

WHEREAS; the state of Wisconsin acknowledges the many physical and mental health benefits of breastfeeding and lactation for babies and their parents, and promotes inclusive support for every family, regardless of race, ethnicity, gender identity, sexual orientation, education level, socioeconomic status, or any other factor that makes every family and community unique; and

WHEREAS; breastfeeding is a public health imperative and proven primary prevention strategy, which is why breastfeeding exclusively for at least the first six months of an infant’s life, when feasible, is recommended by the American Academy of Pediatrics to optimize infant health, growth, and development; and

WHEREAS; the Wisconsin Department of Health Services (DHS), local health departments, and Tribal organizations across Wisconsin promote and support breastfeeding as the optimal method of infant feeding through nutrition programs such as the Special Supplemental Nutrition Program for Women, Infants, and Children, and other nutrition assistance programs; and

WHEREAS; protecting and supporting breastfeeding is essential to ensuring infant nutrition security and immunologic protection for Wisconsin’s youngest people; and

WHEREAS; work must continue to reduce barriers and address discrimination in communities, healthcare systems, and employment settings to ensure that individuals and families who choose to breastfeed have the opportunity and support to do so; and

WHEREAS; this month, the state of Wisconsin applauds advocates and perinatal health organizations across the state working to build individual, family, and community support for breastfeeding and joins them, along with DHS, in celebrating breastfeeding, promoting awareness of its benefits, and ensuring equitable access and opportunity for all babies and parents, now and in the future;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim August 2025 as

NATIONAL BREASTFEEDING MONTH

throughout the State of Wisconsin and I commend this observance
to all our state’s residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 14th day of July 2025.

TONY EVERS, Governor

By the Governor:

SARAH GODLEWSKI, Secretary of State