

NATIONAL BREASTFEEDING WEEK

October 1-7, 2018

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- WHEREAS:** Exclusive breastfeeding for the first six months of life, and continued breastfeeding for two years and beyond provides unique nutritional and non-nutritional long-term benefits for an infant's growth and development, and
- WHEREAS:** The World Health Organization's Global Strategy on Infant and Young Child Feeding calls on governments worldwide to create environments that enable mothers, families and other caregivers to make informed choices about feeding practices for infants and young children, and
- WHEREAS:** Breastfeeding is a human right and the Ontario Human Rights Code protects a woman's right to breastfeed in a public area without discrimination, and
- WHEREAS:** October 1-7th is recognized as National Breastfeeding Week – an initiative to raise awareness of the numerous benefits of breastfeeding; to strengthen individual, family, and community support for breastfeeding; and to further strategies that promote breastfeeding practices , and
- WHEREAS:** The global theme for 2018 is Breastfeeding: Foundation for Life. Breastfeeding is the foundation of lifelong good health for babies and mothers. In Simcoe Muskoka we continue to see many mothers choosing to breastfeed their babies. With the support of partners, family, friends, health care providers, employers and communities we hope to support a breastfeeding-friendly culture where breastfeeding is recognized as the natural way to feed infants and young children.
- THEREFORE BE IT RESOLVED:**
That His Worship Mayor Rob Keffer and Members of Council proclaim October 1-7, 2018 as NATIONAL BREASTFEEDING WEEK in the Town of Bradford West Gwillimbury.

PLEASE JOIN US FOR A FLAG RAISING AND CELEBRATION

The flag raising will take place on Tuesday, October 2 at 11:00 a.m.
in front of the BWG Courthouse at 57 Holland Street East