

HEALTHY START FOR MOM & ME



ANNUAL REPORT 2007-2008

A prenatal and postnatal out-reach 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. Over 1,300 women a year (and their families) are participants.

A partnership model with other agencies enables out-reach workers, dietitians, community and public health nurses and others to work together in teams at each site. A non-judgemental, 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.





The business-as-usual activities of running **drop-in educational sessions week in, week out, are the backbone and success** story of Healthy Start that always count as a great accomplishment for Healthy Start staff and teams. **This is the 'hum' of Healthy Start**, the connection with the community, and the way that women and families access information easily, practically and interactively. There are SO many details to this; it's a "choreography" as Ellen Vogel described it in her PhD thesis. Former staff member Sherryl described this as "like putting on a wedding a few times a week". We **acknowledge and deeply thank** our wonderful staff and contributing team members, the food prep volunteers, the childminders and interpreters who all pull together so capably to make this community health mechanism happen. In the background, a keen and committed Board of Directors keeps an attentive eye on the overall functioning and takes delight in the work; we thank them too.

This year again marked the ongoing excellent **outcomes** that arise from working in the community, informally but strongly goal-directed, on prenatal and postnatal health, nutrition and well-being. These include:

- Breastfeeding initiation rates that parallel those of new mothers who have more advantages (83%)
- Over our 10 years, an improved low birth-weight (LBW) rate for participant babies; on average the program LBW rate (6%) is now more equivalent to that of mothers whose circumstances are better (adequate nutrition and fewer day-to-day basic struggles) - therefore reducing health disparity
- A remarkable 100% breastfeeding initiation amongst mothers who previously gave birth to a low birth-weight baby (shared result with other Manitoba CPNP projects; source: Public Health Agency of Canada website)
- Reaching women, girls and families who experience multiple challenges in sufficient numbers over 10 years to confirm that there are ways to reach, support and have positive results with this population that has been referred to as "hard to reach"
- Increased attendance of newcomers to Canada who rely on interpreting, to our newcomer classes - and resultant increase in trust-building, social connections, and assistance with complex issues.

On the organizational side, Healthy Start for Mom & Me completed the celebration of its **10th anniversary** with a lunch in October that featured:

- a **commissioned video about Healthy Start made by former participant, now videographer, Shelly Anthis** - very well-received and well done
- special guests and speakers from out of province - **Dr. Ellen Vogel and Lauranne Matheson**, whose early involvement was key to the evolution of Healthy Start
- 100 other special guests whose presence reflected and anchored our first decade; these included:
 - current and former team members, participants, volunteers, Board, and staff; funders; the newly retired former Manitoba Minister of Health (Tim Sale); the Director of Healthy Child Manitoba (Jan Sanderson); some babies...

- recognition by the Board of Gail Wylie's 13 years of dedication to HSMM initially as Manager and then as Executive Director
- delicious food prepared and donated by Red River College's Hospitality Department!

As well, it was a **significant transition year** in another way. There was change in staffing as members left for wonderful other opportunities, for education or a well-earned change, or to retire! We thank and recognize these people, each of whom contributed such interesting skills and personalities over the years and left their mark: Sherryl-Harris Castillo, Tracy Noga, Linda Swan, Rina Ganguly, Laurie Marcella. While this changeover added challenges and adjustment, it also brought in fresh energies and ideas - and new teams and relationships.

As Healthy Start matures and has entered its second decade, it has been marked by the **design of a website** and our entry into the internet world. The website will be on-line later in 2008. We are pleased with how it is taking shape.

A **grant received from the Canadian Diabetes Strategy** of the Public Health Agency in March 2007 was put toward a collaborative **Diabetes Ghostbusters Resource Project** geared at the young, child-bearing population. Partnered with Mount Carmel Clinic and involving a variety of community and professional colleague representatives such as the Chronic Diseases Unit of Manitoba Health, a substantial effort was put into a challenging task. The end products were:

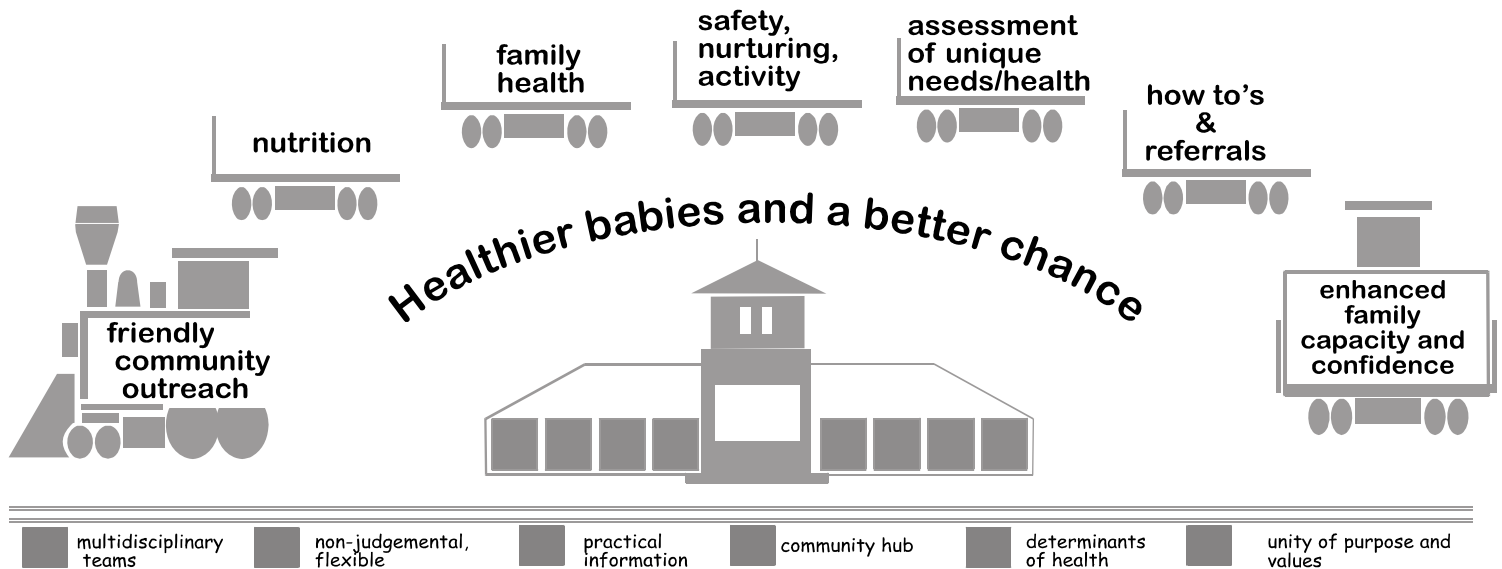
- an international search and review of what others in the world are doing (interesting!)
- 3 youthful, edgy, and simple posters (focus-tested carefully with a variety of ages, gender, cultures -with some early versions either tossed or revised), distributed in Manitoba, and also will be available to anyone in the world via the web
- an information tear-off pad for healthcare providers
- a 30-second TV public service announcement developed with and aired on CKY - that will also be accessible for viewing on the web.

Due to a change in the diabetes project personnel, HS staff ended up with a greater role than originally planned, with wonderful pitching-in from a variety of colleagues. With a launch at Portage Place in March, distribution of resources, and upcoming sharing of the resources via Healthy Start's website (and others welcome), the project concluded its complex task of coming up with a style, locally-produced materials, and make-you-think messaging for a growing health concern of significant and scary proportions in an age-group not inclined to consider such realities.

It was another productive and good year! The stories we collect paint the picture that statistics don't. Both matter and we are gaining evidence that long-term health benefits are accruing for children and families. Again, we thank everyone involved including our funders; there are so many who make up the team approach to connecting effectively with families at an important life juncture.

Ruth Diamant, Board Chair Gail Wylie, Executive Director

Our Work...



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 (Newcomers to Canada)

Drop-in sessions are enhanced with practical support: childminding 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

Resource Development & Results in 2007-2008



Resources

Prenatal Group Activities Developed

| | |
|-----------------------------------------------|--------------------------------------------|
| Newborn Crying Activity | Fat Board - the Good, the Bad and the Ugly |
| When to Get Help in Pregnancy - Matching Game | Food and Mood |
| How will I know I am in Labour | Nutrition Buzz Words |
| Pregnancy and Labour Balderdash - revised | Canada Food Guide Board |
| Is it Safe in Pregnancy Questions | Drug and Alcohol Questions |
| Pregnancy Discomforts - revised | Organic Foods Activity |
| Booby Trap Game | Breakfast Activity |

Postnatal Group Activities Developed

| | |
|--------------------------------|-----------------------------------------------------------------|
| Stages of Development Quiz | Colds and Flu Quiz |
| Infant Stimulation | Foods to Avoid in the First Year |
| Baby Do's and Don'ts | Postpartum Adjustment Activity |
| Baby Exercise Song | "Listening to Baby DVD"- Healthy Start was one of many partners |
| Balderdash Game for Parents | |
| Baby Quiz | |
| Circle of Security Activity | |
| What You Can Say Instead of NO | |

Handouts for participants:

Top 10 Eating Tips for a Healthy Pregnancy
This week I've eaten...
Grocery Shopping Tips (intended for Newcomers to Canada)

Diabetes awareness in childbearing years

(collaborative project)
Posters (3)
30 second public service announcement (aired on CTV)
Informational tear pads for service providers



Professional development sessions hosted by Healthy Start (open to colleagues)

What are the long-term effects of being marginalized? What is "cultural safety"? Speaker: Professor Eveline Milliken, Inner City Social Work Program, Winnipeg Education Centre
Pest Control ... Don't Let the Bed Bugs Bite! Speakers: Taz Stewart, City of Winnipeg Entomologist & Abell Pest Control rep.
Infant Emotional Regulation, Attachment & Sensory Processing, Speaker: Kim Barthel, Labyrinth Therapies
2007 Maternal Nutrition Intensive Course Video Lecture Series

Results: Stats & Stories

- 1321 participant women, plus their families, this year
- Overheard: "Healthy Start changed my daughter's life!" We don't know how.
- 83% of participants initiated breastfeeding.
- Participants help each other. Hearing that a mom with a newborn had nothing, another mom brought her new things from a recent shower - including stroller.
- Newcomers to Canada face complex challenges. One mom who speaks little English had been here for many years and worked hard to bring her husband here. Once here, he left after she was pregnant, creating many new hurdles. Outreach staff involvement was significant.
- Attendance at our Newcomers to Canada sessions increased 63% from prior year.
- An overall 10-year average of 6.3% low birthweight babies born to program participants; this year's rate was 6.5%. (Excellent for the demographic group)
- At drop-in sessions HS fed and informed 11,675 ...(moms and families)
- A depressed mom said that since coming to Healthy Start she started joking and talking with her unborn baby.
- A pregnant woman cradled her arms around her belly and said "we're alive because of Healthy Start". She had been suicidal.

Thanks to All Who Made Healthy Start Happen in 2007-2008

Board of Directors:

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

Healthy Start for Mom & Me Staff

Regular staff at year end - Eleanor Van Delden, Ercia (Rickie) Snell, Gail Wylie, Karen Deeley, Leona
Settee, Lorelei Harris, Mary Langford, Sandra Peters, Sukhy Mann, Tara Hawking-Kreller, Wendy
Petrochuk *On leave* - Davorka Monti, Linda Swan

Term staff - Beckie Grobb, Cheryl Oliveira, Dina Daniello-Santiago, Jill Lerner, Mercy Peterson-Au

Staff who left during the year - Laurie Marcella, Melodie Dubois, Rina Ganguly, Sherryl Harris-Castillo, Teri McKay, Tracy Noga

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

Klinic, Barbara Martin, community nurse

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

Nor'West Community Health Centre, Cindy Peters, nurse

International Centre, Val Broeska, nutritionist

Wolseley Family Place, Jen Porter, health educator / Noelle Campbell, childcare coordinator

Immigrant Women's Counselling Services, Dung Le, social worker



Student Volunteers

Amrutha Kadaba, Amy Redekopp, Angela Hubbard, Angelica Surynicz, Atefeh
Zeinali, Azin Jamali, Christine Bizarria, Colleen Rogers, Dave Ollson, Denise
Freylejer, Elisabete Pasko, Erin Sullivan, Janice Hagman, Jennifer Mayor, Joanna
Wasak, Kim Traverse, Leanne Bahaud, Lindsay Easton, Lindsey Mazur, Lisa
Buess, Lise Timmerman, Maya Radunz, Megan Bale, Nisha Ramberran, Nita
Abbi, Rosalie Lockert, Stephanie Verleih, Tabitha Marshall, Tamsyn Kiesman,
Vanessa Meads, Yvanna Buchanan



Childminders:

Avaline McKenzie, Amaneh Badrikohi, Evelyn Richard, Krista Staruch, Sheila Baziuk, Olga
Campbell, Connie Lyon, Krista Kuarsingh. *West Central Women's Centre* - Irene, Verna,
Vinoja, Africa, Ann, Angela, Sherry, Denise, Ainsley Chantille, Kristin, Sarah.

Interpreters (11 languages)

Arek Manyang, Aisha Youssouf, Alice Ndanyuzwe, Alma Ramos, Brekti Hagos, Dorota
Victor, Ephemie Nyele, Fatumeh Hussein, Mei Zhi Yang, Fang Li Xu, Regina Ding, Qin
Yang, Yinfang Ye.

Volunteer Dietitian: Joan Rew

Student placements: Nutritional Sciences Practicum Students: Cristina Luz & Janna Ellis; Dietetic Interns: Jing Zuo & Amy
Cadieux

Meal Bag Coordinators: Adrienne Loeppky & Michele Mirus; meal bag assembly volunteers (teachers & students) - Laureate
Academy & Calvin Christian Collegiate



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 and in-kind donations (baby items, furniture etc.).

Special Grants & Other Revenue

| | |
|----------------------------------------------------|---------|
| Youth in Philanthropy, Miles Macdonnell Collegiate | \$1,000 |
| Miscellaneous other revenue & donations | \$8,298 |
| Poster sales | \$5,771 |

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

Canada Safeway, Shoppers Drug Mart, Data Construct - Monique Everton, Kendrick Quality Printing, Information Age Computing - Jeff Bell, Relish Design, Aikins, MacAulay & Thorvaldson - Florence Carey & David Negus, Nak Sales, Out of the Cart Productions - Shelly Anthis, William Au Photography, Design 4 All - Brian Everton, Red River College - Hospitality Department, Portage Place Shopping Centre, HOT 103 radio station - Chrissy Troy.

Business Partners

Canada Safeway, Cantors Grocery Ltd., Riedigers Supermarket, Food Fare #1.

Contributing Community Groups:

- ABC Quilting Group of Manitoba Prairie Quilters (baby quilts)
- Thelma Wynne Project (layettes)
- Dorothy Troop & friends (baby blankets)



Community Connections

Examples of some Healthy Start connections and contributions in the community:

- Adolescent Parent Centre & Nelson McIntyre Collegiate - Healthy Start contributes dietitian service
- 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 diabetes 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 - Breastfeeding project "Linking the Circles of Support" & Attachment project "Connections for Life"
- Winnipeg Regional Health Authority Board - staff appointment, continuing
- Communities 4 Families (Downtown Parent - Child Coalition) - staff involvement
- Community Health through Food Security committee - staff involvement



Financial Report



Healthy Start for Mom & Me Inc.
Schedule 1 - Schedule of Expenses - Public Health Agency of Canada
Canada Prenatal Nutrition Program
 For the year ended March 31, 2008
 (unaudited)

| | 2008 | 2007 |
|-----------------------------------------|-------------------|-------------------|
| Personnel | | |
| Salaries and wages | \$ 267,641 | \$ 269,844 |
| Canada pension and employment insurance | 18,242 | 18,915 |
| Benefit costs | 20,072 | 17,473 |
| Contracts and fees | 15,626 | 14,016 |
| Childcare | 6,227 | 4,139 |
| Total Personnel Expenses | \$ 327,808 | \$ 324,387 |
| Travel | | |
| Staff mileage | \$ 2,866 | \$ 3,817 |
| Participants - bus | 11,823 | 12,304 |
| Travel - other | - | - |
| Total Travel Expenses | \$ 14,689 | \$ 16,121 |
| Materials | | |
| Milk, food and vitamins | \$ 78,194 | \$ 88,795 |
| Program resources | 14,825 | 8,123 |
| Office supplies | 10,470 | 9,071 |
| Total Materials Expenses | \$ 103,489 | \$ 105,989 |
| Equipment | | |
| Equipment - other | \$ 2,136 | \$ 2,322 |
| Total Equipment Expenses | \$ 2,136 | \$ 2,322 |
| Rent/ Utilities | | |
| Rent/ Utilities | \$ 21,906 | \$ 21,246 |
| Total Rent/ Utilities | \$ 21,906 | \$ 21,246 |
| Evaluation | | |
| Evaluation | \$ 1,042 | \$ 1,590 |
| Total Evaluation | \$ 1,042 | \$ 1,590 |
| Other | | |
| Advertising | \$ 700 | \$ 70 |
| Bank charges | 194 | 315 |
| Insurance | 3,057 | 4,092 |
| Interpreter fees | 3,036 | 2,224 |
| Financial and legal | 6,668 | 7,380 |
| Workshops and training | 1,509 | 849 |
| Memberships | 643 | 292 |
| Total Other Expenses | \$ 15,807 | \$ 15,222 |
| Contributions Received | \$ 486,877 | \$ 486,877 |
| Contributions Used | 486,877 | 486,877 |
| | \$ - | \$ - |

Healthy Start for Mom & Me Inc.
Schedule 2 - Schedule of Expenses - Healthy Child Manitoba
Healthy Baby Program
 For the year ended March 31, 2008
 (unaudited)

| | 2008 | 2007 |
|-----------------------------------------|-------------------|-------------------|
| Personnel | | |
| Salaries and wages | \$ 230,969 | \$ 227,206 |
| Canada pension and employment insurance | 14,906 | 14,246 |
| Benefit costs | 13,531 | 14,289 |
| Contracts and fees | 20,038 | 19,739 |
| Childcare | - | - |
| Total Personnel Expenses | \$ 279,444 | \$ 275,480 |
| Travel | | |
| Staff mileage | \$ 2,018 | \$ 2,032 |
| Participants - bus | 7,762 | 9,476 |
| Travel - other | - | - |
| Total Travel Expenses | \$ 9,780 | \$ 11,508 |
| Materials | | |
| Program groceries | \$ 10,014 | \$ 10,100 |
| Program resources | 7,910 | 8,123 |
| Office supplies | 3,018 | 3,291 |
| Total Materials Expenses | \$ 20,942 | \$ 21,514 |
| Equipment | | |
| Equipment - other | \$ 1,055 | \$ 1,415 |
| Total Equipment Expenses | \$ 1,055 | \$ 1,415 |
| Rent/ Utilities | | |
| Rent/ Utilities | \$ 14,568 | \$ 14,382 |
| Total Rent/ Utilities | 14,568 | \$ 14,382 |
| Other | | |
| Advertising | \$ 494 | \$ 56 |
| Bank charges | 194 | 393 |
| Insurance | 2,039 | 2,734 |
| Interpreter fees | 3,389 | 2,665 |
| Financial and legal | 4,388 | 5,386 |
| Workshops and training | 653 | 369 |
| Memberships | 289 | 220 |
| Total Other Expenses | \$ 11,446 | \$ 11,823 |
| Total Expenses | \$ 337,235 | \$ 336,122 |

Healthy Start for Mom & Me Inc.
Statement of Operations and Net Assets
 For the year ended March 31, 2008
 (unaudited)

| | Total 2008 | 2007 |
|----------------------------------------------------------------------------------------|----------------|----------------|
| Revenues | | |
| Public Health Agency of Canada (PHAC) - Canada Prenatal Nutrition Program (Schedule 1) | 486,877 | 486,877 |
| Healthy Child Manitoba - Healthy Baby (Schedule 2) | 337,235 | 336,122 |
| PHAC Diabetes Ghostbuster Project (Schedule 3) | 37,000 | - |
| Poster Project (Schedule 4) | 5,771 | 8,574 |
| Donations and Other Contributions (Schedule 5) | 8,298 | 20,805 |
| | 875,181 | 852,378 |
| Expenses | | |
| Public Health Agency of Canada (PHAC) - Canada Prenatal Nutrition Program (Schedule 1) | 486,877 | 486,877 |
| Healthy Child Manitoba - Healthy Baby (Schedule 2) | 337,235 | 336,122 |
| PHAC Diabetes Ghostbuster Project (Schedule 3) | 37,000 | - |
| Poster Project (Schedule 4) | 2,512 | 14,863 |
| Donations and Other Contributions (Schedule 5) | 10,087 | 19,798 |
| | 873,711 | 857,660 |
| Excess of revenues over expenses | 1,470 | (5,282) |
| Net assets, beginning of year | 64,319 | 69,601 |
| Net assets, end of year | 65,789 | 64,319 |

The statements are excerpts from financial statements reviewed by Meyers Norris Penny 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 statements, please call 949-5350.

10th Anniversary
 Celebration, October 2007



HS outreach staff past & present
 Sitting I-r: Mel, Rickie, Tracy, Lori, Tammy, Shelley
 Standing I-r: Jill, Sherryl, Mercy, Wendy, Sandra C, Sandra P



HS co-ordinators: Davorka & Laurie



HS dietitians past & present
 Sitting I-r: Val, Ellen, Dina, Tara, Lauranne
 Standing I-r: Lisa, Beckie, Cheryl, Karen, Davorka, Rosemary, Jo-Anne, Corinne



Some HS founding members
 L-R: Ruth, Gail, Ellen, Lauranne



Shelly introduces the Healthy Start for Mom & Me
 10th Anniversary video

Some HS team nurses: I-r Rita, Pavin, Naima, Sylvia
 Sitting I-r: Barb, Linda, Jan



Some of the Healthy Start for Mom & Me family