

STATE OF INDIANA
EXECUTIVE DEPARTMENT
INDIANAPOLIS

PROCLAMATION

Executive Order

TO ALL TO WHOM THESE PRESENTS MAY COME, GREETINGS:

WHEREAS, August 1st through August 7th 2013 is recognized as World Breastfeeding Week - a global initiative to raise awareness of the benefits of breastfeeding and its important and positive long-term effects on the growth and development of infants; and

WHEREAS, Indiana law permits mothers to breastfeed in any location, public or private, prohibits local governments from criminalizing or restricting breastfeeding, and specifies that the act of breastfeeding shall not be considered public indecency; and

WHEREAS, national estimates suggest that if 90 percent of U.S. babies were breastfed exclusively for six months, the nation would save \$13 billion per year in health care costs; and

WHEREAS, breastfeeding is recognized by the Indiana State Department of Health and major medical organizations, such as the American Academy of Pediatrics, the United Nations Children's Fund (UNICEF) and the World Health Organization (WHO) as the preferred method of infant feeding; and

WHEREAS, breastfeeding promotes overall health, growth and development, and helps to prevent infections during infancy, as well as asthma, obesity, diabetes, and other chronic illnesses in childhood and, later, adulthood; and

WHEREAS, mothers benefit from breastfeeding as it not only advances postpartum recovery and return to pre-pregnancy weight, but decreases the risk of ovarian, uterine and endometrial cancers, as well as anemia, diabetes and osteoporosis; and

WHEREAS, accommodations for breastfeeding at work benefit not only women and children, but employers as well as there are cost savings in terms of health care (less illness among breastfed children), higher morale, a stronger sense of loyalty among women employees, and greater awareness of a positive, family-friendly image in the community; and

WHEREAS, the World Health Organization has identified ten evidence-based steps that hospitals can take to increase breastfeeding initiation, duration and exclusivity, including supporting the first nursing within 30 to 60 minutes after birth; and

WHEREAS, the Indiana State Department of Health recognizes that it is vital for families to make informed choices about the health and care of infants, and supports increased efforts by hospital staff, providers, employers and all Hoosiers to encourage breastfeeding; and

WHEREAS, infant nutrition should be considered a public health issue and not only a lifestyle choice;

NOW, THEREFORE, I, Michael R. Pence, Governor of the State of Indiana, do hereby proclaim
August 1-7, 2013 as

BREASTFEEDING WEEK

in the State of Indiana, and invite all citizens to duly note this occasion.

In Testimony Whereof, I have

set my hand and cause to be affixed the

Great Seal of the State. Done at the

City of Indianapolis, this 23rd

day of July in the year of our

Lord 2013 and of the Independence

of the United States 237.



BY THE GOVERNOR:

Michael R. Pence