Annual Report 2012
Breastfeeding Committee for Canada

The National Authority for the Baby-Friendly Initiative
L'Organisme national responsable de l'Initiative des amis des bébés
www.breastfeedingcanada.ca
Our Vision:

Breastfeeding is the cultural norm for infant feeding in Canada.

Our Mission:

To protect, promote and support breastfeeding in Canada as the normal method of infant feeding.
The Board of Directors for the Breastfeeding Committee for Canada (BCC)

Chair
Kathy Venter
kathy.venter@gmail.com

Membership Secretary
Linda Romphf
lbromphf@shaw.ca

Treasurer
Dianne Nikiforuk
ronaldnikiforuk@mac.com

BFI Assessment Committee Co-Chairs
Marianne Brophy
mbrophy@telus.net

Ginette Belanger
Ginette.belanger@videotron.ca

P/T BFI Implementation Co-Chairs
Janet Murphy Goodridge
wiljan@nf.sympatico.ca

Eileen Chuey
Eileen.chuey@halton.ca

BCC representative to Health Canada Working Group & Canadian Pediatric Society Nutrition Committee
Genevieve Courant
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BCC representative to Health Canada: Family-Centred Maternity and Newborn Care Working Group
Michelle LeDrew
Michelle.LeDrew@iwk.nshealth.ca

Secretary
Donna Brown
browncd@rogers.com
Breastfeeding Committee for Canada
Reports for 2012 (January 1-December 31):

Annual Report from the Chair of the BCC

Background Summary

The Breastfeeding Committee for Canada (BCC) is a registered not for profit organization dedicated to the protection, promotion and support of breastfeeding as the normal method of infant feeding and the implementation of the Baby-Friendly Initiative (BFI) in Canada.

The BCC is a volunteer organization that does not have any public or private funding.

Membership of the BCC

Please refer to the membership report provided in this document.

Board of Directors:

Chair: Kathy Venter
P/T BFI Implementation Standing Committee Co-chairs: Janet Murphy Goodridge & Eileen Chuey
BFI Assessment Standing Committee Co-chairs: Ginette Belanger & Marianne Brophy
Treasurer: Dianne Nikiforuk
Memberships and Website Liaison: Linda Romphf and Genevieve Courant
Recording Secretary: Donna Brown
CPS Nutrition Committee Representative: Genevieve Courant
Representative to Oversight Committee for the revisions to the Family-Centred Maternity and Newborn Care (FCMNC) National Guidelines, (PHAC): Michelle LeDrew

Financial Responsibility

The BCC ensures all funds are monitored and controlled. Dianne Nikiforuk oversees the treasury. Feddema and Company Chartered Accountants in Alberta are contracted to review the financial statements annually.
Activities During the Year 2012:

**BOD Activities:**
During the year 2012, there were:
- 6 BCC Board meetings
- 6 P/T Committee Meetings
- 8 Assessment Committee Meetings and
- countless hours of donated time by members for the following list of activities:

- **Collaboration with the BFI Provincial/Territory and BFI Assessment Committees** to continue to work for a sustainable, inclusive system for the implementation and assessment of the BFI.

Members of the Board are all involved in either the P/T Committee or the BFI Assessment Committee work and are often active on both committees. This has proven to be an advantage as it enables close collaboration and consultation around all the work undertaken. It has also proven to be a challenge in some ways as the workload increased and thus some tasks took longer to accomplish.

- **Launch of the BCC Logo**
The logo used for twenty years by the Breastfeeding Committee for Canada and many other groups committed to protecting, promoting and supporting breastfeeding, was originally developed by Health Canada for use with their “Anywhere, Anytime” theme and has served us well. We are grateful for their generosity in allowing us to use it for such an extended period of time.

The new logo has many features specific to the vision and mission of the organization:
1. Represents all mothers and babies irrespective of race, economic situation, educational level, marital status, age or location.
2. The color complements our website and gently reiterates breastfeeding as “the gold standard” for infant/young child nutrition.
3. The sweep of the helping and encouraging hand represents the breadth of the work provided by the Breastfeeding Committee for Canada

- **Review and revision of the BCC Bylaws,** in consultation with legal expert to ensure BCC is in good standing with current regulations, has been an ongoing process and is near completion.

- **Enhancement of the website:** Jason DiMichele, webmaster, continues to work with the Board to ensure the website provides a modern, user-friendly interface with the Canadian and global public.

- **One Newsletter was produced** by Lyndsay Grant

- **Translation of documents on the website:**
Progress is being made! Starting with the newer documents and working backward. As key documents are updated, translations are being completed by Louise Dumas, Genevieve Courant and GHP Translations.

The Board has had several opportunities to consult and collaborate on key issues such as:
• the revisions to the Health Canada’s *Nutrition for Healthy Term Infants* Document,
• the *Obstetrical and Perinatal Care Services Standards for Accreditation* document,
• the review of Health Canada’s *Family Centered Maternal and Newborn Care Standards*. Michelle LeDrew, Director, Women’s and Newborn Health Program at the IWK Health Centre, Nova Scotia, have accepted the invitation from the Public Health Agency of Canada to represent the BCC and participate on the Oversight Committee for the revisions to the Family-Centred Maternity and Newborn Care (FCMNC) National Guidelines. It is anticipated that the revisions will be completed in 2016 with chapters being released as they are completed. This is an extensive commitment in time and expertise and the BCC thanks Michelle for agreeing to take this on.
• Income was generated by the “Enhancing Knowledge Exchange on best practices for the promotion, protection and support of breastfeeding in Canada”. This included:
  
  A) Revision and expansion of the *CPNP Practical Workbook to Protect, Promote and Support Breastfeeding in Community Based Projects*
  B) Update and finalize a paper exploring the ethics of using incentives to promote breastfeeding among disadvantaged populations.
  C) Enhance knowledge exchange and strategic activity to facilitate Federal/Provincial/Territorial collaboration on the implementation of best practices for the promotion of breastfeeding in Canada (the standardization of data collection in Canada.)

**Expert consultation regarding breastfeeding surveillance:**
A working group including Barbara Selwood, Marina Green, Cathie Royle, Laura Haieik, Lee Siswierda, Kathy Venter and Dawn Ridd continued to work on guidelines for data collection. Several key meetings took place over two years to complete this work. A literature search related to Breastfeeding Surveillance was done by Jana Encinger, who included published studies in Canada, the USA, Britain, and Scandinavian countries related to:
* Defining exclusive breastfeeding in the first six months of life - and their consistency with the WHO definition
* The recall indicators these studies used to measure the prevalence of exclusive breastfeeding
* A search of the WHO documents re: their definition and particularly how they measure the prevalence of exclusive breastfeeding.
  
  After intensive consultation and collaboration, *The Breastfeeding Definitions and Data Collection Periods* was released in December 2012.

**BCC Position on Exclusive Breastfeeding**
BCC had two meetings with Health Canada representatives to discuss the wording change (‘six months’ instead of ‘about six months’) suggested to revisions to the *Nutrition for Healthy Term Infants* document. These meetings were additional to BCC involvement, as a member of the Infant Feeding Joint Working Group working on the development of nutrition recommendations for infants and children in Canada, helping to assure the
integration of BFI principles in nutrition policy and supporting the decision to use the ‘six months’ recommendation. The BCC position on exclusive breastfeeding was presented in a letter to Jennifer McCrea, Nutrition Advisor, Office of Nutrition Policy and Promotion, Health Canada and the results were positive in that the statement stayed -‘exclusive breastfeeding for six months’.

- **Qmentum Standards for Obstetrics/Perinatal Services:**
  The BCC dialogue over the years with Accreditation Canada – especially due to the dedication of Dr. Laura Haiek (QC) - resulted in the inclusion of BFI best practice standards in the *Qmentum Standards for Obstetrics/Perinatal Services*.

- **Endorsement of the Canadian Paediatric Society's statement** on the Baby-Friendly Initiative:
  This statement promotes the Baby-Friendly Initiative and Baby-Friendly practices which benefit all Canadian infants and their families, and will contribute to the protection, support and promotion of breastfeeding in Canada.

The BCC attended the ‘BFHI in Industrialized Countries’ meeting that was held in Oslo Norway in June 2012. *Baby-Friendly Best Practice: Ten Steps for Hospitals and Communities - The Canadian Experience* was presented by Kathy Venter and Louise Dumas. At this meeting, which takes place every 2 years, BFHI implementation issues are addressed. This includes policy, procedure, assessment standards, tools and issues of Code implementation in the context of the BFHI. Notably, the Canadian adaptation of the assessment tool is held in high regard.

- **Permission was granted to:**
  Ruth Piatak, Oklahoma USA, to use portions of the *BCC BFI Practice Outcomes Indicators for Hospitals and Community Health Services* document to write proposal for government grants for project funding and to Health Canada to include material from BCC's website in a Breastfeeding Policy and Protocol Manual for First Nations communities in Ontario.

- **Letter of support** for Study Title:
  *The Development and Testing of Guidelines for Public Health Nursing Postpartum Care of Late Preterm Infants* as requested by Shahirose Premji, RN, BSc, BScN, MScN, PhD, Associate Professor, University of Calgary, Faculty of Nursing, Public Health Nurse, Alberta Health Services.

- **Consultations with the government of New Brunswick** about the purchase of formula and supplies at the provincial level. NB has a plan in place to ensure that the various articles of the WHO Code are met. Facilities will purchase their feeding products at a reasonable price in line with other products, demonstrate a reasonable process and abide by the other requirements of the Code.

- **Code Issues:**
  “Hospital Connection” entrepreneur Paul Kalra contacted BCC for support of his proposed business. “donating welcome packages to new parents in postpartum”. Chair
Kathy Venter stated the BCC position regarding the Code and the BFI. The strategy was also discussed at the P/T meetings in order for members to beware of the attempts to gain BFI endorsement.

Leadership changes also happened in 2012 and the BCC Board expresses sincere thanks to all members for their dedication to the work of promoting, supporting and protecting breastfeeding but especially to the work of implementing the Baby-Friendly Initiative as one which respects and protects all mothers and babies and the informed decision making process.

Retired from the BCC Provincial/Territorial Committee (P/T) Co-Chair position - Kathy Inkpen, Manager, Healthy Development, Department of Health & Wellness, Nova Scotia. We express our gratitude and appreciation for all her efforts over the past several years.

Retired from the BCC BFI Assessment Committee Chair - Marina Green. We thank Marina for her many years of committed and capable leadership and her ongoing efforts to update the documents needed for the work of this busy group.

Welcome is extended to: Ginette Belanger, IBCLC, RLC who accepted the position of Chair, BFI Assessment Committee, and Marianne Brophy, who answered the call to co-chair the BFI Assessment Committee.

The BCC recognizes the increasing commitment to the Baby-Friendly Initiative throughout the country. The support shown for the work is evident from the growing number of requests for information from individuals and facilities of all kinds including but not limited to 129 lengthy interactions to the http://www.info@breastfeedingcanada.ca address and 226 inquiries to the http://www.bfi@breastfeedingcanada.ca address. This is in addition to uncounted emails and calls made directly to individual members of the Board and the Assessment Committee.

Special thanks to all the board members, assessors, co-chairs and members of the Provincial/Territorial Committee for their dedication and teamwork.

Submitted by Kathy Venter
BCC Chair
BCC BFI Assessment Committee Report

The major tasks of the committee are overseeing the assessment of hospital and community facilities in partnership with the Provincial/Territorial Committee, and developing and refining the standards and tools necessary for the assessment process. This committee liaises closely with the BCC P/T BFI Implementation Committee to build P/T BFI assessment expertise and capacity nationally.

Committee Members are:
Marianne Brophy (Co-Chair), Ginette Belanger (Co-Chair), Suanne Dionne, Louise Dumas, Marina Green, Marg LaSalle, Michelle LeDrew, Kathy Venter.

Designated Facilities in Canada:

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*In Quebec, a CSSS is an entity that consists of hospitals &/or birthing centres &/or CLSCs that are individually assessed, and then the CSSS entity is awarded the Baby-Friendly designation. (For example, one CSSS entity is made up of 7 individual facilities.) 10 CSSSs have been assessed to date, with 26 individual maternity and community health facilities. Quebec reports a total of 35 BFI designations.

Kanesatake Health Centre in Quebec is the first Aboriginal facility to achieve Baby-Friendly designation. This is an on-reserve facility. The BCC extends congratulations to Quebec and Kanesatake Health Centre for this very important milestone.

Pre-Assessments
Pre-Assessments continue in Quebec, Ontario, Manitoba, Saskatchewan and British Columbia.

Certificates of Participation, recognizing initial steps along the Baby-Friendly journey, are awarded to facilities meeting eligibility. Certificates are presented by the P/T Committee and/ or the BCC. Criteria are listed on the BCC website.
Ongoing Projects
The committee continues to work on the following:

- **BFI Standards related to**
  - Integrated Ten Steps Practice Outcomes Indicators
  - WHO Code and subsequent WHA resolutions

- **BFI documents:**
  - External Assessment Tool
  - BFI Assessment process
  - Updating and translation of BFI documents on BCC website
  - BFI explanatory documents
    - Breastfeeding Definitions and Data Collection Periods
    - Assessors handbook

- **BFI Assessment administration**
  - Assessment contract, invoice and team administration
  - Data bases:
    - Facilities at all stages of the BFI journey
    - Assessor and assessor candidates experience tracker

- **Capacity Building**
  - Liaison and consultation to the BCC P/T BFI Implementation Committee including attending monthly teleconference meetings
  - Assessor education and certification: As the number of assessments increase we are able to include more assessor candidates in the assessments.

**Country Coordinator Meeting:** Oslo, Norway: June 5-7, 2012
Every two years WHO hosts a meeting for the WHO/UNICEF coordinators of the BFHI in Industrialized Countries. The BCC was represented at the meeting in Oslo by Marina Green, Kathy Venter and Louise Dumas. These meetings are an important forum for the discussion of standards, liaison and sharing between different countries, and between member countries and WHO and UNICEF. Canada continues to rigorously uphold the BFHI standards.

**Volunteers**
A sincere thank you is extended to the members of this committee for their time, energy and expertise. Without their tremendous commitment this work could not be done. Assessor candidates are also thanked for their voluntary participation at all states of the assessment process. This usually means taking leave from work, and paying their own travel and accommodation costs. This commitment is greatly valued.

Respectfully submitted by Marianne Brophy
Co-Chair BFI Assessment Committee
**BCC Provincial/Territorial BFI Implementation Committee**

**Background**
The BCC Provincial/Territorial BFI Implementation Committee (P/T Committee) is one of two standing committees of the Breastfeeding Committee for Canada. The P/T Committee was first established in March 2001 and restructured in April 2008. All provinces and territories, the Public Health Agency of Canada (PHAC) and Health Canada’s First Nations Inuit Health Branch (FNIHB) are represented on the committee. One of the committee objectives is to build capacity for the implementation of the Baby-Friendly initiative (BFI) in Canada. This is being accomplished through the sharing of expertise, resources and experiences supporting breastfeeding and BFI best practices. The strong membership allows for effective information sharing between the BCC and the province and territories. Janet Murphy Goodridge (Newfoundland and Labrador) and Eileen Chuey (Ontario) co-chair the committee.

**Meetings**
The P/T Committee held six regular meetings by conference call in 2012. Additional workgroup meetings were convened to discuss background issues prior to the general meetings.

This year, orientation sessions were provided by conference call for new members prior to their attendance at a regular meeting. The information on the background and functioning of the P/T committee has been well received by new members and will be continued.

**Activities**

*BFI in Canada Status Report*
This 2011 report was submitted to the Public Health Agency of Canada (PHAC). In May 2012, translation of the report was completed. The report has been shared widely and is available on the BCC website. Thank you to all the provinces and territories who contributed to the content of this report and to the committee members who collaborated in developing the recommendations for this report.

*Knowledge Exchange Project*
The BCC received funding from the PHAC for a Knowledge Exchange Project. The first part of the project included the revision and update of a resource titled *A CPNP Practical Workbook to Protect, Promote and Support Breastfeeding in Community-based Projects* (2001). The second component of the project was an update to a paper *The Use of Incentives to Promote Breastfeeding in Disadvantaged Populations: An Ethical Dilemma*.

The revisions to the CPNP workbook have been completed. The PHAC is coordinating the final editing, design and French translation prior to distribution in the spring, 2013. ‘Best practices’ have been investigated in terms of use of incentives to promote and support breastfeeding. Tessah Woodman, Health Promoter, Nova Scotia Department of Health and
Wellness completed an updated literature review on ‘incentives and breastfeeding’. An informal survey of CPNP projects across Canada was also completed in the spring of 2012 to gather information on current practices in relation to the use of incentives as a breastfeeding promotion and support strategy.

Cross Country Updates
The P/T Committee provides a forum for ongoing dialogue and knowledge exchange through the regular conference call meetings, email discussion and sharing of key resources on a variety of topics. Committee members have shared updates on what is happening in their province/territory in terms of BFI implementation and breastfeeding support such as conferences, staff education, policy development, data collection and the use of social media. As well, provincial BFI performance measuring and monitoring templates have been shared.

Accreditation Canada
Another objective of the P/T Committee is to identify issues and work in collaboration with organizations/professional groups to facilitate the BFI. Dr. Laura Haiek (Quebec P/T member), in collaboration with the P/T Committee and BCC Board of Directors, was successful in influencing the Standards Working Group updating the Accreditation Canada Qmentum Program Obstetrics Services Standards (2011). The standards include much improved integration of breastfeeding and BFI-related standards and guidelines. The Community Health Standards were also noted to require updated messaging. Dr. Haiek, through her relationship with Accreditation Canada, will be notified when the next set of revisions are to be completed in 2014.

Curbing Childhood Obesity
Janet Murphy Goodridge represented breastfeeding/BFI as the champion for the BFI Action Area at the Federal/Provincial/Territorial (F/P/T) Summit on Healthy Weights, held in Ottawa on February 27, 2012. Janet participated in the panel on Creating Supportive Environments in relation to childhood obesity. Breastfeeding and BFI were mentioned as key actions in the “Our Health Our Future: A National Dialogue on Healthy Weights” report.

Nutrition for Healthy Term Infants 0-6 Months
Genevieve Courant (ON) represented the BCC on the Joint Working Group to update this important document. The formal BCC response was shared with the P/T Committee members and the final resource has stronger recommendations regarding breastfeeding and the BFI. Dr. Laura Haiek also participated as a member of the Joint Working Group.

BFI in Northern and Remote Communities
Last year, P/T members working in northern and remote communities identified the need to have focused discussion around some of the challenges and opportunities for moving BFI
forward in these communities. A second meeting of this group was held in April 2012. Thanks to Linda Romphf (Manitoba) and Lori MacMillan Gallant (Regional Canada Prenatal Nutrition Program Coordinator in Yellowknife) for chairing these meetings.

**Information and Resource Sharing**
A number of presentations throughout the year, allowed for information and resource sharing from people across Canada who have developed tools that have helped them in their BFI journey. The P/T committee members invited others from their area to hear the information as well.

We would like to thank the following people:
Dr. Rachel Eni, Centre for Aboriginal Health Research, and Wanda Phillips-Beck for sharing research on breastfeeding in aboriginal communities “The Social Determinants of Breastfeeding in Canadian First Nation Communities”
Dr. Laura Haiek, for her presentation “Expanding BFHI beyond the maternity to neonatal intensive care units”.

The presentations were very well received and attracted large audiences beyond the P/T Committee.

**Data Collection**
BCC P/T members Dr. Laura Haiek, Barbara Selwood (BC), Dawn Ridd (MB) and Cathie Royle (NL) participated in a working group with other key resource people to revise the 2006 BCC Definitions and Data Collection Periods document. This work culminated in the release of the new “Breastfeeding Definitions and Data Collection Periods” (Dec 31, 2012) document. There will be opportunity for further discussion and questions in relation to the new standards in 2013. A brief survey of the P/T BFI data collection methods will be completed and will be shared with the P/T Committee members. Many questions around BFI assessment and data collection have been clarified by having a member of the BCC BFI Assessment Committee attend a portion of the regular P/T meeting.

**Membership**
We would like to thank both Kathy Inkpen and Barbara Selwood for all the work they have done for this committee. Both Kathy and Barbara have resigned from the P/T committee and will be missed.

Current members are: Carolyn Solomon & Janet Walker, British Columbia; Patricia Martz & Dianne Nikiforuk, Alberta; Laura Matz & Maryanne King, Saskatchewan; Dawn Ridd & Linda Romphf, Manitoba; Janette Bowie & Anne Smith/Kimberley Ross, Ontario; Laura Haiek, Quebec; Donna Walsh & Dianne Boswall Prince Edward Island; Cathie Royle & Janet Murphy-Goodridge, Newfoundland and Labrador; Donna Brown & Isabelle Melançon, New Brunswick; Tina Swinamer & Rebecca Attenborough, Nova Scotia; Elsie De Roose, Northwest Territories; Susie Pearce & Christina Rooney, Nunavut; Ann Chapman & Brenda Dedon, Yukon; Julie Castleman, Public Health Agency of Canada; Erin Enros, Health Canada, First Nation and Inuit Health Branch

Corresponding Members: Kathy Venter, BCC Co-Chair, Marianne Brophy, Co - Chair of
Membership Secretary Report

Membership in the Breastfeeding Committee for Canada is open to any Canadian interested in voluntarily furthering the objects of the BCC, who is in no way associated with a company whose products fall within the scope of The WHO International Code of Marketing of Breastmilk Substitutes. BCC membership categories and fees are described in the BCC Bylaws.

Voting Members (Board Directors and members of the standing committees) and Associate Members (individuals interested in furthering the aims of the BCC) pay the annual membership fee of $30.

Memberships totalled 21 in 2012. The BCC greatly appreciates the support of professional organizations and Provincial BFI Committees who encourage their members to also support the BCC.

Membership fees (currently $30) are due annually by the end of March. Since April 2011 with the launch of the new website, it has been possible to become an Associate Member by registering directly on the BCC website. The plan for 2013 is for automatic reminders for renewals to be generated from the website. Memberships can be acquired and renewed online with the option of payment by Paypal. The plan for 2013 is that group memberships will become available (a group of 10 individuals will cost $25 each). In 2013, those who pay by cheque will be able to register on the website and mail their cheque to the Membership Secretary. Associate Membership forms are available at http://breastfeedingcanada.ca/Membership.aspx

Membership fees support BCC expenses such as participation of the BCC liaison to the Canadian Pediatric Society Nutrition Committee, participation of the BCC delegates to the WHO Coordinators for the BFI in Industrialized Countries meeting and webmaster fees.

Respectfully submitted by Linda Romphf
Membership secretary
The BCC Website Report

After BCC launched the revised website in 2011, work continued to enhance the site, and in June 2012 the website became officially bilingual! All BFI documents are now available in English and French. This past year, the website had a record 73,677 visits. The website continues to provide news and information about the Baby-Friendly Initiative in Canada and strives to keep members updated on important, related issues.

Liaison to the Canadian Paediatric Society Nutrition Committee Report

In addition to core members of the Canadian Paediatric Society (CPS) Nutrition Committee (paediatricians), representatives from several organizations (liaisons) sit on this committee. This includes the Breastfeeding Committee for Canada, Dieticians of Canada, Health Canada, the American Academy of Paediatrics, and the Human Milk Banking Association of North America. The CPS Nutrition committee communicates key messages to paediatricians across Canada via ‘statements’ and ‘practice points’ through its journal Paediatrics & Child Health.

The committee met January 26-27, 2012 in Ottawa and again by teleconference on June 5, 2012. The BCC liaison brings an in depth knowledge of breastfeeding to the table, advocates for breastfeeding as the normal way to feed infants and children for two years and longer, and suggests and contributes to position statements and practice points in an endeavor that they support, promote and protect breastfeeding.

On June 1st, 2012 after considerable input from the BCC liaison, the CPS released its new position statement entitled The Baby-Friendly Initiative: Protecting, Promoting and Supporting Breastfeeding:


recognizing the importance of breastfeeding and the Baby-Friendly Initiative. Importantly, the CPS now recommends the following:

- Breastfeeding should be protected, promoted and supported, since breast milk is the ideal form of nutrition for all infants and young children.
- Governments should work to increase breastfeeding initiation, duration and exclusivity rates, given that breastfeeding confers important health, immunological, emotional and cognitive benefits for infants and young children.
- All health care facilities and providers caring for mothers, infants and children should aim to adhere to BFI practices, which are known to increase the initiation, duration and exclusivity of breastfeeding.
- Provincial/territorial ministries of health should mandate the development of a strategy for the implementation of the BFI in all health care facilities providing maternal/child health services, including hospitals, public health units, community health centres and physicians’ offices. A provincial- or territorial-level coordinator should be put in
A provincial/territorial breastfeeding education strategy should be implemented for all health care providers, managers and volunteers working in hospitals and community services that care for mothers and children.
• Provinces and territories should each put in place a long term, standardized data collection system for tracking breastfeeding initiation, duration and exclusivity rates (Evidence III).
• Governments, health care facilities and health care providers should make every attempt to adhere to the International Code of Marketing of Breast-milk Substitutes and relevant World Health Assembly Resolutions.

Health Canada Joint Working Group (Nutrition for Healthy Term Infants) Report

The Infant Feeding Joint Working Group (JWG) was established by Health Canada in December 2009 to support the revision of select guidelines on infant feeding currently contained in the document: *Nutrition for the Healthy Term Infant - Statement of the Joint Working Group (NHTI)*. The JWG’s membership includes representatives from the organizations responsible for NHTI's development, including Health Canada, the Canadian Paediatric Society's Nutrition Committee, Dietitians of Canada and since August 2011, the Breastfeeding Committee for Canada. Health Canada identified the BCC as having "the experience and perspectives that will help to ensure that the recommendations remain evidence informed and relevant to supporting the health of infants in Canada". BCC sees this new affiliation with the Infant Feeding Joint Working Group as an important opportunity to impact nutrition policy affecting the health of Canadian children and their mothers. The BCC member brings breastfeeding and lactation management expertise, and advocates for breastfeeding as the normal way to feed infants and children.

After two rounds of public consultation (early 2011 and again in the spring of 2012), Health Canada released the revised statement *Nutrition for the Healthy Term Infant: Recommendations from Birth to Six Months* in September 2012. The BCC was very pleased that the BFI was named in the ‘Principles and Recommendations’ of the NHTI and that all of the 10 Steps to Successful Breastfeeding and the WHO International Code on the Marketing of Breastmilk Substitutes were described in this document. This statement provides health professionals with evidence-informed principles and recommendations. Provinces, territories, and health organizations can use it as a basis for developing practical feeding guidelines for caregivers and parents in Canada. Guidance on nutrition from six months to two years of age will be covered in a separate statement, available in 2013/14.

Respectfully submitted by Genevieve Courant
Financial Report
January 1-December 31, 2012

Please find enclosed the Breastfeeding Committee for Canada Financial Report 2012 as prepared by Feddema and Company Chartered Accountants.
A significant increase in the work of the BCC Assessment Committee is reflected in the “Gifts and Honoraria” actuals provided from 2011 to 2012.
A highlight for our year was the expansion of our website. It is now bilingual and all reports and documents are available in both French and English.

Respectfully submitted by Dianne Nikiforuk
Treasurer
Financial Statements of
Breastfeeding Committee for Canada
December 31, 2012
(Unaudited - see Notice to Reader)
# Index to Financial Statements
Breastfeeding Committee for Canada
December 31, 2012
(Unaudited - see Notice to Reader)

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NOTICE TO READER

On the basis of information provided by management, we have compiled the statement of financial position of the Breastfeeding Committee for Canada as at December 31, 2012 and the statements of operations and changes in net assets for the year then ended.

We have not performed an audit or review engagement in respect of these financial statements and, accordingly, we express no assurance thereon.

Readers are cautioned that these statements may not be appropriate for their purposes.

Feddema & Company
Chartered Accountants
Drayton Valley, Alberta
March 14, 2013
Statement of Operations and Changes in Net Assets
Breastfeeding Committee for Canada
Year ended December 31, 2012
(Unaudited - see Notice to Reader)

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<td>10,143</td>
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</tr>
<tr>
<td>Gifts and honoraria</td>
<td>9,467</td>
<td>4,997</td>
</tr>
<tr>
<td>Website development costs</td>
<td>4,034</td>
<td>4,364</td>
</tr>
<tr>
<td>Professional fees</td>
<td>630</td>
<td>525</td>
</tr>
<tr>
<td>Office</td>
<td>398</td>
<td>1,057</td>
</tr>
<tr>
<td>Bank charges</td>
<td>131</td>
<td>153</td>
</tr>
<tr>
<td></td>
<td>44,098</td>
<td>52,837</td>
</tr>
</tbody>
</table>

| EXCESS (DEFICIENCY) OF RECEIPTS OVER DISBURSEMENTS | 470     | (7,612)  |

| NET ASSETS, BEGINNING OF YEAR | 36,346  | 43,958   |

| NET ASSETS, END OF YEAR       | $ 36,816 | $ 36,346 |

Breastfeeding Committee for Canada
# Balance Sheet

**Breastfeeding Committee for Canada**  
December 31, 2012  
(Unaudited - see Notice to Reader)

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$38,040</td>
<td>$36,871</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>3,150</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$41,190</strong></td>
<td><strong>$36,871</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES AND NET ASSETS</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Liabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable</td>
<td>$4,374</td>
<td>$525</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td><strong>36,816</strong></td>
<td><strong>36,346</strong></td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td><strong>$41,190</strong></td>
<td><strong>$36,871</strong></td>
</tr>
</tbody>
</table>

**APPROVED BY THE BOARD:**

_________________________  DIRECTOR

_________________________  DIRECTOR

*Breastfeeding Committee for Canada*