

Office of the Mayor



Proclamation

Whereas, the act of breastfeeding improves the city and nation's health by working collaboratively to protect, promote, and support breastfeeding; and

Whereas, breastfeeding is seen as the norm for infant and young child feeding locally and nationally; and

Whereas, breast milk is the preferred and most appropriate source of nutrition, adapting over time to meet the changing needs of the growing infant and young child; and

Whereas, the act of breastfeeding is a primary prevention strategy, protecting both infants and mothers from a host of chronic and acute diseases and conditions and building a foundation for life-long health and wellness; and

Whereas, breastfeeding provides a safe, reliable, and renewable food source, especially critical during natural disaster and emergency situations; and

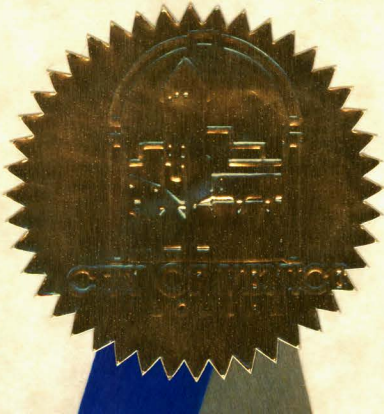
Whereas, the city supports breastfeeding friendly businesses and employers that provide workplace lactation support since it results in an impressive return on investment, including lower health care costs, absenteeism, turnover rates, improved moral, job satisfaction, and productivity; and

Whereas, the Healthy Start Coalition and the Breastfeeding Advocates of Sarasota County and its partners support the continued research and education in promoting breastfeeding as a high priority to improve the overall health of our community.

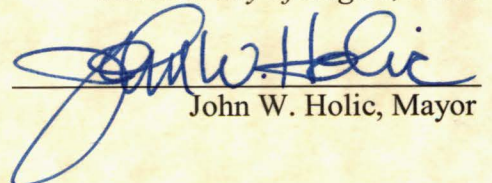
Now, Therefore, I, John W. Holic, Mayor of the City of Venice, Florida, on behalf of the Venice City Council take great pride in recognizing August 2018 as

Breastfeeding Awareness Month

in the City of Venice, a month of special importance and worthy of the recognition of the citizens of the City of Venice in order to advance breastfeeding through collaboration, leadership, and advocacy.



*In Witness Whereof, I have hereunto
set my hand and caused the Seal
of the City of Venice to be affixed
this 28th day of August, 2018.*


John W. Holic, Mayor