WORLD BREASTFEEDING WEEK

WHEREAS breastfeeding optimizes child health and has been associated with reduced obesity, reduced chronic diseases including type 2 diabetes, improved oral health, and improved early childhood development especially for children born to low income mothers; and

WHEREAS gender, race, ethnicity, culture, disability, age, income, geography and sexual orientation have an impact on breastfeeding, breastfeeding provides health care cost savings both in the present and the future; 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 (after nine months of gestation) that a baby starts to breastfeed; and

WHEREAS this year’s World Breastfeeding Week theme “The World Breastfeeding Week’s 25th Year in 2017” is about working together for the common good! The objectives are to understand the importance of working together; recognize your role and the difference you make within your area of work; reach out to others to establish areas of common interest; and work together to achieve the Sustainable Development Goals by 2030; and

WHEREAS Manitoba health care providers are actively working to support all women to be able to optimally feed and care for their infants and young children through the implementation of the Baby Friendly Initiative; and

WHEREAS Breastfeeding is a natural and low-cost way of feeding babies and children. It is affordable for everyone and does not burden household budgets compared to artificial feeding. Breastfeeding contributes to poverty reduction; and

WHEREAS Breastfeeding provides a healthy, viable, non-polluting, non-resource intensive, sustainable and natural source of nutrition and sustenance; and

WHEREAS October 1 to 7, 2017, marks Canada’s celebration of World Breastfeeding Week; and

WHEREAS it is important to recognize that breastfeeding is a key to sustainable development, supports health and wellbeing and respects families and Manitobans care for the world we share;

Now therefore let it be known that I, Kelvin Goertzen, Minister of Health, Seniors for the Province of Manitoba, do hereby proclaim the week of October 1 – 7, 2017, as

WORLD BREASTFEEDING WEEK

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

"Original signed by"

Honourable Kelvin Goertzen
Minister