



## REQUEST FOR BOARD ACTION

ITEM NO. 9.

**DATE OF REQUEST:** April 5, 2010

**REQUESTED BY:** Jack Griffith, Ph.D., Director, Pender County Health Department

**SHORT TITLE:** Resolution Authorizing an Amendment to Approve Increase in Health Department Revenues for Fiscal Year 2009-2010: Breastfeeding Promotion: \$1,479.

**BACKGROUND:** The goal of the Women's and Children's Health Section is to increase the proportion of North Carolina mothers who initiate breastfeeding to 75% and who breastfeed their infants at 6 months to 50%. Breastfeeding promotion and support is an integral part of the WIC Program and one of the most effective methods for supporting breastfeeding is the use of breastfeeding peer counselors. North Carolina receives special funding from the United States Department of Agriculture (USDA) to build and sustain breastfeeding peer counselor programs in local WIC agencies.

The funds will be utilized to provide mandatory Breastfeeding Peer Counselor training for a temporary employee. The Peer Counselor for this agency will provide information, encouragement, and support to new mothers. This peer-to-peer support is an essential component to assuring the success of a breastfeeding promotion and support program.

**SPECIFIC ACTION REQUESTED:** The board is requested to approve increasing programmatic revenues and related expenditures for Pender County Health Department by \$1,479 for the WIC Program for Fiscal year 2009-2010.

