

WHEREAS; established in 1988, Pregnancy and Infant Loss Awareness Month was created to recognize those impacted by pregnancy and infant loss nationwide; and

WHEREAS; research suggests that between 10 and 20 percent of all pregnancies end in miscarriage, and that stillbirth affects approximately one in 175 births each year in the United States; and

WHEREAS; the Centers for Disease Control and Prevention further reports that more than 20,500 infants died in the United States in 2022; and

WHEREAS; most pregnancy and infant losses are beyond control, yet disparate health outcomes exist for women and infants of color, underscoring the need for improving equitable access to prenatal, postpartum, and pediatric care for all; and

WHEREAS; often, the mental toll following pregnancy or infant loss surpasses the physical one, and resources, including support groups, professional counseling, and therapy services, exist across the state and nation to help those afflicted by loss; and

WHEREAS; the National Maternal Mental Health Hotline provides free and confidential access to trained counselors 24/7, and is available by calling 1-833-TLC-MAMA; and

WHEREAS; this month, the state of Wisconsin joins families, friends, and dedicated individuals, advocates, and organizations across the state in honoring the memory and lives of those lost during pregnancy or infancy and showing encouragement and support for families forever devastated by their loss;

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

**PREGNANCY AND INFANT LOSS AWARENESS MONTH**

and October 15 2025 as

**PREGNANCY AND INFANT LOSS REMEMBRANCE DAY**

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 17th day of September 2025.

TONY EVERS, Governor

By the Governor:

SARAH GODLEWSKI, Secretary of State