

PROCLAMATION



Office of the Mayor

WHEREAS, human milk feeding is the biological norm for infant feeding and a proven foundational prevention strategy for life-long health and wellness; and

WHEREAS, major medical authorities, including the American Academy of Pediatrics, recommend exclusive human milk feeding for the first six months of a child's life, with continued human milk feeding as long as is mutually desired by mother and child for two years or beyond; and

WHEREAS, the Center for Disease Control and Prevention's latest analysis of birth certificate data reports that among infants born in 2023, only 29.8% were exclusively breastfed through six months of age; and

WHEREAS, human milk provides a safe, reliable, and renewable food source, especially critical during emergency situations, such as the recent formula shortage; and

WHEREAS, there are substantial racial and ethnic disparities in access to lactation support resulting in reduced breastfeeding rates and an associated increase in the risk of a variety of negative health outcomes; and

WHEREAS, breastfeeding support requires evidence-based, unbiased information, wrap-around community support, and support from partners, families, workplaces, and communities to create an environment that empowers parents to breastfeed.

NOW THEREFORE, BE IT RESOLVED, THAT I, JACOB A. WOODFORD, Mayor of the City of Appleton, Wisconsin, do hereby proclaim the month of August 2026, as

Breastfeeding Awareness Month

in Appleton and encourage citizens to join healthcare and breastfeeding advocates in celebrating and promoting awareness of the benefits of breastfeeding and supporting parents in doing so.

Signed and sealed this 13th day of August 2026.



JACOB A. WOODFORD
MAYOR OF APPLETON