

# Breast Cancer Action Montreal

## ANNUAL REPORT

July 1, 2011 to June 30, 2012

for presentation at the

Annual General Meeting September 20, 2012

The fiscal year starting July 1, 2011 and ending June 30, 2012 was particularly special. One of our dreams came true. To the delight of the board, we hired our first executive director. With Rosanne Cohen at the helm we have had a very productive and exciting year. To top things off, Patricia Kearns stepped in as President to replace Rosanne. How fortunate we are! Viorica Lorcencova continues to be a capable and loyal office administrator, an asset that makes day to day life easier. We are pleased to have the resources and energy of many young women who choose to work with us; they are our inspiration.

We have been able, as our reports will indicate, to continue tirelessly with our work that is so vital to our community and the future of our world. We must thank the board for their commitment to BCAM as well as all others who work with us.

Our web networks have become invaluable as our online readers multiply and we are able to communicate far and wide. Our message moreover remains the same. We continue to pursue a world without toxins permeating our environment at every corner. We continue to urge our representatives at the government levels to be responsible and help legislate against the use of known and suspected carcinogens. We work on and hear more and more that we are not alone. It becomes apparent daily that many individuals, scientists and organizations now share our objectives. We have hope and carry on.

### **Office news**

In late July, Rosanne Cohen, former board member, made the transition to her new position as BCAM's Executive Director. Viorica Lorcencova, BCAM's administrative assistant, continues to be a huge asset to the organization.

Our electronic "mini-bulletins" have been sent continually throughout the year alerting members of both BCAM and FemmeToxic events and other news of interest. We now have 833 contacts receiving our electronic mini-bulletins, up 239 since last year. Visits to BCAM and FemmeToxic websites increased, and our popularity through social media (Facebook, Twitter) continues to grow steadily.

BCAM has seen an increase in the number of interns this year. Hayley Darychuk, a 3rd year McGill Social Work student joined our ranks to work on BCAM's FemmeToxic project. Natalie Martin, newly-graduated from Simon Fraser University with a Masters in Public Health and Public Health Masters student from the University of Saskatchewan, Amy Elefson were invaluable with their work on BCAM's new Chemical Detective project. Our interns are an incredible resource for BCAM and FemmeToxic and are an absolute pleasure to work with.

## **Alliances, Events and Networking**

BCAM accepted to be a collaborating organization supporting a research project on the psychosocial aspects of breast cancer in the lesbian and transgender communities. The research is being conducted by, amongst other principal applicants, Dr. Mary K. Bryson, Professor in Language and Literacy Education, who was awarded a CIHR Priority Announcement Grant for her study *Cancer's Margins and the Choreography of Knowledge: Genders, Sexualities and the Queer Biopolitics of Access to Health Knowledge Mobilization*.

Breast Cancer Action Montreal was one of 35 Montreal organizations selected to participate in the 1st Montreal Timeraiser event. This happening brings together local organizations who are looking for skilled volunteers, while celebrating the work of artists in the community. Timeraiser events, which take place across Canada, raise volunteer hours instead of funds. Timeraiser Montreal took place at Marché Bonsecours on April 12 and was attended by Patricia Kearns and Rosanne Cohen. It was a real success with 250 guests, media visibility, artists delighted to have participated and professionals who will be new volunteers for BCAM.

In October 2011, BCAM co-signed a letter to William C. Weldon, Chief Executive Officer of Johnson & Johnson Companies. The letter, signed by health care professionals, nursing associations, parents and other environmental health and justice organizations once again expressed concerns about the toxicity of some of the chemicals used in J & J baby products. After a long campaign initiated by the Campaign for Safe Cosmetics, Johnson & Johnson announced they will globally remove carcinogens and other toxic chemicals from its baby and adult products by the year 2014.

Studies conducted over the last several years, notably by Jim Brophy and Margaret Keith, have brought to the public's attention health concerns regarding women who work in the auto sector, particularly in plastics manufacturing. Brophy and Keith's work points to a possible increase in the incidence of breast cancer and reproductive problems for women plastics workers. The National Network on Environments and Women's Health (NNEWH), in partnership with the Canadian Auto Workers (CAW), held a one-day workshop in January 2012 in Windsor, Ontario. This unique workshop/conference was a coming-together of workers, their advocates, community organizations, health workers, policy makers and industry stakeholders. Patricia Kearns and Rosanne Cohen attended on behalf of BCAM.

On March 8, April 21 & 22, 2012 screenings of the NFB documentary *Pink Ribbons Inc.* sponsored by Status of Women Canada were held at the NFB theatre. BCAM and the Réseau québécois d'action pour la santé des femmes (RQASF) were asked to lead the post film discussion on pink ribbon marketing as well as other themes reflected in the film.

In the spring of 2012 BCAM formed a study group with Le Réseau québécois d'action pour la santé des femmes (RQASF) and the Réseau des femmes en environnement (RQFE) in order to initiate collaborative actions on public awareness of environmental toxicants. The study group will publish a monthly article which will have a 3 pronged component; naming a specific toxicant and where it is likely to be found; suggestions for individual actions and a collective action (signing a petition). The articles will be published and distributed through our collective networks starting in the fall of 2012.

In June 2012, BCAM co-signed a letter initiated by the David Suzuki Foundation to the Premier of Quebec, Jean Charest, to end government support of the asbestos industry and refuse the loan guarantee that would allow the Jeffrey Mine to reopen.

On June 27, 2012 a bilingual evening on the links between the environment and our health was held. A Screening of ONF/NFB film *Toxic Trespass* was introduced by the Dorothy Goldin Rosenberg, Executive Producer. The film was followed by a panel discussion featuring: Hon. Dr. Hedy Fry, MP, Liberal Party of Canada critic for Health, Dorothy Goldin Rosenberg, MES, PhD, Fiona Hanley, RN, Breast Cancer Action Montreal (BCAM) and Marie Montpetit, BSc, University of Montreal, master's thesis on environmental health concerns. The event was hosted by: Commission des Femmes du PLC(Q)/Quebec Women's Liberal Commission ; Association libérale de Westmount – Ville-Marie Liberal Association; Association libérale de Lac-St.-Louis Liberal Association.

Rethink Breast Cancer conducted a national needs assessment of young women with breast cancer in Canada. This qualitative report examines the experience of women of a variety of ages in Canada, from diagnosis and treatment to support and survivorship. Rethink Breast Cancer and the Canadian Breast Cancer Network, coordinating efforts, conducted a 2 day meeting. The first day involved the presentation of Rethink's findings and had working groups to receive feedback and make action plans. The second day was hosted by CBCN where a national "Map" of cancer organizations in Canada was compiled, outlining programs and resources that currently exist to better facilitate the exchange of information between groups. Rosanne Cohen represented BCAM.

### **Annual Members' Workshop**

On December 3, 2011, at its annual members' workshop, BCAM hosted the first of two training sessions for volunteers. Members interested in learning to promote BCAM's message of primary prevention were taught how to present our newest information package concerning toxins in everyday products.

"Becoming a Chemical Detective: Prevention at Home, Work, and Play" is the most recent program BCAM has created to help make it easier to identify and choose less toxic products. As well, it outlines other ways to help reduce one's risk of exposure to toxins.

Nancy Guberman and Carol Sexter facilitated both the December 3 session that was held at the Unitarian Church and the follow-up session held on February 15, 2012 at the BCAM office.

### **Café-rencontre Series**

BCAM initiated a series of casual drop in evenings for members, friends and interested public that took place at the 2110 Centre for Gender Advocacy in downtown Montreal from February to May. The Café-rencontres gave members a chance to meet each other and share views and to welcome new people to BCAM. Each Café-rencontre focused on a pertinent topic. Our inaugural meeting in February was a discussion on the new NFB documentary film *Pink Ribbons Inc.* and the issues it raises. BCAM's president, Patricia Kearns a co-writer of the film, brought some insider stories to the table.

The second and third in our series of Café-rencontres were presentations and information sessions on BCAM's project for young women, *FemmeToxic*, which focuses on the potential dangers of cosmetic ingredients and provides young women with the tools they need to create personal change and to influence national legislative reform. The documentary, *Fairly Foul*, was also screened. *Fairly Foul* was directed and produced by Victoria Hastings of Starshine Video Productions for the YWCA of Canada. The film explores the connection between chemicals, cosmetics, women and the environment. Members of BCAM and *FemmeToxic* are featured in the film.

At the last in the series of Café-rencontres, BCAM's executive director Rosanne Cohen and BCAM president Patricia Kearns reported back after attending a workshop in Windsor Ontario given by the National Network on Environments and Women's Health (NNEWH) in partnership with the Canadian Auto Workers (CAW). The workshop was called Are Women Automotive Plastic Workers at Risk?: Starting the conversation.

We are hoping to grow our audience by introducing a new series this year called Cafe Sciences which will give BCAM members and interested public a chance to hear from various members of the medical, scientific and research communities working on links between environmental toxins and cancer.

### **8<sup>th</sup> Annual Lanie Melamed Memorial Event**

Breast Cancer Action Montreal & FemmeToxic, Girls Action Foundation, the Simone de Beauvoir Institute and the Department of Communication Studies of Concordia University co-hosted this year's Lanie Melamed Memorial Event. A screening of the documentary *Miss Representation*, the film that took *Sundance* by storm in 2011, was followed by a panel discussion moderated by CBC's Sonali Karnick with panelists Erika Jahn, Tatiana Fraser and Liz Miller. The documentary *Miss Representation* challenges the limiting portrayal of girls and women in mainstream media. The free event was held on International Women's Day March 8<sup>th</sup> at the DB Clarke Theatre at Concordia at 7 p.m.

In the lobby, tables with **FemmeToxic** and **BCAM** literature were attended to by our FemmeToxic interns and volunteers. A Concordia University student volunteer organization donated snacks. Approximately 110 people attended the screening. Opening remarks were made by Genevieve Rail, Director of the Simone de Beauvoir Institute of Concordia University and BCAM's Executive Director, Rosanne Cohen.

The film was chosen because of its delineation of topics like self-worth, self-esteem, gender-specific media, marketing and body image. FemmeToxic has identified some of these issues as the reason why young women are more susceptible to the chemicals in our environment as toxicants are found in cosmetics. Young girls are particularly susceptible to media messages and marketing of particular products. Ultimately this leads them to be increasingly vulnerable to the harm from these products.

Sonali Karnick moderated the post-screening Q&A discussion that continued for 50 mins. Panelists answered all the questions put to them by the audience and there was some lively discussion.

All partners agreed that the evening was a success and look forward to working together again.

### **October Event 2011**

"Activists to take over John and Yoko's suite." was the headline of a Gazette article by environmental writer Michelle Lalonde. She wrote, "On Thursday morning, (Oct. 4, 2011) four Montreal women will climb into the famous bed in the Queen Elizabeth Hotel from which John Lennon and Yoko Ono asked the world to 'give peace a chance.'"

Rosanne Cohen, BCAM's Executive Director, Beverly Thorpe, a member of the Advisory Board and co-director of Clean Production Action, Nancy Guberman, long-time active member, and Carol Selter, past president and current member of the Board of Directors, did just that. The BED-IN was a way to kick off the October collective action of creating a petition to push for new labeling laws –

this action was supported by 16 environmental, women's health and anti-cancer organizations, including the Canadian Association of Physicians for the Environment, the Canadian Women's Health Network and the Canadian Environmental Law Association.

"We want to make the link between John and Yoko's 1969 Montreal bed-in and our own protest of the environmental toxins Canadians are involuntarily exposed to everyday," Rosanne Cohen told the press. The story of our demand was reported on CTV national and local television, CBC radio and online news, CJAD radio, The Gazette, the Vancouver Sun, the Ottawa Citizen as well as various blogs, including Yoko Ono's.

The BCAM petition to the Federal Health Minister, the Honourable Leona Aglukkaq, is only the first step in our demand for legislative changes governing the regulation of hazardous chemicals in Canada. Demanding clear labeling is an effective strategy for raising public awareness. Our hope is that it will be the first step toward creating real regulatory reform concerning hazardous chemicals to ensure the safety of all Canadians.

### **Safe Cosmetics Report**

FemmeToxic, BCAM's youth focused project continues to resonate strongly with girls and young women, who in this way, find opportunities to be actively engaged in creating social change. This past year FemmeToxic attracted BCAM's youngest volunteers to date, age 12 and 13. With BCAM's guidance volunteers have led, grown and developed the FemmeToxic program as a peer-run collective. FemmeToxic's outreach to date has been very successful and the requests for FemmeToxic's workshop and resources continue to increase.

Our successes to date include:

- Implementation of a local grassroots awareness campaign around environmental issues pertaining to health.
- Creation of resources, including interactive workshop, workshop guides, tool-kits.
- An interactive website created to encourage engagement which allows access to all resource materials.
- Development of media art productions to promote campaign, including videos, Zines.

Haley Darychuk, an intern from the McGill School of Social Work, a person passionate about FemmeToxic's mission, was instrumental in recruiting, training and organizing our FemmeToxic volunteer team this year; she conducted weekly meetings and monthly events such as the FemmeToxic information sessions and the DIY workshops. FemmeToxic's team of volunteers were involved in blogging, researching, outreach, communicating through social media and presenting the FemmeToxic workshop. The team also began scheduling school workshops for fall 2012.

As FemmeToxic has been receiving requests for the workshop for groups of younger girls between 10 and 13 years old, particularly during the summer months, Hayley and another active volunteer Andrea Kornacki have developed a workshop specifically for that age group which includes some game playing and a do it yourself cosmetic workshop. The central message of safe cosmetics is well assimilated into the workshop.

BCAM's Toxic Twenty list, an invaluable resource for the public, was updated by two of our volunteers. Nnedima Nnebe, a McGill Science student wrote a series of science blogs posted on the FemmeToxic website making information on chemicals accessible with posts like Dr. Jekyll and Mr. Formaldehyde.

Erika Jahn representing FemmeToxic and BCAM, and Rosanne Cohen and Carol Sexter appeared in *Fairly Foul*, a documentary by Virginia Hastings of Starshine Video Productions, and Katie Ungard, a board member for YWCA Canada was involved as well. The documentary explores the connections between chemicals, cosmetics, women and the environment. The film is a great tool for FemmeToxic and we have screened it a number of times at FemmeToxic information sessions and events.

The following Schools and Community groups participated by hosting one or more presentations.

- Y des Femmes
- Tyndale Community Centre
- Vanier Cegep Women's Study Class
- Dawson College Nursing Class
- Girls Centre Project
- Éco-quartier Côte-des-Neiges

More than one thousand action postcards, which were developed as a hand-out that students and participants could send to the Minister of Health, were printed. This year close to 1500 were given out. At the end of this reporting year FemmeToxic had 760 followers on Facebook.

FemmeToxic's website grew from 7974 visits last year to 17,163 this year with 31,476 page views.

Another main thrust of BCAM's work has been our project *Becoming a Chemical Detective: Tips for a Healthier Home*. BCAM began to develop this project in 2010 and it has been an ongoing initiative since. We know that critical windows of exposure to toxicants are age-specific, periods of susceptibility that occur at each developmental stage. Therefore the project targets to-be-parents and new parents and will emphasize the risks posed, and the prevention necessary from the prenatal to the adolescent stages of life. The main component of the project is a PowerPoint presentation that illustrates a framework for understanding environmental health risks in the home, provides practical tips on safer alternatives for the reduction of toxicant exposures, and shares tools for advocacy such as tips on how to contact industry and government leaders.

In May 2012 BCAM was very fortunate to host a summer intern, Amy Elefson, a Master's student in Public Health from the University of Saskatchewan, whose work was to assess the present state of the project, conduct focus groups and revise the presentation accordingly. Amy was also the recipient of a grant provided to BCAM by Canada Summer Jobs. Amy was soon joined by another intern, Natalie Martin, a recent graduate with a MA in Public Health from Simon Fraser University. A project committee made up of BCAM's executive director Rosanne Cohen, Carol Sexter, BCAM board member, Nancy Guberman, BCAM member, was formed to discuss some of the central issues of the project. The main recommendation was to allow the presentation to be more solution-focused, and thus, more positive. By creating a more solution-focused presentation, the hope was that the participants would feel more empowered rather than worried about their immediate environment. The new format of the presentation is a room-to-room layout of a home which highlights the risks present. This is directly followed by solutions.

A thorough literature review was completed and the handout material created, listing a summary of safer alternatives for the reduction of toxicant exposures on one side and a list of important websites on the other. Additionally, a handout was adapted from a BCAM pamphlet called "The Dirt on Cleaners: toxic ingredients in cleaning products" and "The Beast of Beauty: Toxic ingredients in cosmetics". In addition the Environmental Working Group's "Shopper's Guide to Pesticides in Produce" for which permission was obtained and can now be distributed to the participants was used. To complete the package of handouts provided, two of David Suzuki's Queen of Green resources, "Plastics by number" and "Eco-label guide" were incorporated.

With the new *Becoming a Chemical Detective* PowerPoint presentation completed and new resource material available, the outreach efforts have begun. The newly-revised *Becoming a Chemical Detective* was presented as a workshop at the Annual meeting of Centre L'R Des Centres de Femmes du Québec in Shawinigan Quebec. The women attending this conference were, for the majority, the staff of women's centres from across Quebec. The revised version was also presented to the South Asian Women's Community Centre.

### **“Breast Cancer Prevention in Action” / Speakers’ Bureau**

BCAM's presentations provide a framework for understanding environmental health risks, provide practical tips on safer alternatives for the reduction of chemical exposures, and share tools for advocacy. Our presentations give individuals a way to become active and teach them how to influence decision makers in companies and in government.

Between July 1 2011 and June 30 2012, BCAM volunteers gave 21 presentations to various organizations in Montreal and surrounding areas as well as a number of locations in Ontario. BCAM's presentations were also sent electronically to organizations in rural areas when requested, as well as BCAM brochures and other resources.

BCAM was the recipient of a grant from La Fondation Solstice which enabled us to get our newest presentation, *Becoming a Chemical Detective, Tips for a Healthier Home*, underway. This presentation targets parents-to-be and new parents; it emphasizes the risks posed and the prevention necessary from the prenatal to the adolescent stages of life. This is in addition to our other two presentations, *The Beast of Beauty: Toxic Ingredients in Cosmetics* and our *FemmeToxic* workshop.

Evaluations for our workshops remain consistently positive. Requests for BCAM presentations continue to grow. Some organizations have begun to book a year in advance.

List of organizations to which we presented:

- Éco-Quartier Saint-Jacques, Parcs Vivants
- Samantha King's class/ Kinesiology and Health Studies/ Queen's University, Kingston, Ontario
- The Ban Righ Centre /Queen's university
- Project Changement
- Primary Health Care Class / McGill University
- Canadian Hadassah Women's Group, Jewish General Hospital
- Medical Students Association / University of Ottawa
- Auditor Generals Office (Ottawa)
- Madame Prend Congé, Centre de Femmes de Pointe-Saint-Charles
- Via video-conferencing 6 sites within the McGill University Health Centre (MUHC) to audience members from La Fédération interprofessionnelle de la santé du Québec (FIQ), La Confédération des syndicats nationaux (CSN) and L'Alliance du personnel professionnel et technique de la santé et des services sociaux (L'APTS).
- Vanier Cegep International Women's Day event
- Vanier Cegep Women's studies class
- Dawson College nursing class
- Tyndale community centre
- Two presentations at BCAM's Cafe Rencontre / Centre for Gender Advocacy

- MotherWit
- L'R Des Centres de Femmes du Québec / Shawinigan
- YWCA (Y des Femmes)
- BCAM Chemical Detective focus groups / BCAM office

## **Newsletter AGM Report**

We published 2 editions this fiscal year, Fall 2011 and Winter 2012. In tribute to the organization's 20th anniversary, our Fall 2011 issue included a testimonial from one of BCAM's founders, Sharon Batt, as well as statements by several other long-time BCAM supporters.

Newsletter committee member Deborah Ostrovsky is now blogging for BCAM and her articles will appear in upcoming newsletters.

We are also looking forward to working within the social media environment to create a communications strategy that will incorporate BCAM's website, and Facebook and Twitter presence, along with the *Bulletin* to provide timely dissemination of news and views.

We thank Jeanne Duhaime for her role as editor of our French newsletter, ensuring language consistency for all translations of articles appearing in each edition of the *BCAM Bulletin*. We also thank all of our volunteer translators for their hours of work on behalf of BCAM.

## **Website**

With a growing number of visitors to the site, BCAM's website continues to be an invaluable resource. This year BCAM received 16,917 visits and 52,233 page views. FemmeToxic grew from 7974 visits last year to 17,163 this year with 31,476 page views. Canada, the U.S, France and the United Kingdom, in that order, make up the bulk of visitors to both websites. Deborah Ostrovsky, board member and professional writer, has written a number of excellent articles for BCAM's blog. Thanks to the BCAM office staff for all the great work they put in to update both websites.

## **Press**

BCAM has become a major "go to" source for the press re issues concerning breast cancer. Once again this year, BCAM received interview requests in all media forms - television, radio, print and online. These included the national press as well as U.S publications. BCAM's October Bed-in and launch of a petition on labeling carcinogens with an identifiable symbol received enormous coverage across the country.

One of the more important stories in the press this year was about errors in a spate of mammogram interpretations in Quebec, resulting in 109 women who were faced with previously-undiagnosed breast cancer, some of them dealing with seriously advanced disease. BCAM's response was to emphasize the need to include peer review of radiologists' work, a technological update of film X-rays to their digital counterparts to enable more efficient sharing and analysis, and more uniform standards for private clinics. We further urged the government to commit to the active recruitment of more physicians and health care workers.

BCAM continues to receive requests for responses on issues relating to breast cancer and is enthusiastic about sharing our views on all issues related to environmental toxins and health. A

huge thank-you to our media representatives Nancy Guberman, Carol Sector, Deena Dlusy-Apel, Patricia Kearns, Rosanne Cohen, Andrea Kornacki and Hayley Darychuk.

The following is a listing of BCAM's press coverage:

- CBC Radio / Radio Noon - phone interview RE Jack Layton's death and how it affected cancer survivors
- THIS National magazine - phone interview on the effect of deodorants on our health
- Ottawa Citizen Newspaper - phone interview on pink washing
- Montreal Gazette - interview with Michelle Lalonde on BCAM's October petition on labeling laws
- CTV news /T.V & Online - interview on October petition
- CJAD radio - phone interview with Rick Peterson and Suzanne Desautels on October petition
- CJAD radio & Online - BCAM's Bed-In and October petition
- CBC Radio / Homerun - BCAM's Bed-In and October petition
- CBC online news - article posted on BCAM Bed-In and October petition
- Montreal Gazette - print interview on new breast cancer screening guidelines
- Globe and Mail - print interview on new breast cancer screening guidelines
- CBC Daybreak Radio - interview on the documentary Pink Ribbons Inc.
- Radio Canada / Maisonneuve en direct - interview on Pink Ribbons Inc.
- La Gazette des Femmes - print article Pink Ribbon issue
- CTV News Network - Interview on skin lighteners marketed for women of color
- La press Sagauney - Article on Danger of parabens
- CBC TV Montreal - interview on errors in mammography results in Montreal
- CBC Montreal radio news - interview on errors in mammography results in Montreal
- CJAD Radio - interview on Misread mammography results in Montreal
- CTV TV News - interview on Misread mammography results in Montreal
- CTV News Channel - interview on Misread mammograms in Montreal
- CBC Radio Quebec City - interview on Misread mammograms in Montreal
- Concordia University Radio - interview on Misread mammograms in Montreal
- CTV Television 'Power of One" - interview on importance of volunteers to BCAM
- Radio Frontenac - interview on BCAM's mission and projects
- Université de Montréal radio - interview on Pink Ribbons Inc.
- Sadie Magazine / online - interview on FemmeToxic
- CKUT McGill Radio - interview on BCAM's work
- CKUT McGill Radio - interview on FemmeToxic

## **Fundraising**

BCAM's programs continue to expand in response to the growing requests from the public for education and resources on the links between environmental toxicants and breast cancer. Thanks to the ongoing support of BCAM's donors, BCAM is able to continue to provide information on primary prevention, community outreach initiatives and public education programs.

This year BCAM was the recipient of a very special fundraising event. Long-time BCAM board member Deena Dlusy Apel and BCAM member Max Beer officially "tied the knot". In November, 2011 they generously organized their wedding reception as a fundraiser for BCAM. In lieu of personal gifts to the couple, the guests made donations to BCAM. Guests and a number of local businesses contributed to the potluck buffet. The entertainment was also provided for the event by

local singers. It was a spectacular evening enjoyed by everyone who attended. This event raised close to \$10,000 for BCAM.

BCAM is enormously grateful to the individual donors, foundations and funding organizations for their support. These include La Fondation Solstice, the Abe and Ruth Feigelson Foundation, the J.W. McConnell Foundation, the Jarislowky Foundation, Young Canada Works and Emploi Quebec, the Quebec Ministry of Health and Social Services, Big Smiles Daycare, Costco, Les Modes Lana Lee, the Ladies Auxiliary of the Royal Canadian Legion (Branch 94), the Greenfield Park Girl Guides, Nurses' Council Chapter of CHW Montreal, Le Syndicat des professionnelles en soins infirmiers et cardio-respiratoires du CUSM, Vancity Community Foundation, Carver Institute Inc., Centre hospitalier de l'Université de Montréal, L'Alliance du personnel professionnel et technique de la santé et des services sociaux – CUSM, McGill University Health Center – CSN, Vanier Cegep as well as donations from various Members of the National Assembly.

On November 19, 2011 the Shaar Hashomayim Sisterhood hosted the third annual benefit concert in support of Breast Cancer Action Montreal. The concert was once again entitled “All the Things You Are. An evening of music to honour women challenged by breast cancer”. Stephen Glass, Director of Music of the Shaar Hashomayim Synagogue, donated his time and expertise once again in assembling the incredible talent for the evening and by acting as the charming master of ceremonies. Cantor Zelermyer and the Synagogue Choir were joined by singers and musicians performing musical selections from the traditions of opera, cabaret and pop. An anonymous donor provided a dessert reception following the performance. Peggy Sakow, long-time supporter of BCAM, who, along with Stephen Glass with the assistance of Ted Lazarus, helped organize the 3rd annual event. BCAM would like to express its gratitude to everyone involved.

The fundraising committee's deliberations between July 1, 2011 and June 30 2012 focused on strategies for streamlining our membership renewal process and setting directions to improve our annual membership campaign in addition to finding new strategies for fundraising.

### **Acknowledgements**

The Board wishes to publicly acknowledge individuals for their outstanding contribution of time and talent: BCAM board members Rose Alper and Susan Hertzberg for their long-term contribution to BCAM and the Board of Directors; BCAM board member Deena Dlusy Apel and BCAM member Max Beer for their incredible generosity; BCAM member Nancy Guberman, a BCAM spokesperson for media interviews, moderator and speaker for a number of BCAM's public events and field supervisor for our McGill Social Work interns; Susan Hertzberg and Maychai Brown, co-editors of BCAM's newsletter; Gerry Goodfriend, who insures our newsletter articles appear on our website; BCAM's interns and FemmeToxic volunteers who made an enormous contribution to BCAM's programs; as well as all the generous and talented volunteer translators who enabled us to produce information in both languages. We apologize for any inadvertent omissions to this list.

### **Annual General Meeting 2011**

The AGM and Public Information Session took place on September 21, 2011 at 7:30 pm. Maychai Brown, presented the slate for Election to the 2011-2012 Board of Directors: Rose Alper, Avis Antel, Deena Dlusy-Apel, Susan Hertzberg, Patricia Kearns, Chris Kupka, Lannie Mayo, Deborah Ostrovsky, Terrye Perlman, Carol Secter. Maychai moved to accept the slate, Isabelle Narayana seconded the motion, and the slate was accepted. Following adjournment of the AGM at 8:30pm, Maychai offered

the slate of officers; Patricia Kearns (President), Susan Hertzberg (Vice-President), Terrye Perlman (Treasurer), Avis Antel (Secretary). The slate was unanimously accepted.

The Public Information session discussion centered around the film Pink Ribbons Inc., which screened at the Toronto International Film Festival to good reviews and high audience enthusiasm. Patricia Kearns talked about BCAM's upcoming October campaign with the theme "Give People a Chance: Label Toxins in Products"; she also talked about the petition to the Health Minister asking to label carcinogenic ingredients with a clearly-recognizable symbol. Rosanne named other non-profit organizations that are supporters and co-sponsors of the campaign and petition. General discussion and information sharing continued until final adjournment at 9:30 pm.