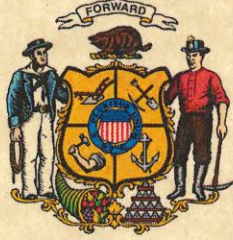


STATE of WISCONSIN



OFFICE of the GOVERNOR

Proclamation

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; racial disparities in breastfeeding rates persist across the state and throughout the country, reflecting the institutional barriers that exist for Black families in healthcare, community, and employment settings; and

WHEREAS; research shows that Black parents in Wisconsin continue to initiate breastfeeding at much lower rates than white parents and that, nationwide, Wisconsin exhibits one of the widest gaps between white and Black infants in rates of exclusive breastfeeding through the first six months of life; and

WHEREAS; reducing racial disparities in healthcare and birth outcomes, promoting diversity in the lactation field, and changing systems and structures to better support families is crucial, and the state applauds the community-based organizations that are championing this important work; and

WHEREAS; while August is National Breastfeeding Month, Black Breastfeeding Week is dedicated to uplifting Black families and is centered on encouraging breastfeeding to combat the systemic injustices that prevent families from achieving their full potential; and

WHEREAS; this week, the state of Wisconsin joins dedicated advocates and organizations across the state, along with the Wisconsin Department of Health Services, in celebrating breastfeeding, promoting awareness of its benefits, and ensuring equitable access and opportunity for all babies and parents, now and in the future; and

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim August 25 – 31, 2025, as

BLACK BREASTFEEDING WEEK

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 28th day
of July 2025.

Tony Evers
TONY EVERS
GOVERNOR

By the Governor:

Sarah Godlewski
SARAH GODLEWSKI
Secretary of State