

# Proclamation

## BREASTFEEDING FAMILY FRIENDLY COMMUNITY

WHEREAS, families are a priority in the Town of Carrboro, and part of helping families to thrive is ensuring that they receive community support to develop and sustain healthy lifestyles, and a parent's decision to breastfeed or provide human milk is supported by their family, workplace, and the community; and

WHEREAS, according to the American Academy of Pediatrics, American Academy of Family Physicians, and other leading health organizations, breastfeeding is the optimal food for infants; and

WHEREAS, breastfeeding is associated with lower rates of childhood illness, such as obesity, diabetes, and infectious diseases, as well as reduced risk of maternal breast and ovarian cancers and a faster recovery from childbirth as compared to formula feeding; and

WHEREAS, breastfeeding promotes social-emotional development, benefits the entire family, and is associated with lifelong health and development; and

WHEREAS, our healthcare leadership recognizes that breastfeeding is a health equity concern and is dedicated to supporting optimal infant feeding in our community. Orange County Health Department received the NC Breastfeeding Coalition Mother-Baby Clinic Award, and community organizations, healthcare, and local lactation support groups provide information to families about the importance of breastfeeding, lactation, and human milk feeding; and

WHEREAS, our maternity care center - UNC Hospitals - is proud to have maintained the Baby-Friendly designation, and healthcare providers and clinics in our community support a family's desire to start and continue to breastfeed and feed human milk; and

WHEREAS, the active collaboration between health systems and community lactation advocates positively impacts breastfeeding success; and

WHEREAS, our Community Partners and Employers welcome families to continue to breastfeed in all the places that families connect (e.g., grow, learn, play, shop, dine) and support employees to continue to breastfeed or offer their expressed milk when returning to work or school; and


WHEREAS, the *International Code of Marketing of Breast-Milk Substitutes* recognizes that the inappropriate and unnecessary marketing and distribution of breast-milk substitutes by healthcare facilities and businesses can impact the infant feeding practices of families, and our community partners affirm their commitment to supporting families to make informed infant feeding decisions; and

WHEREAS, the local education systems and childcare programs in our community include images and books at all levels to normalize breastfeeding; and

WHEREAS, by providing a supportive and welcoming environment, a breastfeeding friendly community encourages families of all races, ethnicities, and family structures to initiate and continue optimal infant feeding;

NOW, THEREFORE, BE IT RESOLVED that I, Barbara M. Foushee, Mayor of the Town of Carrboro, do hereby proclaim the Town of Carrboro to be a "BREASTFEEDING FAMILY FRIENDLY COMMUNITY."

This, the 17<sup>th</sup> day of June, 2025.

  
Barbara M. Foushee

