




Proclamation
World Breastfeeding Week
October 1 – 7, 2019



- 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 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 come together 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 2019 in Newfoundland and Labrador is **“Empower Parents Enable Breastfeeding”**. We are seeing more and more parents in our province choosing to breastfeed their babies. With the support of partners, family, friends, health care providers, and communities we hope to return Newfoundland and Labrador to a babyfriendly culture where breastfeeding is recognized as the normal way to feed infants and young children.
- Therefore** I, Danny Breen, Mayor of the City of St. John’s, proclaim **October 1 to 7, 2019** *“World Breastfeeding Week”* in Newfoundland and Labrador.

Dated this 30th day of September, 2019.


Danny Breen, Mayor

Importance of Breastfeeding

Nutrition

Breastfeeding provides the **PERFECT NUTRITION** needed for baby's **growth and development**.



Economic



Breastfeeding can **save** approximately **\$1,100 - \$3,800 in ONE YEAR**.

Protection



BABIES ARE PROTECTED from **infections and health conditions** such as diarrhea, pneumonia, diabetes, asthma, and bowel disease.

BREASTFEEDING PARENTS ARE PROTECTED

Reduces the risk of some cancers later in life such as



How can Municipalities help?

Breastfeeding-Friendly Spaces



CREATE SPACES in parks, sports and recreation centres, libraries, and at community events for families to **feed comfortably and without discrimination**.

Breastfeeding-Friendly Businesses



ENCOURAGE BUSINESSES in your municipality to **show their support with a window decal** and ensure their staff know how to best support families.

Breastfeeding-Friendly Communities



- Educate municipal staff & residents
- Encourage businesses to participate
- Create a municipal policy