

PROCLAMATION

Presented by San Diego County Board of Supervisors

HONORING SAN DIEGO COUNTY BREASTFEEDING COALITION AS A LIVE WELL SAN DIEGO PARTNER

WHEREAS, the health, safety and well-being of residents is of primary concern for the County of San Diego and on July 13, 2010, the San Diego County Board of Supervisors adopted the Live Well San Diego initiative to achieve the County's vision of safe, healthy and thriving communities; and

WHEREAS, the Live Well San Diego initiative is about uniting all sectors—business, schools, military and veteran's organizations, community- and faith-based organizations, and all levels of government—in order to bring about positive change; and

WHEREAS, The San Diego County Breastfeeding Coalition is recognized as the key coordinating resource for breastfeeding issues and support in San Diego County; and

WHEREAS, The San Diego County Breastfeeding Coalition protects, promotes and supports breastfeeding through education, outreach and advocacy in our community; and

WHEREAS, the San Diego County Breastfeeding Coalition whose mission is to protect, promote and support breastfeeding, supports and guides the San Diego County's Community Transformation Grant Lactation Supportive Environments activities; and

WHEREAS, The San Diego County Breastfeeding Coalition recognizes and awards Breastfeeding Friendly businesses in San Diego that fully support and accommodate breastfeeding employees in the workplace; and
and

WHEREAS, the San Diego County Breastfeeding Coalition is committed to continuing to advance Live Well San Diego into the future, and is embracing strategies of this initiative in ways illustrated here:

- Building a Better Service Delivery System by providing professional development opportunities and tools for healthcare professionals in San Diego County to promote and provide support for breastfeeding.*
- Supporting Positive Choices by providing every woman access to the information, resources and community support necessary to breastfeed for as long as she and her infant wish.*
- Pursuing Policy and Environmental Change by supporting adoption and implementation of worksite breastfeeding policies.*

BE IT PROCLAIMED by all members of the San Diego Board of Supervisors on this 5 day of August 2014 that they commend the **San Diego County Breastfeeding Coalition** for its outstanding service, leadership, and commitment to the health and wellness of county residents, and do hereby declare this day to be the **“SAN DIEGO COUNTY BREASTFEEDING COALITION LIVE WELL SAN DIEGO DAY.”**