



# State of North Carolina

**ROY COOPER**  
GOVERNOR

**NATIONAL BREASTFEEDING MONTH**

**2019**

**BY THE GOVERNOR OF THE STATE OF NORTH CAROLINA**

**A PROCLAMATION**

**WHEREAS**, mothers' milk supports optimal growth and development of infants and children in North Carolina, providing protection against acute and chronic illness and fostering bonding between the mother and child; and

**WHEREAS**, breastfeeding is a proven prevention strategy and an important contributor to improving the health, wellbeing and survival of women and children across North Carolina; and

**WHEREAS**, the North Carolina Early Childhood Action Plan, prepared pursuant to Executive Order No. 49, 33 N.C. Reg. 630-31 (October 1, 2018), highlights the prevalence of breastfeeding as a supporting indicator to ensure that young children across the state grow up healthy in safe, stable and nurturing families and communities; and

**WHEREAS**, the North Carolina Division of Public Health's Nutrition Services Branch continues to support a breastfeeding-friendly health care system and community through the North Carolina Maternity Center Breastfeeding-Friendly Designation Program and the North Carolina Breastfeeding-Friendly Child Care Designation Program, which take steps to promote, protect and support breastfeeding; and

**WHEREAS**, employers who provide workplace lactation support experience a return on investment, including lower health care costs, reduced absenteeism and lower turnover rates, as well as improved morale, job satisfaction and productivity; and

**WHEREAS**, North Carolina joins professional, health care and community organizations in celebrating World Breastfeeding Week: *Empower Parents, Enable Breastfeeding*, August 1 – 7, 2019, to collaboratively raise awareness of the benefits of breastfeeding and strengthen support at all levels for breastfeeding as a team effort; and

**WHEREAS**, protecting, promoting and supporting breastfeeding can help to empower the whole family, enabling them to realize their breastfeeding goals;

**NOW, THEREFORE**, I, ROY COOPER, Governor of the State of North Carolina, do hereby proclaim August, 2019, as "NATIONAL BREASTFEEDING MONTH" in North Carolina, and commend its observance to all citizens.



  
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Roy Cooper  
Governor

**IN WITNESS WHEREOF**, I have hereunto set my hand and affixed the Great Seal of the State of North Carolina at the Capitol in Raleigh this first day of August in the year of our Lord two thousand and nineteen and of the Independence of the United States of America the two hundred and forty-third.