



STATE OF NEW JERSEY
EXECUTIVE DEPARTMENT

Proclamation

WHEREAS, breastfeeding an infant 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 health, economic, and environmental benefits of breastfeeding are well documented; 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, 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, 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, recognizing and celebrating breastfeeding can build awareness of its benefits for promoting early childhood growth and development, improve maternal health outcomes, and reduce 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, at the time of this proclamation, racial and ethnic disparities in access to lactation support still exist in New Jersey; 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; and

WHEREAS, the State has been funding and implementing the 2022-2027 New Jersey Breastfeeding Strategic plan which provides a blueprint for improving breastfeeding rates and support; and

WHEREAS, a new website called NJ Supports Breastfeeding, which is a key element of the Breastfeeding Strategic Plan, has launched, and includes accessible and comprehensive evidence-based breastfeeding education and breastfeeding resources to empower, uplift, and inform families and healthcare professionals across New Jersey;

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

AUGUST 2025
AS
BREASTFEEDING MONTH

in New Jersey.



GIVEN, under my hand and the Great Seal of the State of New Jersey, this fourteenth of August in the year two thousand and twenty-five, the two hundred fiftieth year of the Independence of the United States.

Lt. GOVERNOR

GOVERNOR