

EXECUTIVE DEPARTMENT
STATE OF CALIFORNIA



A PROCLAMATION
by the
Governor of the State of California

WHEREAS, research indicates that human milk enhances the growth, development and well-being of infants by providing the best possible nutritional benefits and protection against specific infections and allergies; and

WHEREAS, breastfeeding benefits society as a whole by promoting maternal and infant bonding and decreasing health care costs for infants; and

WHEREAS, breastfeeding has diminished in American culture due to social and economic pressures, misunderstanding of lactation management, and a decrease in available, experienced breastfeeding mothers for help and support; and

WHEREAS, the federal government in "Healthy People 2000" has set a national goal to increase the breastfeeding rate from 52% to 75% by the year 2000; and

WHEREAS, public health organizations are working to re-educate communities about the advantages of breastfeeding, and to create a supportive public environment which will encourage breastfeeding as a cultural norm;

NOW, THEREFORE, I, PETE WILSON, Governor of the State of California, do hereby proclaim August 1995 as Breastfeeding Awareness Month in California, and urge all citizens of the Golden State to support breastfeeding as the normal and preferred infant feeding method and a high priority for healthier babies in our communities.

IN WITNESS WHEREOF I have hereunto set my hand and caused the Great Seal of the State of California to be affixed this 20th day of July 1995.

Pete Wilson
Governor of California

ATTEST:

Bill Jones
Secretary of State

