



STATE OF NEW JERSEY  
EXECUTIVE DEPARTMENT

*Proclamation*

WHEREAS, *breastfeeding, or the provision of human milk, is the biological norm for infant feeding and a proven primary prevention strategy that builds a foundation for lifelong health and wellness; and*

WHEREAS, *the evidence of the value of breastfeeding to the health of the mother and the child is scientific and continually reaffirmed by ongoing and new research; and*

WHEREAS, *the consistent and well-documented health, economic, and environmental benefits of breastfeeding show that this is an investment that will continue to produce measurable dividends across the State and many times over for families, employers, and the government; and*

WHEREAS, *the American Academy of Pediatrics and World Health Organization recommend exclusive breastfeeding for about the first six months of life, with continued breastfeeding alongside complementary foods for two years or as long as mutually desired by the mother and child; and*

WHEREAS, *recognizing and celebrating breastfeeding can build awareness of its benefits for promoting early childhood growth and development, improving maternal health outcomes, and reducing the risk of both chronic and infectious disease; and*

WHEREAS, *August has historically included various celebrations to recognize the benefits of breastfeeding including World Breastfeeding Week, Indigenous Milk Medicine Week, Asian American Native Hawaiian Pacific Islander Breastfeeding Week and Black Breastfeeding Week; and*

WHEREAS, *the vast majority of new parents want their infants to receive human milk but can face significant barriers in community, health care, and employment settings; and*

WHEREAS, *at the time of this Resolution, there are substantial racial and ethnic disparities in access to lactation support in New Jersey; and*

WHEREAS, *the State has begun to fund and implement the New Jersey Breastfeeding Strategic plan that provides a blueprint for improving breastfeeding rates and support; and*

WHEREAS, *some people may elect not to breastfeed or are unable to do so; however, all parents should receive and can benefit from access to evidence-based information and education on infant nutrition and wellness; and*

WHEREAS, *Nurture NJ, New Jersey's statewide initiative to make New Jersey the safest, most equitable state in the nation to deliver and raise a baby, is committed to ensuring that all pregnant and postpartum individuals and caregivers can access a full range of support from health care institutions, insurers, employers, early care and education providers, researchers, and government entities to facilitate each family's personal breastfeeding goals;*

NOW, THEREFORE, I, Philip D. Murphy, Governor of the State of New Jersey, do hereby proclaim:

**AUGUST 2024**  
**AS**  
**BREASTFEEDING MONTH**

in New Jersey.



GIVEN, under my hand and the Great Seal of the State of New Jersey, this twenty-fourth of July in the year two thousand and twenty-four, the two hundred forty-ninth year of the Independence of the United States.

  
Lt. GOVERNOR

  
GOVERNOR