



PROVINCE OF MANITOBA

PROCLAMATION

BREASTFEEDING WEEK

- WHEREAS** breastfeeding is an important component of child health, contributing to healthy growth and development; and
- WHEREAS** breast milk is recognized internationally as providing the best nutrition for infants and reduces the risk of environment-borne illnesses, infectious, metabolic, and inflammatory diseases, malnutrition, food sensitization and allergy while promoting healthy oral development and establishing a trusting relationship between baby and mother; and
- WHEREAS** breastfeeding week is the first week of October, the tenth month of the year, and is chosen to celebrate World Breastfeeding Week because it is in the first week of life (after nine months of gestation) that a baby starts to breastfeed; and
- WHEREAS** this year's World Breastfeeding Week theme is "Breastfeeding is a Vital Emergency Response" which acknowledges that breast milk is the most critical nutritional need for all infants; and
- WHEREAS** breastfeeding should be supported and promoted in all circumstances including times of disaster and emergency; and
- WHEREAS** exclusive breastfeeding for the first six months of life yields tremendous health benefits, providing critical nutrients, protection from diseases such as pneumonia and fostering long-term growth and development; and
- WHEREAS** continued breast feeding after six months, for up to two years of age or beyond, combined with safe and appropriate complementary feeding, is the optimal approach to child feeding; and
- WHEREAS** October 1 - 7, 2009, marks Canada's celebration of World Breastfeeding Week; and
- WHEREAS** it is in the best interests of the people of the province to promote and support breastfeeding;

Now therefore let it be known that I, Kerri Irvin-Ross, Minister of Healthy Living for the Province of Manitoba, do hereby proclaim the week of October 1 - 7, 2009, as:

BREASTFEEDING WEEK

in Manitoba and do commend its thoughtful recognition to all citizens in our province.

Kerri Irvin-Ross

