

Health Canada will soon be revising acts and regulations to prevent formula shortages in Canada and modernizing the regulations so they are in line with other developed countries. [Learn more here](#)

The proposed changes include modernizing regulations to align with countries that have implemented articles from the International Code of Marketing Breastmilk Substitutes and subsequent relevant World Health Assembly (WHA) Resolutions but does not outline how Health Canada will monitor and enforce these regulations.

This is a tremendous opportunity for the federal government to put a stop to aggressive and inappropriate marketing of Breastmilk Substitutes targeted at Canadian families. We ask that you raise your voice and complete the actions in the 'To Do' list below to end unethical marketing practices of Breastmilk Substitutes to families across Canada.

### Here's How You Can Make A Difference:

CODE ACTION TO DO LIST		
<input type="checkbox"/>	<b>Add your voice</b> by filling in a brief survey in support of implementing the Code in Canada	<a href="#">Access the online form</a>
<input type="checkbox"/>	<b>Tell your MP</b> that you expect the revised Canadian regulations to protect families from aggressive and inappropriate marketing and labeling practices.	<a href="#">Download our letter template</a>
<input type="checkbox"/>	<b>Respond to the Health Canada call for Consultation by Feb 26</b> Briefing notes and template letter have been prepared to help you.	<a href="#">Answer</a> the call for consultation here <a href="#">Download</a> our Q&A document <a href="#">Download</a> our Briefing Note <a href="#">Download</a> our template letter to Health Canada for the Call To Action
<input type="checkbox"/>	<b>Report Code violations</b> that you find using the Code Tracker tool	<a href="#">Access</a> the tracker tool
<input type="checkbox"/>	<b>Connect and be informed</b>	<a href="#">Keen On The Code Facebook Page</a> <a href="#">BCC Website</a>