

Annual General Meeting
Breastfeeding Committee for Canada
April 16th, 2015



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)

Rotating Acting Co-Chairs	Marianne Brophy, Eileen Chuey, Janet Murphy Goodridge, Michelle LeDrew, Dianne Nikiforuk
Past Chair	Kathy Venter kathy.venter@gmail.com
Membership Secretary	Linda Romphf lbromphf@shaw.ca
Treasurer	Dianne Nikiforuk ronaldrnikiforuk@mac.com
BFI Assessment Committee Co-Chairs:	Marianne Brophy mbrophy@telus.net
	Michelle LeDrew Michelle.LeDrew@iwk.nshealth.ca
P/T BFI Implementation Co-Chairs	Janet Murphy Goodridge wiljan@nf.sympatico.ca
	Janet Walker jwalker@phsa.ca
BCC representatives to Health Canada Working Groups	Genevieve Courant gcourant@sympatico.ca
	Michelle LeDrew Michelle.LeDrew@iwk.nshealth.ca
Secretary	Donna Brown browncd@rogers.com

Breastfeeding Committee for Canada Reports for 2014 (January 1-December 31):

Annual General Meeting

Report from the Co-Chairs
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 in Canada.

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

Membership of the BCC

Membership is open to Canadians 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, and subsequent WHA Resolutions, and whose application has been approved by the Board. BCC membership categories and fees are described in the BCC Bylaws.

Membership fees (\$30) are due annually by the end of March. Automated reminders and on-line payment of membership fees are managed through the website. These fees support BCC expenses such as teleconference meetings of the BCC Board and Committees, participation of the BCC representative to the Canadian Pediatric Society Nutrition Committee, and participation of the BCC delegates to the WHO Coordinators for the BFI in Industrialized Countries meetings.

Membership forms are available at <http://www.breastfeedingcanada.ca>

Financial Responsibility

Dianne Nikiforuk oversees the treasury under the guidance of Feddema and Company, Chartered Accountants, Alberta.

Board of Directors:

Marianne Brophy, Eileen Chuey, Janet Murphy Goodridge, Janet Walker & Michelle LeDrew, Dianne Nikiforuk Acting Co-chairs

Kathy Venter, Past Chair

Janet Murphy Goodridge & Janet Walker, P/T BFI Implementation Standing Committee Co-chairs

Marianne Brophy & Michelle LeDrew, BFI Assessment Standing Committee Co-Chairs

Dianne Nikiforuk, Treasurer
Linda Romphf, Memberships and Website Liaison
Donna Brown , Recording Secretary

BCC Representatives to Health Canada Expert Working Groups:

Genevieve Courant, NHTI and CPS Nutrition Committee Representative

Michelle LeDrew , Representative to Oversight Committee for the revisions to the Family-Centred Maternity and Newborn Care (FCMNC) National Guidelines. (PHAC)

Activities:

During the Year 2014 there were:

8 BCC Board meetings (Jan 16, Feb 20, Apr 20, May 15, June 19, Aug 7, Sept 18, Oct 28)

6 Provincial/Territorial Committee Meetings (Jan 13, Mar 10, May 12, July 14, Sept 8, Nov 10)

8 Assessment Committee Meetings (Jan 9, Feb 13, Mar 13, Apr 4, May 21, Sept 11, Oct 9, Nov 27)

Countless hours of donated time by members

Collaborated with the BFI Provincial/Territory BFI Implementation and BFI Assessment Standing 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 P/T Committee or BFI assessment Committee work, and often both, creating close collaboration and consultation around all the work undertaken.

Reviewed the BCC Bylaws in consultation with voting members and a legal expert: By-laws updated and submitted in accordance with Industry Canada requirements, and will be approved at the AGM April 16, 2015..

The Board continues to consult and collaborate on key issues such as:

- Revisions to the Health Canada document Nutrition for Healthy Term Infants- Recommendations for 6-24 months released April 2014. Genevieve Courant represented the BCC and joined representatives from Health Canada, the Canadian Pediatric Society and Dietitians of Canada in the development of nutrition health recommendations for infants and children in Canada. Central to this work was helping to assure the integration of BFI principles, with enhanced focus on The International Code of Marketing of Breastmilk Substitutes and subsequent WHA Resolutions in nutrition policy. This is an extensive commitment in time and expertise and the BCC thanks Genevieve for her dedication. The BCC Board is developing key messages from NHTI to be posted on BCC website in 2015.
- Revision of Health Canada document Family Centered Maternal and Newborn Care Guidelines. Michelle LeDrew, continues to represent the Breastfeeding Committee for Canada and participates 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. Chapter one, Introduction and Principles has been completed and will be released in 2015. Work is nearing completion for preconception Chapter and progressing for prenatal, birthing, and postpartum chapters. Breastfeeding Chapter writing begun in 2014 under the leadership of Marina Green as lead writer. Michelle LeDrew is also a member of the breastfeeding chapter writer team. This is an extensive commitment in time and expertise and the BCC thanks Michelle and Marina for their dedication

BCC members attended the 8th International WHO meeting of BFHI Country Coordinators and focal points from Industrialized countries in Vilnius, Lithuania, June 6-8, 2014. The meeting objectives were to share evidence-based BFHI knowledge and practices and to strengthen the coordinators network. Three themes addressed through presentations, discussions and group work were: constraints in implementing BFHI standards of care in industrialized countries, the International Code of Marketing of Breastmilk Substitutes within the BFI and expansions of the BFHI and baby-friendly care. WHO representative Marcus Stahlhofer discussed the BFHI using a human rights framework, and addressed country level accountability and reporting regarding the implementation of The Code. This year, 32 countries were represented and country coordinators completed in depth questionnaires before the meeting on the status of the BFI and the Code in their countries. These data were compiled and presented at the meeting by Julie Stufkens from New Zealand, acting as coordinator for the group over the last two years. The next meeting in 2016 will celebrate the 25th anniversary of the BFHI and will be held in the Geneva WHO headquarters. This meeting will be open to all countries working on the BFHI.

The BFI Assessment Committee continues the business of supporting the BFI process in provinces and territories, organizing assessments, mentoring assessor candidates and reviewing, revising and updating the assessment documents. The assessment tool for the integrated indicators has been completed and is now being evaluated and revised under the leadership of Marina Green and Marianne Brophy. Two Assessor Training Workshops were held in Manitoba and Ontario in the spring 2014. See BFI Assessment Committee Report for more details.

BCC Baby-Friendly Initiative National Symposium April 16, 17 2015, Edmonton Alberta. A committee was established in 2014 under the leadership of Eileen Chuey to plan a BFI National Symposium in Edmonton, Alberta in April 2015.

Committee members include: Isabelle Melançon, Tina Swinamer, Janet Murphy Goodridge, Dianne Nikiforuk, Maxine Scringer-Wilkes and Kathy Venter. Plans are well underway with topics pertaining to hospital and community health services BFI initiatives. Speakers have been identified from across Canada and include several BCC members. The Chief Medical Officer for Canada has been invited to bring opening remarks on behalf of the Public Health Agency of Canada. The planning committee is working closely with members of the Alberta Breastfeeding Committee in the organization of the event.

Formula contracts in line with BFI standards have been negotiated by some provinces rather than individual facility level contracts. Efforts are being made to align with WHO International Code of Marketing Breastmilk Substitutes and subsequent WHA Resolutions. An ad hoc committee of the BCC P/T and Assessment Committees met a few times in 2014 to explore opportunities to develop national contracts.

Insurance coverage needs have been identified by the Board and Assessment Committee members.

Finances: Board members have reviewed financial pressures (including insurance cost and lack of administrative support). Strategies to address long term financial sustainability are being discussed by the Board and the BCC P/T and Assessment Committees.

BCC Website: The role of BCC webmaster was undertaken by Tom Cahill in 2014. See Web usage report attached.

Acknowledgements: The BCC would like to acknowledge the upcoming retirements of Dianne Nikiforuk and Susanne Dionne for their dedication and support to the BCC over numerous years.

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.

Special thanks to members of the BCC Board for the exemplary work done over the past year. The BCC Board would also like to thank Kathy Venter for her leadership and commitment to the work of the BCC as Chair for several years.

Janet Murphy Goodridge and Michelle LeDrew
Current Acting BCC Co-Chairs

BCC Provincial /Territorial BFI Implementation Committee report

Background

The BCC Provincial/Territorial BFI Implementation Committee (P/T committee) is one of two standing committees of the Breastfeeding Committee for Canada(BCC). 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 primary 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 Janet Walker (British Columbia) co-chair the committee.

Meetings

The P/T Committee held six regular meetings by conference call in 2014. Additional workgroup meetings were convened to create a 5 year workplan for the P/T committee and to discuss the feasibility of a National Formula contract aligned with BFI standards and

specifically the WHO International Code of Marketing of Breast-milk Substitutes.

Orientation sessions continue for new members prior to their attendance at a regular meeting. Information on the history and background of the BCC and the goal and objectives of the P/T committee are reviewed.

Activities

BFI in Canada

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 what is happening in their province/territory in the following areas:

- BFI implementation including adherence to the WHO International Code of Marketing of Breast-milk Substitutes
- Policy development and best practices supportive of the BFI
- Staff education-breastfeeding course content, delivery and conferences
- Data collection-breastfeeding initiation, exclusivity and duration methodology
- Communication methods including the use of social media to deliver key messages
- Provincial BFI performance measuring and monitoring templates

Nutrition for Healthy Term Infants: Recommendations from Six to 24 months- A joint statement of Health Canada, Canadian Paediatric Society, Dietitians of Canada, and Breastfeeding Committee for Canada

P/T members responded to the consultation process for the review and update of the Nutrition for Health Term Infants(NHTI) 6-24 months. We thank Genevieve Courant (ON) for officially representing the BCC on the Infant Feeding Joint Working Group and Dr. Laura Haiek (QC) for her membership in the Infant Feeding Expert Advisory Group. The foundational messages from the revised NHTI recommendations were summarized in a document and shared with P/T members to provide consistent messaging when discussing the recommendations with health care providers and the general public.

Presentations to the P/T Committee

There were formal presentations in 2014 on the following topics:

- Overview of the Canadian Community Health Survey Annual Component and the Maternity Experiences Module, Statistics Canada
- The Baby-Friendly Initiative and Provincial Formula Contracts: Nova Scotia Update
- The Baby-Friendly Initiative Country Report from Eighth Meeting of BFHI Coordinators: Industrialized Countries, Eastern Europe and the Commonwealth of Independent States (CEE/CIS), Vilnius, Lithuania.
- The Baby-Friendly Initiative Implementation in Ontario
- Nova Scotia Public Service Announcement – PSA based on the Mama Milk – Best Practice: Breastfeeding Support in Tatamagouche, NS

Other Key Work

In 2014, the P/T committee contributed to the BFI in Canada Status Report (2014) funded by PHAC.

Members of the P/T committee also participated in the revision of the document Protecting, Promoting and Supporting Breastfeeding: A Practical Workbook for Community-Based Programs created in partnership with the Canada Prenatal Nutrition Program and the BCC, and released in May 2014.

P/T members provided feedback for the review of the BFHI for Neonatal Intensive Care- Neo-BFHI Core Indicators document.

P/T members participated in working group meetings regarding formula contracts and the development of a five year work plan that aligns with the BCC Assessment Committee work plan. In addition, the P/T committee has been actively involved in the planning for the upcoming BCC BFI National Symposium in Edmonton, AB in April 2015.

The P/T Committee

Membership has evolved this year with the following new representatives: Melissa Guyot ,FNIHB; and Betty-Ann Robinson, Nova Scotia, Anna Maria Smith, Ontario, Gwen Frank, Saskatchewan and Candace Ross for Northwest Territories. We said good-bye to Christina Rooney, Nunavut; Maryanne King, Saskatchewan; Patricia Martz, Alberta; and Erin Enros, HC, FNIHB.

Current members are:

- Carolyn Solomon & Janet Walker, British Columbia
- Riddhi Shukla & Dianne Nikiforuk, Alberta

- Laura Matz & Gwen Frank, Saskatchewan
- Dawn Ridd & Linda Romphf, Manitoba
- Janette Bowie & Anne Smith, Anna Maria Smith/Kimberley Felker, 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, Betty-Ann Robinson, Nova Scotia
- Elsie De Roose, Northwest Territories
- Susie Pearce, Nunavut
- Brenda Dedon, Yukon
- Julie Castleman, Public Health Agency of Canada
- Melissa Guyot, Health Canada, First Nation and Inuit Health Branch
- Corresponding members: Kathy Venter, BCC Past- Chair, Marianne Brophy, and Michelle LeDrew, Co-chairs BCC Assessment Committee

Respectfully submitted by Janet Murphy-Goodridge and Janet Walker, Co-Chairs

BCC Assessment Committee Report 2014

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 Lead Assessors:

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

Assessment Committee held eight meetings in 2014

Assessment Committee Workplan key actions:

- National support to the BCC Board on matters relevant to BFI Assessment
 - o Co-chairs attend regular BCC Board meetings
 - o Insurance coverage being sought in collaboration with the Board for BCC Assessors during assessment. Facilities requesting \$2 million in coverage and a waiver for liability and injury.
- Provincial/Territorial Committee support and engagement
 - o Liaison and consultation to the BCC Provincial /Territorial (P/T) BFI Implementation Committee including attending monthly teleconference meetings
 - o Consultation and support to individual Provincial and Territorial Committees, and facilities regarding policy and practice challenges, including The WHO Code and formula purchase agreements. Committee members spend considerable time communicating via email and answering questions from individuals and groups across Canada, including attending via conference call or in person meetings with facility leadership to clarify and build capacity for BFI.
- International:
 - o Neo BFHI pilot participation in 3 sites across Canada (Alberta, Ontario, and Nova Scotia)
 - o Collated feedback on Neo BFHI documents from across Canada
 - o Country Coordinator Meeting: June 6 – 8, 2014 in Vilnius, Lithuania. Country report prepared and submitted to WHO/UNICEF.
 - o Every two years WHO hosts a meeting for the WHO/UNICEF coordinators of the BFHI in industrialized countries. The BCC was represented by Marianne Brophy, Janet Murphy Goodridge, Louise Dumas, Ginette Belanger and Laura Haiek. 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.
- BFI Integrated Ten Steps Practice Outcome Indicators:
 - o Integrated Ten Steps Practice Outcomes Indicators-request for feedback from provincial members. Feedback being collated.

Revision of Indicators planned for 2015.

- o Monitoring and mentoring individual P/T Coalitions/Committee BFI Assessment Subcommittees (focus in Ontario, NWT & Alberta)
- o WHO Code and subsequent WHA resolutions: Some provinces are creating provincial formula contracts and using this as an opportunity to better align with the WHO Code. Interest in creating a national formula contract is being pursued. Discussion with Canadian Food Inspection Agency.

- BFI Assessment Tools:

- o External Assessment Tool revised in 2013 to reflect the Integrated Ten Steps Indicators for Hospitals and Community Health Services, tools piloted in 2014 and revisions in progress

BFI Assessment Process

- o Streamlining assessment and eligibility process, taking into consideration Quebec processes and tools
- o Re-designation process reviewed
- o Developing minimum services criteria for CHS (in progress)
- o Revision of pre-assessment process due to a few unsuccessful external assessments in 2014
- o Coordinate assessments: contracts, invoices, assessor teams, reporting, and evaluations
- o BFI explanatory documents
- o Breastfeeding Definitions and Data Collection Periods
- o Assessors handbook in progress
- o Reviewing fees for conducting BFI Assessment, proposed changes to fees to be tabled at BCC Board meeting 2015.

Designated Facilities in Canada:

	BC	SK	MB	ON	QC	Total
Hospitals	2		1	3	6	10
Birthing Centres					7	7
Community/CLSC		1		16	92	109
Native Health Center					1	1
Total	2	1	1	19	106	129

Please see the BCC website for a list of designated facilities in Canada.

Certificates of Participation were awarded to facilities in Ontario, Manitoba, Alberta, New Brunswick and the North West Territories. Facilities on the BFI journey are encouraged to apply for Certificates of Participation as this is a means of enumerating those who have embarked on the BFI journey.

- o BFI Assessment:
- o Planning with PT/Committee for capacity building of facilities the responsibility of PT Committee members in 2015/16. BFI Assessment Committee to focus on BFI Assessments. BFI Assessment administration-recognition of significant time for co-chair in administrating and coordinating functions for assessments. Co-chairs developed an Administrative Assistant posting. Unable to fill at this time due to limited funds of the BCC.
- o Coordination of assessment contract, invoice and team administration
- o Data bases:
 - ☑ Tracking facilities at all stages of the BFI journey
 - ☑ Assessor and assessor candidates experience tracker. Data base template created by Betty Ann Robinson for Assessment committee. Plan to pilot this tool in 2015/16.
 - ☑ Redeveloped assessor team planning approach to ensure availability of assessors for upcoming assessments.
- o BFI Assessors:
 - Assessor education and certification: Two workshops held.
 - Winnipeg, Manitoba: May 8 & 9, 2014 (supported by the Manitoba Ministry of Health)
 - Toronto, Ontario: July 6 & 7, 2014 (supported by The BFI Strategy for Ontario).
 - Planning another Ontario workshop in 2016 (supported by The BFI Strategy for Ontario).

- ☐ All provinces have assessor candidates with the exception of NWT, Yukon, Nunavut, and PEI. The ultimate goal is to have at least one certified assessor in each province and territory.
- ☐ Certification requirements changed in 2014. Assessor Candidates may become Certified Assessors for CHS and phase in Certification of Assessors for hospital facilities later (supports staged use of competencies)
 - Expansion of BFI Assessment Committee members needed for 2015 to further support the work and create opportunities for building capacity and sustainability.

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 and Michelle LeDrew
Co-Chairs BFI Assessment Committee

Membership Secretary report and Website Update

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 of 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 totaled 21 in 2012, 50 in 2013, and 64 in 2014. Automatic renewals and appeals by P/T committee members have been effective in raising memberships.

Membership fees (currently \$30) are due annually. 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 with an automatic reminder renewal process that is generated from the website. As previously, memberships can be acquired and renewed online with the option of payment by Paypal. Those who wish to pay by cheque are able to register on the website and mail their cheque to the Membership Secretary.

Tom Cahill (webmaster) provided statistics on web use for the BCC AGM:

There were 127,548 page views of our website in 2014, ranging from 11,000 to 16,000 with most months having around 12,000 views.

Website visitors mostly come from Canada and the USA, however, percentage visit from the Netherlands, China, Japan, Germany, Spain, Romania the UK and France with less than 1000 from the Ukraine and other countries.

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.

Website Enhancement: Jason DiMichele, webmaster, worked with the Board to ensure the website provided a modern, user-friendly interface with the Canadian and global public. In the middle of March 2014, the transition to the new BCC webmaster, Tom Cahill, was completed. In order to carry out his role, Tom has:

- 1)all account information for the website domain hosting/ISP services
- 2)all website code and supporting component licenses and documentation
- 3)all relevant documentation pertaining to supporting the site

Linda Romphf and Tom Cahill have explored a number of options for a membership portal, however, no decisions have been made this year.

Website Additions: A number of various publications have been added to the website this year.

Respectfully submitted by
Linda Romphf, Membership Secretary and Website Co-ordinator

Liaison to the Canadian Paediatric Society Nutrition Committee

Apart from core members of the Canadian Paediatric Society (CPS) Nutrition Committee (paediatricians), representatives from several organizations (known as *liaisons*) sit on this committee and include the **Breastfeeding Committee for Canada**, Dietitians of Canada, Health Canada, the American Academy of Paediatrics, and the Human Milk Banking Association of North America.

The committee met January 22-23, 2014 in Ottawa and again by teleconference on June 26, 2014.

The CPS Nutrition Committee communicates key messages to paediatricians across Canada via statements and practice points through its journal *Paediatrics & Child Health* and on its website. These statements and practice points often serve as guidelines for primary health care providers and to guide public health policy. The BCC liaison fosters the support, protection and promotion of breastfeeding in infant and child feeding and associated guidelines. The liaison also promotes the concepts of the BFI and the World Health Organization (WHO) International Code on the Marketing of Breastmilk Substitutes where applicable.

The following *Practice Point* was published in 2014:

Nutrition for healthy term infants, six to 24 months: an overview <http://www.cps.ca/en/documents/position/nutrition-healthy-term-infants-6-to-24-months1>

This practice point is a summary of the Joint Statement (see below) which highlights the importance of continued breastfeeding after the introduction of solids at six months..

The following *Statements* were reaffirmed in 2014:

Human Milk Banking <http://www.cps.ca/en/documents/position/human-milk-banking>

Promoting optimal monitoring of child growth in Canada: Using the new World Health Organization growth charts <http://www.cps.ca/en/documents/position/child-growth-charts>

BCC as a member of the Health Canada Joint Working Group

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, and 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 is very pleased to be a part of this working group and sees this 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.

Health Canada released the revised statement *Nutrition for the Healthy Term Infant: Recommendations from Birth to Six Months* in September 2012. The complementary statement: *Nutrition for the Healthy Term Infant: Recommendations from Six to 24 Months* (<http://www.hc-sc.gc.ca/fn-an/nutrition/infant-nourisson/recom/recom-6-24-months-6-24-mois-eng.php>) was released in April 2014. The latter statement highlights the importance of supporting mothers and families to continue breastfeeding their children beyond infancy and well into toddlerhood for reasons that include both nutrition and immune protection. The **Baby-Friendly Initiative** and the **World Health Organization Code of Marketing of Breastmilk Substitutes**, and

the **WHO Global Strategy for Infant and Young Child Feeding**, are recognized in this statement as key elements in providing support to increase the duration of breastfeeding and thereby the health of Canadian children and their mothers. This statement provides health professionals with evidence-informed principles and recommendations. It will serve as a basis for the development of practical feeding guidelines for health care professionals and health organizations throughout Canada.

Respectfully submitted by

Genevieve Courant,
BCC Liaison to the CPS Nutrition and Gastroenterology Committee

Financial report for 2014

The year's increased number of transactions reflects the increasing work being undertaken by the BCC Baby-Friendly Initiative assessors. It is an exciting time as the momentum builds across the country to move BFI forward.

The Breastfeeding Committee for Canada/Comite' canadien pour l'allaitment successfully completed the required forms to transition to the new Canada Not-for-profit Corporations Act (NFP Act). We have been issued a *Certificate of Continuance* that will be carefully included in the Minute/Motion Log Book. The new NFP Act will have different reporting obligations. The information can be found at www.corporationscanada.ic.gc.ca.

Last, but not least, the BCC has begun to explore avenues to seek funding to ensure sustainability, not profit. At present, the fees received for work done at sites journeying on the BFI path cover the work and expenses of the assessor's with no revenue for the day-to day operations of the organization. Thank you to everyone who has joined in this essential and on-going discussion. Part of the discussion in the coming year will be the need to purchase insurance for the BCC Board and the assessors who visit sites on behalf of the BCC. This is a vital expense that has not been part of the annual expenditures to date.

Respectfully submitted
Dianne Nikiforuk

