

PUBLIC HEALTH CONNECTION



Older Americans Month

History

When Older Americans Month (OAM) was established in 1963, only 17 million living Americans had reached their 65th birthday. About a third of older Americans lived in poverty and there were few programs to meet their needs. Interest in older Americans and their concerns was growing. A meeting in April 1963 between President John F. Kennedy and members of the National Council of Senior Citizens led to designating May as “Senior Citizens Month,” the prelude to “Older Americans Month.”

Historically, Older Americans Month has been a time to acknowledge the contributions of past and current older persons to our country, in particular those who defended our country. Every President since President Kennedy has issued a formal proclamation during or before the month of May asking that the entire nation pay tribute in some way to older persons in their communities. Older Americans Month is celebrated across the country through ceremonies, events, fairs, and other such activities.

2021

This year’s theme is “Communities of Strength”! Older adults have built resilience and strength over their lives through successes, failures, joys, and difficulties. Their stories and contributions help to support and inspire others. This OAM, we will celebrate the strength of older adults and the Aging Network, with special emphasis on the power of connection and engagement in building strong communities. There are many things we all can do to nurture ourselves, reinforce our strength, and continue to thrive. Connecting with others is one of the most important—it plays a vital role in our health and well-being, and in that of our communities. From finding joy in small things and sharing our stories, to looking at the big picture and giving to others, join us in promoting the ways we are connected and strong. Check out the OAM website for ideas on how to celebrate our amazing seniors in Scott County during the month of May! <https://acl.gov/oam/2021/oam-2021-activity-ideas>

Adapted from <https://acl.gov/oam/2021/older-americans-month-2021>



OUR MISSION:

The Scott County Health Department promotes, protects, and preserves health through leadership, services, education, and partnerships.

OUR VISION:

Scott County —
A safe and healthy
community.



SPECIAL EVENTS

- *Scott County Board of Health Meeting, Via WebEx, 12:00 PM, Thursday, May 21, 2021*
- *SCHD will be closed Monday, May 25, 2021 in observation of Memorial Day.*

Links

- **Older Americans Month:**
<https://acl.gov/oam/2021/oam-2021-activity-ideas>
- **Baby Friendly USA:**
www.babyfriendlyusa.org/
- **SCHD Maternal Health Program:**
<https://www.scottcountyiowa.gov/health/maternal-health>

Baby-Friendly Hospital Initiative

The Baby-Friendly Hospital Initiative assists hospitals in giving mothers the information, confidence, and skills necessary to successfully initiate and continue breastfeeding their babies and gives special recognition to hospitals that have done so. Genesis Medical Center– East Rusholme Street holds the Baby-Friendly Hospital Initiative Designation locally. The basic tenets of Baby Friendly are human milk fed through direct breastfeeding is the optimal way for human infants to be nurtured and nourished, the precious first days in the birth facility should be protected as a time of bonding and support not influenced by commercial interests, and every mother should be informed about the importance of breastfeeding and respected to make her own decision.

Maternal Health Program at the Scott County Health Department

Through the Maternal Health Program, the Scott County Health Department values breastfeeding by supporting and educating parents about the importance of providing breastmilk to their babies. The Maternal Health Nurse provides breastfeeding support and education to parents in Scott County.



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