

DRAFT: MAYORAL PROCLAMATION 2011 World Breastfeeding Month

State of Texas
Office of the Mayor

The Texas Department of State Health Services will join a worldwide campaign during the month of August to encourage more women to breastfeed their babies exclusively until they are six months old and then supplement breastmilk with solid foods until the baby's first birthday or longer. Currently, about 75% of women in Texas initiate breastfeeding but only 11% are exclusively breastfeeding at six months.

When it comes to breastfeeding, every ounce counts towards the health of mom and baby. That is why this year's World Breastfeeding Month theme is Every Ounce Counts: Helping Moms Achieve their Breastfeeding Goals.

Breastfeeding affords many short- and long-term health benefits for women and children. A 2010 cost analysis based on just some of the health advantages of breastfeeding concluded that if 90% of U.S. families could breastfeed exclusively for six months, the United States would save a minimum of \$13 billion and prevent over 911 deaths per year. Moms are faced with new challenges as their breastfed infants grow. Often times, it is the compassion provided by family, friends, health care providers, and communities that supports a lasting duration of the breastfeeding relationship. Helping breastfeeding moms overcome different challenges will help improve breastfeeding duration rates in our state. Texas is committed to increasing public support and acceptance of breastfeeding as the infant feeding norm. I encourage the entire Texas community to support our breastfeeding moms – in the hospital, home, workplace, and in public.

Therefore, I, _____, Mayor of _____, do hereby proclaim August 2011, Breastfeeding Awareness Month and urge the appropriate recognition whereof.

In official recognition whereof, I hereby affix my signature this the 1st day of August, 2011.