

# Proclamation



*Bob Buckhorn, Mayor*

**WHEREAS**, established in 1990 by the World Health Organization (WHO), World Alliance for Breastfeeding Action (WABA), and the United Nations International Children's Emergency Fund (UNICEF), **World Breastfeeding Week** is celebrated annually from August 1 to 7 in more than 170 countries to protect, promote and support breastfeeding as the norm for infants and toddlers throughout the world; and

**WHEREAS**, breast milk is widely acknowledged as the most complete form of nutrition for infants and is the preferred and most appropriate source for health, immunity benefits and developmental outcomes, and is associated with reduction in risk for post-neonatal death; and

**WHEREAS**, the antibodies in human milk lower the risk of various infections, fosters optimal growth, builds a foundation for life-long health and wellness, and is a proven strategy to help prevent common illnesses, effective in protecting infants from chronic and acute conditions, including future obesity; and

**WHEREAS**, breast milk is readily available and sterile, providing a calming and soothing warmth for the infant, and the act of breastfeeding builds a strong emotional bond between mother and child, and it improves maternal health long after the postpartum period, including reduced risk of osteoporosis, and breast and ovarian cancer; and

**WHEREAS**, the 2014 theme for World Breastfeeding Week is **Breastfeeding: A Winning Goal - For Life!**, and it celebrates the vital role breast milk provides in appropriate nutrition for infant growth, setting the stage for school-readiness and contributes to a cleaner environment with less waste; and

**WHEREAS**, the City of Tampa is pleased to join in this international effort to bring awareness about the importance of breastfeeding, and in support of mothers and babies in their right to breastfeed for improved overall global health.

**NOW, THEREFORE**, I, Bob Buckhorn, by virtue of the authority vested in me as Mayor of the City of Tampa, Florida do hereby proclaim August 1-7, 2014 as

## ***"WORLD BREASTFEEDING WEEK"***

in the City of Tampa, Florida and encourage all in our community to be supportive and accepting of breastfeeding families, and recognize the value breast milk has on the overall development of a child.

Dated in Tampa, Florida this 23<sup>rd</sup> day of July, 2014.



*Bob Buckhorn*

Mayor

