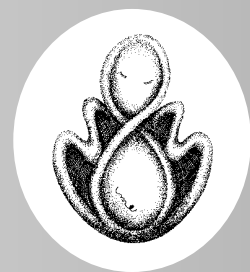


# Healthy Start for Mom & Me

2nd Floor-400 Edmonton St., Winnipeg, Manitoba R3B 2M2



## *Annual Report*

*2006-2007*

A prenatal and postnatal outreach program that operates from nine community drop-in locations, Healthy Start reaches families who avoid or are uncomfortable with mainstream services and experience the risk and barriers of poverty and other social factors. About 1,400 women a year are participants. As well, hundreds of babies and children and some dads, partners, sisters and grandmothers are part of drop-ins. A partnership model with other agencies enables outreach workers, dietitians, community and public health nurses and others to work together in teams at each site. A non-judgmental, welcoming approach is taken and practical supports such as babysitting, snacks and milk coupons enhance the interactive educational activities that promote healthy pregnancies, parenting and families.

Named by Winnipeg women who had experience with poverty and pregnancy, Healthy Start originated from a community development process in 1995 - 96, enabled by funds from Health Canada's Canada Prenatal Nutrition Program. The prenatal program began in 1997; the postnatal component was added in 1999 with support from the Province of Manitoba.

## Report from Board Chair & Executive Director

Several things spring to mind in reviewing highlights of the past year:

- o Starting to celebrate our 10 years of service and collaborations
- o An organizational review process in June 2006
- o The development of a custom database
- o Newcomers to Canada - survey and growth in the special interpreted sessions
- o Retention of keen and enthusiastic personnel

We will review these one by one and hope that we paint an impressionistic picture of the ever-evolving aspects of Healthy Start for Mom & Me.

### *10th anniversary activities:*

Operations began site by site in 1997. We are celebrating over two fiscal years and started this winter with 18 special drop-in sessions (one at each site, separate prenatal and postnatal groups) enhanced by donations of free Sears photo packages for participants and materials for making frames from Youth in Philanthropy (YIP) committee of Miles Macdonnell Collegiate. This was a big hit and well-appreciated by the many participants involved.

Another celebratory special event was held in which participants watched the movie *Supersize Me* and followed up with involvement in an educational session about portions and food groups. This "You Are What You Eat" event was enabled in part with YIP funds too and was surprising in its impact on the audience - even with babies in the room, the attention was rapt and everyone stayed until the last possible moment. Dietitian Natalie Wowk-Slukynsky did such spirited organizing and facilitating of this!

The final BIG project of the 2006-07 year was a 2-in-1 recipe and parenting tip book keenly and tirelessly compiled by Prenatal Coordinator Davorka Monti who was in her final trimester of her third pregnancy! Luke was born just hours after the finished copy was sent to the printers. Dad Andrew Monti was of invaluable moral and technical support and he too put in many hours as a volunteer on this worthwhile endeavour. The recipe-parenting book is being given to participants as long as copies last. This project was greatly enabled by funds

from the Assiniboine Credit Union, as well as our own reserve funds from poster sales.

### *Organizational review and planning process:*

Healthy Start hired Strategic Philanthropy to lead the Board and staff through a process of analysis and reflection. Some external participants were invited, or interviewed by phone. Conclusions of both program data analysis and financial analysis were very positive and encouraging. Taking the time to survey our 10 years of data, assess the patterns and lessons and to think ahead for the next decade were valuable actions. The Board will continue this process and consider future needs and directions. A report is available upon request.

### *Development of a new database:*

While this type of internal activity might not make it into most annual reports, it is noteworthy for Healthy Start and sets us up nicely for the future. We hired DataConstruct to do the building based on our (Eleanor Van Delden's) articulation of our needs and wishes. The process was seamless, interesting and valuable. The efficiencies and capacity for better analysis and understanding of our participant demographics and program details are so helpful.

### *Newcomers to Canada sessions' growth:*

Predictions that newcomers would not come out in the cold winter temperatures have been dispelled. The numbers of participants have been increasing (68% more than last year) and the model (separate sessions, with interpreters, specific content applicable to immigrants and refugees, slowly paced format) proving itself to be useful. As an experiment this year, Healthy Start did a survey, mostly through interpreters, with 46 newcomers, each of whom received a \$10 grocery gift certificate for her involvement. We learned that there is high satisfaction with the sessions, except more frequency would be appreciated. Most reported having made friends as a result of the program. In general, coming to Canada poses many challenges as a parent; less than ½ said they were able to get help with them - but, over ½ said that there are aspects of Canada that make things easier such as free health care and school; government and program support; friendly & helpful community; parks; convenience items (disposable diapers, strollers). Thanks to Mercy Peterson-Au for organizing & conducting this pilot survey.



### *Retention of a keen staff, partners and Board:*

80% of the regular staff has worked with Healthy Start for over 5 years. The accumulating experience, lessons learned, and continuously renewing energy are valuable resources that are highly appreciated - as is the fresh perspective and enthusiasm of the newer staff. The main resource of Healthy Start is its people - whether staff, partner-team members, volunteers, interpreters, childminders, Board. As a relationship-based program, this aspect of our evolution is so important. We are grateful for each and every one of our associates, and for our community supporters, donors, helpful suppliers, quilters and knitters!

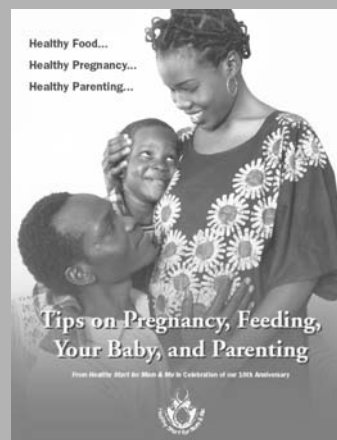
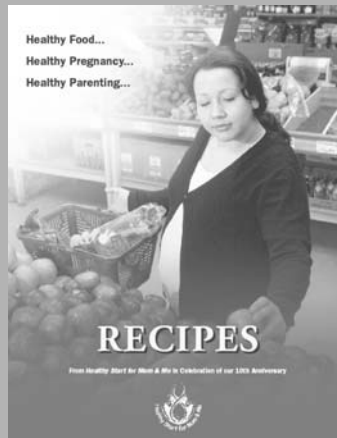
We continue to appreciate listening ears and support of our funders, the Canada Prenatal Nutrition Program and Manitoba's Healthy Baby program. At the end of

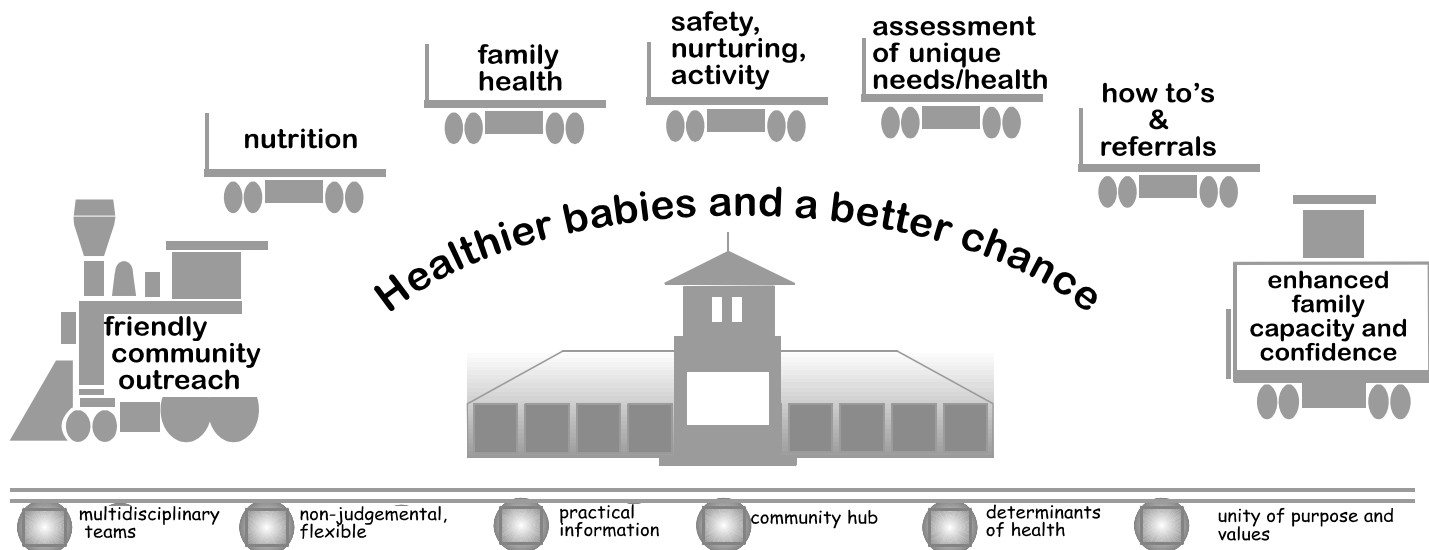
the fiscal year a grant of \$37,000 was received from the Canadian Diabetes Strategy of the Public Health Agency of Canada to work on related resources for the childbearing years. This work will occur in 2007-08 and will be reported on next year. We look forward to this project and the joy and rewards of the ongoing work of Healthy Start, supporting expectant and new families who have multiple challenges and multiple strengths. The 10 years have been ones of learning, growing, and problem-solving - and delighting in seeing the initial vision develop into a workable and valuable reality for marginalized families. Participants' comments and stories bring daily reminders of what works and why.

~Ruth Diamant, Chairperson

~Gail Wylie, Executive Director

## Some 10th Anniversary Activities





## Group educational drop-in sessions in 9 city areas

### Prenatal

Discussion & activities such as:

- ▶ Healthy eating
- ▶ Alcohol & drugs
- ▶ Labour & delivery
- ▶ Breastfeeding benefits
- ▶ What to expect after birth
- ▶ Family spacing

### Postnatal

Discussion & activities such as:

- ▶ Breastfeeding
- ▶ Infant & family nutrition
- ▶ Parenting a baby
- ▶ Baby development & health
- ▶ Safety; family spacing
- ▶ Stress, emotions, depression
- ▶ "Baby time" on floor mats



### Sites

- ▶ Freight House Community Centre
- ▶ Hope Centre Health Care
- ▶ Magnus Eliason Recreation Centre
- ▶ North End/Stella Community Ministry
- ▶ St. Philips Anglican Church
- ▶ Trinity United Church
- ▶ Weston Community Centre
- ▶ Wolseley Family Place
- ▶ Knox United Church

Drop-in sessions are enhanced with practical support: babysitting on site, healthy snacks, milk coupons and bus tickets as needed; time for one-to-one with team or each other.

### One-on-one support and referral

- ▶ Home visits and other individualized support
- ▶ Assisting families to strengthen their competencies within the distractions of poverty and multiple challenges
- ▶ Linking families to other resources
- ▶ Developing plans for their own futures and social networks

### Supplementary nutrition activities

- ▶ Cooking events; participants pay a nominal fee & take home food they prepare themselves
- ▶ Making baby food sessions with participants whose babies are about 6 months old
- ▶ Ready to cook "Meal Bags" for \$1.50. Ingredients and recipe to feed 4 - 6 people
- ▶ Healthy Start dietitians available by phone for consultation and support

## Other Activities & Community Connections

### Other events/activities

- 4 cooking parties & 4 making baby food sessions
- "Supersize Me" video event
- Nutrition-related educational sessions for other programs
- Meal bag compilation with student volunteers

### Some resources developed 2006-2007

- French translation of "A healthy start..." prenatal & postnatal posters
- Recipes & Parenting book (2 in 1)
- Meal Bag manual

#### Activities developed:

- Dental quiz activity ● Buzz words ● The Bright Side of Beans kit ● Pregnancy Jeopardy (updated) ● Pregnancy Nutrition Activity ● The scoop on caffeine ● Vitamin D ● Investing in Baby

#### Fact Sheets developed:

- Effects of Drug & Alcohol Use in Pregnancy
- Breastfeeding Sheet of Knowledge ● Nausea & vomiting during pregnancy ● Coping with constipation ● Listeriosis ● Introduction to solids (Easy reading/EAL version) ● Gestational Diabetes ● Your breastfed baby needs Vitamin D ● Heartburn during pregnancy ● T.V., your kids & you ● How to help your children learn language ● Your baby's 5 senses ● Lead can poison your children

### Examples of some Healthy Start connections & contributions in the community:

*Adolescent Parent Centre* - Healthy Start contributed dietitian & some outreach services

*Communities 4 Families* (Downtown Parent-Child Coalition)

*Adolescent Parent Interagency Network* - staff involvement on Steering Committee

*Attachment Network* (Winnipeg, MB)- staff involved in its evolving work

*Urban Circle Family Support Worker Employer Advisory Committee* - staff representative

*Cross-cultural Resource team for War-Affected People* - staff involvement & coordination of "Brown Bag" lunch sessions

*University of Manitoba* research project cooperation "Impact of Healthy Eating & Physical Activity on Pregnancy Outcomes in Low Income Women in Winnipeg"

*National Projects Fund Advisory Committees* -staff representative ● Breast feeding project "Linking the Circles of Support" ● Attachment project "Connections for Life"

*Winnipeg Regional Health Authority Board* - staff appointment, continuing

*Wellington-Dufferin-Guelph Public Health* - "Don't Shake a Baby" posters & theater still, adapted from HS poster

Contributed financially and in production to the video "Feeding your baby", initiated & produced by the Winnipeg Regional Health Authority

*In-house professional development sessions hosted by Healthy Start (open to colleagues)*

- "Demystifying AFM Intake", Heather Darrach, Zenon Lisakowski from Addictions Foundation of Manitoba
- "Normal Breathing, Safer Eating: Control in the allergy and asthma epidemic"- presented by Cathy Gillespie, Julie Strong, Joanne St. Vincent, Children's Asthma Education Centre
- "Getting Help for Children & Families Struggling with Weight Issues"-Marni McFadden, RD. Coordinator, WRHA, Family Lifestyles Program

## Program Impacts

Examples of impact for families this year:

- ▶ A mom who had not breastfed her prior 4 babies decided to breastfeed the new one because of what she learned.
- ▶ A family changed its bread-eating habits to exclusively whole grain from white flour and lard bannock.
- ▶ Both mom and dad quit drugs as a result of support from our outreach worker. The baby was in foster care for a while, but mom provided pumped breastmilk during this period.
- ▶ A newcomer to Canada said that coming to the program had saved her life and could we please do the same for her friend?
- ▶ From a teen student-mom: "Thanks for all the info. It was helpful and I changed her (baby's) eating that day. I feel much better now that I feed her healthier food."
- ▶ Heard 3rd-hand: a grandmother cried when telling another grandmother that attending Healthy Start for Mom & Me had changed her daughter's life. (We don't know how!)



# Thanks to All Who Made Healthy Start Happen in 2006-2007

## Board of Directors:

Ruth Diamant - *Chair*, Corinne Eisenbraun - *Secretary*, Marlene Kendall - *Treasurer*,  
Linda Abraham, Elizabeth Gumble, Sheelagh Smith, Jan Trumble-Waddell, Gail Wylie (ex-officio)

## Healthy Start for Mom & Me Staff

*Regular staff* - Karen Deeley, Rina Ganguly, Sherryl Harris-Castillo, Tara Hawking-Kreller, Laurie Marcella, Teri McKay, Davorka Monti, Tracy Noga, Sandra Peters, Wendy Petrochuk, Erica Snell, Linda Swan, Eleanor Van Delden, Gail Wylie

*Part-year and term staff* - Carol Cochrane-Asham, Sandra Conner, Dina Daniello-Santiago, Lorelei Harris, Cheryl Oliveira, Maureen Perlmutter, Mercy Peterson-Au, Brenda Richard, Leona Settee, Tami Tozeland, Natalie Wowk-Slukynsky,

*Bookkeeper services:* Maryon Grant

## Partner-contributors

**Winnipeg Regional Health Authority, Public Health**, dietitians (R. Szabadka, G. Legal) and too many public health nurses to name, who are involved at every Healthy Start site!

**Health Action Centre**, Sheelagh Smith, dietitian

**Klinik**, Barbara Martin, community nurse

**Mount Carmel Clinic**, Linda Uhrich and Jan Sprange, community nurses; Nina Kudriakowsky, dietitian

**International Centre**, Val Broeska, nutritionist

**Wolseley Family Place**, Jen Porter

**Immigrant Women's Counselling Services**, Dung Le



**Student Volunteers:** Amy Redekopp, Angela Hubbard, Atefeh Zeinali, Azin Jamali, Brittany Fisher, Christy Lanoo, Dave Ollsen, Erin Sullivan, Gina Boux, Gloria Johnston, Jaclyn Unger, Janelle Gulay, Jennifer Mayor, Joanna Wasak, Kate Douglas, Laurel Lyons, Leanne Bahaud, Lindsay Easton, Lindsay Fagundes, Lindsey Mazur, Lise Timmerman, Megan Bale, Nicoletta Ardita, Nisha Ramberran, Nita Abbi, Rosalie Lockert, Sarah Macdonald, Shannon Carpentier, Soliana Teklehaimanot, Tabitha Marshall, Yvanna Buchanan.

**Student placements:** ● Practicum students and dietetic interns from U of M Human Nutritional Sciences ● Urban Circle Practicum ● Red River College language training centre ● Brandon University Psychiatric Nursing-(2)

## Regular Childminders

Amaneh Badrikohi, Avaline McKenzie, Connie Lyon, Evelyn Richard, Heeim Porteous, Jennifer Bowman, Krista Staruch, Olga Campbell, Sheila Baziuk, Irene Zwarych. MERC: Ainsley, Brenna, Chantille, Chrissie.

**Volunteer Dietitian:** Joan Rew at Freight House

**Interpreters:** Aicha Youssouf, Alice Ndanyuzwe, Alma Ramos, Annick Kwizera, Arek Manyang, Brekti Hagos, Chi Nguyen, Dorota Victor, Elizabeth Andrea, Ephemie Nyelele, Fanny Barbosa, Fartun Mohamud, Fatuma Hussein, Mariam Yussuf, Olga Meechalchan, Regina Ding, Yifang Ye



One of our interpreters who is also a former participant receiving her Canadian citizenship

**Meal bag project coordination:** Merri-lou Paterson & Audrey Hiebert with 85 volunteers (Hampstead School students and others).

**Contributing Community Groups:** ABC Quilting Group of Manitoba Prairie Quilters (baby quilts), Thelma Wynne Project (layettes), Knox United Church Women (layettes & miscellaneous baby items.), Dorothy Troop & friends (knitted baby items)

We gratefully acknowledge Knox United Church (Knox Property Management) for its support and attention to our office facility.

# Financial Supports

## Funders

- *Public Health Agency of Canada, Canada Prenatal Nutrition Program*
- *Healthy Child Manitoba, Healthy Baby*

## Donors

Thank you to all individuals who made financial contributions (\$1570) and in-kind donations (baby items etc.)

Special thanks to Andrew Monti for volunteer work on the Recipe & Parenting tips book!

## Special Grants & other revenue

Public Health Agency of Canada-Diabetes project \$37,000 (for work in 2007-08)

Youth in Philanthropy, Miles Macdonnell Collegiate \$1,000

Miscellaneous other revenues \$3,402

Poster sales \$8,574

## Assistance from Business (in-kind contribution or discount):

Canada Safeway

Shoppers Drug Mart

A Child's Place

Data Construct - Monique Everton

Strategic Philanthropy - Joan Blight

Kendrick Quality Printing

Covenant Computer Consulting - Diana Bloodworth

Sears Canada, St. Vital

Aikins, MacAulay & Thorvaldson: AMT Management Services; Florence Carey; David Negus

Nak Sales

## Business Partners

Canada Safeway

Cantors Grocery Ltd.

Riedigers Supermarket

Harry's Foods



# Financial Report

|  |  | EXHIBIT "B"    |                 |
|--|--|----------------|-----------------|
| HEALTHY START FOR MOM & ME INC.                          |  |                |                 |
| STATEMENT OF REVENUES, EXPENSES AND SURPLUS - OPERATIONS |  |                |                 |
| For The Year Ended March 31, 2007                        |  |                |                 |
|  |  | 2007           | 2006            |
| <b>Revenue</b>   |  |                |                 |
| Public Health Agency of Canada, CPNP                     |  | \$ 486,877     | \$ 486,877      |
| Healthy Child Manitoba, Healthy Baby                     |  | 336,122        | 323,694         |
| Bank Interest  |  | -              | 5               |
| Other  |  | -              | 2,272           |
| <b>Total Revenue</b>                                     |  | <b>822,999</b> | <b>812,848</b>  |
| <b>Expenses</b>  |  |                |                 |
| Health Canada - Canada Prenatal Nutrition Program        |  |                |                 |
| Personnel - Schedule "1"                                 |  | 324,387        | 325,047         |
| Travel - Schedule "1"                                    |  | 16,121         | 16,286          |
| Materials - Schedule "1"                                 |  | 105,989        | 103,690         |
| Equipment  |  | 2,322          | 3,536           |
| Rent, utilities and insurance                            |  | 21,246         | 20,560          |
| Evaluation   |  | 1,590          | 713             |
| Other - Schedule "1"                                     |  | 15,222         | 17,045          |
| <b>Total Canada Prenatal Nutrition Program Expenses</b>  |  | <b>486,877</b> | <b>486,877</b>  |
| Healthy Child Manitoba, Healthy Baby                     |  |                |                 |
| Personnel - Schedule "2"                                 |  | 275,480        | 256,258         |
| Travel - Schedule "2"                                    |  | 11,508         | 12,639          |
| Materials - Schedule "2"                                 |  | 21,514         | 23,048          |
| Equipment  |  | 1,415          | 4,968           |
| Rent, utilities and insurance                            |  | 14,382         | 13,925          |
| Other - Schedule "2"                                     |  | 11,823         | 12,856          |
| <b>Total Postnatal Expenses</b>                          |  | <b>336,122</b> | <b>323,694</b>  |
| Other Projects   |  |                |                 |
| Planning   |  | 1,593          | -               |
| Resources and equipment                                  |  | -              | 3,394           |
|  |  | 1,593          | 3,394           |
| <b>Total Expenses</b>                                    |  | <b>824,592</b> | <b>816,242</b>  |
| <b>Excess of Expenses over Revenue - Operations</b>      |  | <b>(1,593)</b> | <b>(1,117)</b>  |
| <b>Operating Surplus, Beginning of the Year</b>          |  | <b>1,593</b>   | <b>2,710</b>    |
| <b>Operating Surplus, End of the Year</b>                |  | <b>\$ -</b>    | <b>\$ 1,593</b> |

*The Income Statement is an excerpt from financial statements reviewed by OnBusiness Solutions and forms part of the total financial picture for Healthy Start. It covers the major operations of Healthy Start for Mom & Me.*

*To receive complete audited statements, please call 949-5350.*

## Our Results

- ▶ Had contact with 1413 women and their families
- ▶ Drop-in attendance moms only: prenatal, 3107, postnatal, 3461. Total family attendance - 13,346.
- ▶ Breastfeeding initiated by 81% of participants who gave birth this year
- ▶ Recognized a 10-year average low birth weight (LBW) rate of 6.3%, in a population that is expected to have a 10 - 20% LBW rate. This year we recorded a low birth weight rate of 2.9% for women who attended our prenatal program.
- ▶ Welcomed 182 newcomers to Canada (22% of total new registrants) to our programs
- ▶ Made hundreds or even thousands of referrals and helped access many of those connections with families
- ▶ Saw other meaningful outcomes, not quantifiable at this time, such as changing eating habits, making plans to return to school, straightening out bureaucratic issues with other systems, reducing or stopping smoking while pregnant, deciding to seek treatment for drugs or alcohol use.
- ▶ 186 days of volunteer time were worked by regular volunteers. (This does not include student placements.)