



Proclamation

BREASTFEEDING WEEK 2020

- Whereas:* the World Health Organization and the United Nations International Children’s Fund (UNICEF) recommend exclusively breastfeeding for the first six months of life, with continued breastfeeding for children up to 2 years of age or older, as vital to the lifelong health and well-being of women, children and families, and
- Whereas:* breastfeeding helps prevent child malnutrition; ensures food security for infants and young children, even in times of crisis; helps bring people and nations out of hunger and poverty cycles; and is a powerful, cost-effective prevention strategy for many chronic and acute diseases—including asthma, diabetes, obesity, heart disease and breast cancer, and
- Whereas:* local communities can support the health and well-being of medically vulnerable infants in British Columbia by donating human milk to the BC Women’s Provincial Milk Bank, and
- Whereas:* protecting, promoting and supporting breastfeeding is important to global health and well-being and is vital to a more sustainable world since human milk is produced and consumed without any negative impact on the environment, and
- Whereas:* breastfeeding parents have the right to breastfeed their children in public, anytime, anywhere, and all levels of society need to support and affirm breastfeeding as an investment in collective health, and
- Whereas:* the 2020 theme of World Breastfeeding Week, “Support Breastfeeding For a Healthier Planet,” seeks to engage all people, businesses and groups in celebrating and supporting breastfeeding as instrumental to lifelong health, well-being and survival of women, children and families around the world

Now therefore, as Mayor of the City of Prince George, I proclaim **October 1 -7, 2020** as:
“BREASTFEEDING WEEK” in the City of Prince George.

Mayor Lyn Hall