES IN PUBLIC ON FEDERAL PROPERTY, THEREFORE HELPING TO IMPROVE OUR WORLD OF MOTHERS AND CHILDREN AND THE FUTURE.

**NOW, THEREFORE, BE IT PROCLAIMED** BY THE BOARD OF COUNTY COMMISSIONERS OF MANATEE COUNTY, FLORIDA, THAT THE WEEK OF AUGUST 1-7, 2011, SHALL BE KNOWN, DESIGNATED AND SET ASIDE AS

### ***WORLD BREASTFEEDING WEEK***


IN MANATEE COUNTY, FLORIDA.

**ADOPTED**, WITH A QUORUM PRESENT AND VOTING THIS 26<sup>TH</sup> DAY OF JULY 2011.



BOARD OF COUNTY COMMISSIONERS  
MANATEE COUNTY, FLORIDA

By:

  
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Carol R. Whitmore, Chairman

ATTEST:

*R. B. "Chips" Shore*  
Clerk of Circuit Court

By:

  
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Deputy Clerk