



The Breastfeeding Committee for Canada
The National Authority for the WHO/UNICEF
Baby-Friendly™ Hospital Initiative in Canada

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The Breastfeeding Committee for Canada (BCC), the project sponsor, is an organization represented by a wide network of 21 professional and consumer organizations as well as individual experts who work collaboratively to advance breastfeeding in Canada. The overall goal of the BCC is to establish breastfeeding as the cultural norm in Canada.

Other project partners include the Canada Prenatal Nutrition Program, Provincial and Territorial Baby-Friendly Initiative Committees and Coordinators and the Canadian Diabetes Association.

The goal of this project is to promote and facilitate healthy lifestyles among "at risk" childbearing women, their infants and their families to ultimately prevent or minimize type 2 diabetes from occurring in this population in later years.

The BCC will develop an in-service education workshop involving key stakeholders and at risk childbearing women. With its partner organizations, BCC will select two communities from different geographic regions as pilots for the development and implementation of demonstration programs. The programs will focus on healthy lifestyles and support for increased breastfeeding. Two control sites will also be selected to allow for the comparative evaluation of outcomes. The results of the evaluation will be used to determine models for developing community healthy lifestyle programs that promote and support breastfeeding.

The project will have two main measures of success. The "at risk" participants' will demonstrate an increased ability to describe strategies for healthy living, increased physical activity in daily living, increased self-esteem and self-worth, and will increase the number in those planning to initiate and maintain breastfeeding for at least 6 months. Participating health care professionals will demonstrate an increased knowledge of policies, programs and practices related to the Baby-Friendly Initiative, including increased knowledge, skills and an enhanced positive attitude towards breastfeeding practices and the advantages of a healthy lifestyle program for at risk childbearing women.

As a result of this project, program models for healthy lifestyle community based programs will be disseminated to all partners and supporting organizations, and made available to all communities across Canada. It is hoped that these communities will adopt these models as a strategy for promoting a healthy lifestyle among women of childbearing years, particularly those considered at risk for obesity and associated diabetes.