



WABA | WORLD BREASTFEEDING WEEK 2020

Proclamation

World Breastfeeding Week
October 1 – 7, 2020



Baby-Friendly
Newfoundland & Labrador

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: 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 2020 in Newfoundland and Labrador is “**Support Breastfeeding for a Healthier Planet**”. This theme highlights the impact of infant feeding on the environment with respect to climate change and the need to protect, promote, and support breastfeeding for the health of the planet and its people.

THEREFORE: I, Mayor Danny Breen, do hereby proclaim October 1 -7, 2020, as World Breastfeeding Week in the City of St. John's.

Signed at City Hall, St. John's, NL on this 28th day of September, 2020.

Danny Breen, Mayor

ST. JOHN'S