

# Proclamation

## World Breastfeeding Week October 1-7, 2021

WHEREAS: Breastfeeding is recommended for optimal nutrition and healthy growth and development in the early months and years of life, and is fundamental to the well-being and prosperity of communities; and

WHEREAS: Breastfeeding has an impact on lifelong health, with exclusive breastfeeding for the first six months, and continued breastfeeding for two years and beyond, ensuring that mothers and children receive maximum health benefits; and

WHEREAS: Breastfeeding is one of the most cost-effective prevention strategies for many infections and chronic and acute diseases; and

WHEREAS: Infant feeding is one of the most important decisions that a new family makes; and

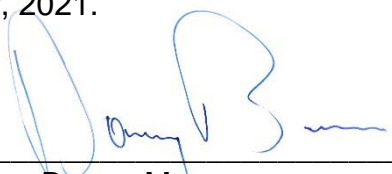
WHEREAS: Parents need the support of family, friends, regional health authorities, peer-to-peer support groups, municipalities, community groups and organizations, businesses and employers; and

WHEREAS: World Breastfeeding Week provides an opportunity for people to celebrate and to raise public awareness about the importance of breastfeeding and the role everyone can play in normalizing breastfeeding; and

WHEREAS: The theme for World Breastfeeding Week 2021 in Newfoundland and Labrador is Protect Breastfeeding: A Shared Responsibility. It focuses on how breastfeeding contributes to the survival, health and wellbeing of all and the need to protect breastfeeding worldwide. Although support at the individual level is very important, breastfeeding must be considered a public health issue that requires investment at all levels.

THEREFORE: I, Mayor Danny Breen, do hereby proclaim October 1 - 7, as World Breastfeeding Week in the City of St. John's.

Signed at City Hall, St. John's, NL on this 4 day of October, 2021.



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Danny Breen, Mayor