

WHEREAS; the state of Wisconsin acknowledges the many physical and mental health benefits of breastfeeding for both babies and mothers; and

WHEREAS; breastfeeding exclusively for the first six months of a child's life, with continued breastfeeding throughout the child's first year, is recommended by the American Academy of Pediatrics to optimize infant health, growth, and development; and

WHEREAS; as we celebrate the tenth anniversary of the passage of Assembly Bill 57, which codified a mother's right to breastfeed her child in any location in Wisconsin where they are otherwise authorized to be, we must recognize that many pregnant women and new mothers who want to breastfeed continue to face barriers in their communities, the healthcare system, and employment settings, including racial and ethnic discrimination; and

WHEREAS; our state supports the Surgeon General's "Call to Action to Support Breastfeeding," which emphasizes the importance of breastfeeding as a public health imperative and proven primary prevention strategy; and

WHEREAS; the Wisconsin Department of Health Services, local health departments, and tribal organizations promote and support exclusive breastfeeding as the optimal method of infant feeding through nutrition programs such as the Special Supplemental Nutrition Program for Women, Infants, and Children; and

WHEREAS; we commend the health and breastfeeding advocates throughout our state working to build individual, family, and community support for breastfeeding, supporting strategies that protect optimal breastfeeding practices, and fostering systems and environments that help to increase breastfeeding rates for all families and communities; and

WHEREAS; this month, the state of Wisconsin joins our health and breastfeeding advocates in celebrating and promoting awareness of the benefits of breastfeeding for all mothers and babies;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim August 2020 as

NATIONAL BREASTFEEDING MONTH

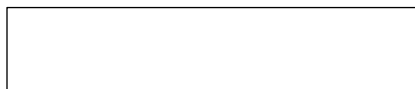
throughout the State of Wisconsin and I commend this observance
to all our state's residents.

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 2nd day of July 2020.



TONY EVERS, Governor

By the Governor:



DOUGLAS LA FOLLETTE, Secretary of State