

# HEALTHY START FOR MOM & ME



## ANNUAL REPORT 2008-2009

A prenatal and postnatal out-reach program that operates from nine community 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 1,300 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.





**A** Healthy Start year is always full, always rewarding, and always has an element of surprise. Against the backdrop of the native Residential Schools apology, Barack Obama's Presidential win south of the border, rising food prices and shaky economy, there was a feeling of a momentous and symbolic year and yet too, an outreach-as-usual, ride-the-waves period of our own.

The fullness of a Healthy Start year arises from the constant pace, **the consistent rhythm of year-round group sessions at 9 locations**, the new ideas deriving from staff creativity at a rate like popcorn popping, the steady footprint of women, babies and partners connecting to their community via Healthy Start - with clear results in many cases - and from the roundness and soundness of working with our partners in meaningful ways.

Add to this the strands of idle or direct feedback, and the so-real, sometimes too-real stories of participants - who would not of course, identify their woes and triumphs as stories. We try to **keep the flow of stories and feedback alive**, no matter how seemingly minor (and it never is minor), through staff and Board meetings where they help plant us firmly in both the personal and the community value of connecting and striving for well-being. Some examples of what we've heard and been touched by this year are listed on **page 3**.



The surprises in the year include the stories and impacts, but admittedly include the effect of unexpected staff changes. As well as other changes, we said good-bye to our last two long-time outreach staff this year: Erica (Rickie) Snell who moved on to Villa Rosa and Sandra Peters who moved on to Manitoba Housing. In February we welcomed back - and thank - retired Coordinator Laurie Marcella for a few months of transitional assistance, ebullience and coaching of new and continuing staff. **The efforts of all staff this past year are applauded, valued and reveal a special team spirit that we so rely on.**

On other fronts:

- ♦ Our website is up and we're very proud of it: **hsmm.ca** Eleanor's work on this is important to note!
- ♦ Healthy Start was **honoured to be included in the Dietitians of Canada national conference** held in Winnipeg in June 2008, as part of a workshop session related to working multiculturally.
- ♦ Healthy Start also participated in a Healthy Child sponsored March conference with Nancy Poole of B.C. Centre of Excellence for Women's Health ("Improving Policy and Practice to support women and their children") as a local voice to illustrate principles of working effectively with women "with multiple health and social challenges". **We provided "Details that Matter"...**
- ♦ A 30-second CTV educational promo ad was one part

of last year's diabetes project; this year it netted **two award finalist public service recognitions** - in Manitoba and North America (Promax).

- ♦ **Three new one-time events** were undertaken this year as pilots:
  - A lively "Cooking Canadian" session for newcomers to Canada, interpreted, hands-on, and with nutrition stations, special prizes and take-home items (a can opener for everyone) - made possible through a grant from the Youth in Philanthropy Committee of Miles Macdonell Collegiate.
  - A second one for newcomers to Canada: a busy Making Baby Food & nutrition event using interpreters. (This was in addition to other regular cooking and making baby food events.)
  - The third was "New Year, New You" that focused on taking care of yourself as a parent, learning about educational and other options, and, setting some future goals - a beautifully executed event and atmosphere (thanks to our term employee Beckie Grobb) with practical & motivating ideas... Every woman took home a new sweater in her size, courtesy of JS Fashion.

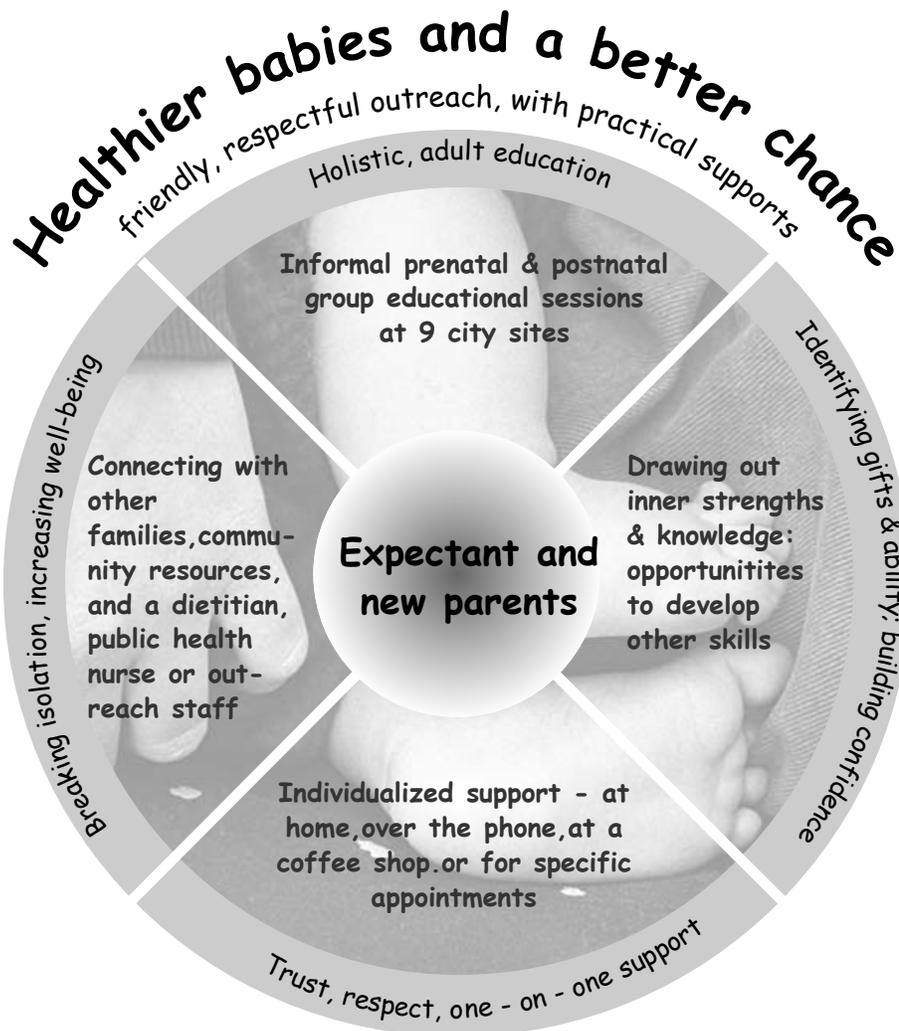
The bigger picture of Healthy Start includes the **Canada Prenatal Nutrition Program of the Public Health Agency of Canada and Healthy Baby of Healthy Child Manitoba**, as well as the broader public interest and the specific focus and needs of vulnerable populations. Healthy Start is intrigued and delighted to be part of an important movement and commitment to reaching families who experience varied and multiple challenges at a critical life juncture. **The results** (birth weights, breastfeeding initiation, keen attendance, community and public health infrastructure that strengthen trust and knowledge exchange, reported improved eating habits, reported improved understanding of babies' needs, etc.) **are meaningful and contribute to equity and community and child/family wellbeing. Prevention focus and engagement of adults through respectful and key-message practices are working.**

**Thanks to all involved who keep the Healthy Start wheels turning!** These include our funders, donors of all kinds, keen staff and team partners - including interpreters and childminders, dedicated Board members, volunteers, site facilities, grocery delivery (Zeid's Food Fare), and the list goes on and on...

Congratulations to all the families we connect with whose babies, born and unborn, are precious. **We are delighted to be involved in this memorable part of your lives, and learn so much along with you.**

*Ruth Diamant, Board Chair*

*Gail Wylie, Executive Director*



**Prenatal Group**

Discussion & activities such as:

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

**Postnatal Group**

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



**City 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)

**Group educational 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
- ▶ no waiting lists

**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



# Stories

- ◆ A participant with an obvious eating disorder responded well to gentle (and straightforward) dietitian questions and accepted a referral to the Women's Health Clinic, which she followed up with. She then disappeared. Months later she showed up at a Healthy Start group looking healthy and very pregnant - due the next day.
- ◆ A dad asked for help with cooking as he had no idea how and wanted to help his very tired wife. Recipes and tips were given. His particularly frightened wife had really appreciated 1:1 time with outreach staff reviewing a video about labour and delivery, and being coached. She credited the outreach staff with the easy birth! (If only it was that easy...)
- ◆ An African family, with tears in their eyes, told staff they got out "just in time" and showed newspaper photos of violence back home. When outreach staff apologized about all the (evaluation) paperwork involved with our program the father said "No, it's good". They liked that things are organized here compared to chaos they've known. "You will never know how good it is to be in Canada."
- ◆ A shy newcomer to Canada called outreach staff and in a round-about way got to her concern for learning about birth control; she has some English. A home visit was offered and enthusiastically accepted. At her home, the various options were reviewed and she made her decision. She asked if the outreach worker could go with her to the appointment as she was afraid and has a male doctor. She said she knew that she could talk to Healthy Start about this... *Birth control 'nuggets' (very short informational items) are planted regularly into sessions; we suspect this normalized the topic and made it easier for her to reach out.* This participant plans to go back to school soon, without interruption of pregnancy.

# Stats

◆ One of our newer outreach staff says that since working with us she has changed her diet, starting cooking more and using our recipes - and her health has improved.

- 1233 participant women, plus their families, this year
- 37% identified as aboriginal and 32% as newcomers to Canada
- 80% of participants initiated breastfeeding
- Attendance at our newcomers to Canada sessions increased 61% from prior year
- An overall 11-year average of 6.3% low birthweight babies born to program participants; this year's rate was 3.4%. (Excellent for the demographic group)
- At over 400 group sessions, there were 11,325 visits by moms, babies, other family members

- ◆ Staff learned that a former participant took to heart the "plate" method of eating a balanced meal that she learned about at her Healthy Start group. She has lost 30 lbs! (We never know when the readiness to act on health information kicks in...)
- ◆ Housing issues are ever-present. A newcomer refugee family of 5 contended with their first cold winter in housing with no central heating & high bills for baseboard heat. They huddled in 1 room. At Christmas, via donations, we were able to drop off many quilts and special food. Regular staff support has also been provided.
- ◆ A refugee mom enthused that in all her life she had eaten just 5 apples. Now she has 5 apples in one week!
- ◆ Overheard at a group: A dad to the mom of their crawling baby she was restraining said "Let him explore! We just saw that on the video".
- ◆ Another dad at a downtown site: "Oh, you can come here to learn about the baby. This is wonderful."

# Thanks to All Who Made Healthy Start Happen in 2008-2009



## Board of Directors:

Ruth Diamant - *Chair*, Linda Abraham - *Secretary*, Corinne Eisenbraun, Elizabeth Gumbe, Sheelagh Smith, Shelly Anthis, Gail Marchessault, Gail Wylie (ex-officio). *New in 2008* - Jill Palitsky - *Treasurer*, Helen Quinn *Outgoing* in 2008- Marlene Kendall

## Healthy Start for Mom & Me Staff

*Regular staff at year end* - Bev Lacasse, Davorka Monti, Eleanor Van Delden, Gail Wylie, Karen Deeley, Lori Harris, Mary Langford, Melanie Duncan, Mercy Peterson-Au, Michelle Rynnanen, Muna Ahmed, Tara Hawking-Kreller, Wendy Petrochuk. Karen Deeley (on mat leave)

*Term staff* - Laurie Marcella, Beckie Grobb, Cheryl Oliveira, Elisabete Pasko *Bookkeeper services* - Maryon Grant

*Staff who left during the year* - Erica (Rickie) Snell, Sandra Peters, Leona Settee, Sukhy Mann, Maureena Downing



## 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

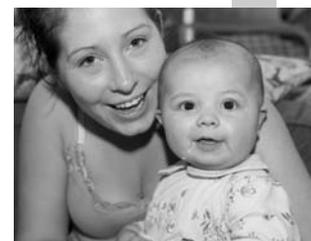
**Klinic**, Barbara Martin, community nurse

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

**International Centre**, Val Broeska, nutritionist

**Wolseley Family Place**, Nazrin Sepehri, health educator / Noelle Campbell, childcare coordinator

**Immigrant Women's Counselling Services**, Susan Painter, social worker



## Student Volunteers:

Amrutha Kadaba, Amy Redokopp, Azin Jamali, Candace Dupont, Catherine Marshall, Eniko Kresz, Jaclyn Unger, Janice Hagman, Jenn Gashinski, Jennifer Karlstedt, Jessica Derksen, Jessica Wylychenko, Lindsay Sawatsky, Rochelle Tinumpit, Rong Wang, Rosalie Lockert, Sandra Olivson, Sarah Colatruglio, Siyun Xu, Stephanie Verleigh

**Student placements:** U of M Nutritional Sciences Practicum Students - Azin Jamali, Alexandra Thielman, Dietetic Intern - Erin Kotyk, Red River EAL Student - Loti Sado

Meal bag assembly volunteers (teachers & students) - Laureate Academy & Calvin Christian Collegiate

# 2000+ volunteer hours



## Interpreters:

Alice Ndanyuzwe, Alma Ramos, Arek Manyang, Brekti Hagos, Dorota Victor, Doyoung Lee, Elizabeth Andrea, Ephemie Nyelele, Erica Perez, Halima Hanaf, Kim Anh Dang, Lal Cerlian Cungcin, Lihui Guo, Mar Ner Moo Sein, Naw Kay Seng, Qing Yang, Regina Ding, Wai Leng Wuan

# 11+ languages

## Childminders:

Evelyn Richard, Olga Campbell, Avaline McKenzie, Connie Lyon, Irene Zwarych, Theresa Hill, Krista Kuarsingh, Lulu Sein, Susan Ismail, Nada Mohammed, Bonnie Krysovaty. *West Central Women's Centre* - Wanda, Verna, Angela, Sherry, Georgina, Almera, Maria, Siran, Entesar, Maybelle.



## Funding, Business & Community 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 and so many in-kind donations (baby items, furniture etc.)

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

- *Canada Safeway, Shoppers Drug Mart, Kendrick Quality Printing, Information Age Computing - Jeff Bell, Relish Design, Nak Sales, Out of the Cart Productions - Shelly Anthis, J.S. Fashion, McNally Robinson, Scientific Marvel School, The Massage Therapy College of Manitoba, Superstore, The Baby Bin Boutique, Zeid's Food Fare, Sears, Toad Hall Toys*



### Business Partners

- Canada Safeway, Cantors Grocery Ltd., Riedigers Supermarket, Zeid's Food Fare

### Contributing Community Groups:

- ABC Quilting Group of Manitoba Prairie Quilters (baby quilts)
- Thelma Wynne Project (layettes)
- Dorothy Troop & friends (baby blankets)
- Members of the HSC White Cross Guild (Christmas items and cash donation)



## 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 of Manitoba - staff involved in its evolving work
- Urban Circle Family Support Worker Employer Advisory Committee - staff representative
- Cross-cultural Resource team for War-Affected People (now called Network of Organizations for War-Affected Newcomers) - staff involvement
- University of Manitoba diabetes research project cooperation "Impact of Healthy Eating & Physical Activity on Pregnancy Outcomes in Low Income Women in Winnipeg"
- Canada Prenatal Nutrition Program (CPNP) Manitoba Network, and, National Network CAPC & CPNP
- Winnipeg Regional Health Authority Board - staff appointment, continuing
- Community Health through Food Security committee - staff involvement
- Professional development sessions hosted by Healthy Start (open to colleagues)
  - H.I.V., Pregnancy and Breastfeeding among young families new to Canada - what are the facts?
  - Everything you wanted to know about EIA... and more
  - 2008 Maternal Nutrition Intensive Course Video Lecture Series - Centers for Public Health Education and Outreach, University of Minnesota



**Healthy Start for Mom & Me Inc.**  
**Statement of Operations and Net Assets**  
*For the year ended March 31, 2009*  
*(unaudited)*

	<i>Total</i> <b>2009</b>	<i>Total</i> <b>2008</b>
<b>Revenues</b>		
Public Health Agency of Canada (PHAC) - Canada Prenatal Nutrition Program <i>(Schedule 1)</i>	486,877	486,877
Healthy Child Manitoba - Healthy Baby <i>(Schedule 2)</i>	337,971	337,235
PHAC Diabetes Ghostbuster Project <i>(Schedule 3)</i>	-	37,000
Poster Project <i>(Schedule 4)</i>	2,425	5,771
Donations and Other Contributions <i>(Schedule 5)</i>	3,103	8,298
Nutrition project <i>(Schedule 6)</i>	7,370	-
	<b>837,746</b>	<b>875,181</b>
<b>Expenses</b>		
Public Health Agency of Canada (PHAC) - Canada Prenatal Nutrition Program <i>(Schedule 1)</i>	486,877	486,877
Healthy Child Manitoba - Healthy Baby <i>(Schedule 2)</i>	337,971	337,235
PHAC Diabetes Ghostbuster Project <i>(Schedule 3)</i>	-	37,000
Poster Project <i>(Schedule 4)</i>	471	2,512
Donations and Other Contributions <i>(Schedule 5)</i>	2,925	10,087
Nutrition project <i>(Schedule 6)</i>	7,370	-
	<b>835,614</b>	<b>873,711</b>
<b>Excess of revenues over expenses</b>	<b>2,132</b>	<b>1,470</b>
<b>Net assets, beginning of year</b>	<b>65,789</b>	<b>64,319</b>
<b>Net assets, end of year</b>	<b>67,921</b>	<b>65,789</b>

**Healthy Start for Mom & Me Inc.**  
**Schedule 1 - Health Canada - Canada Prenatal Nutrition Program**  
*For the year ended March 31, 2009*  
*(Unaudited)*

	<b>2009</b>	<b>2008</b>
<b>Revenues</b>	<b>486,877</b>	<b>486,877</b>
<b>Expenses</b>		
Equipment	1,875	2,138
Evaluations	919	1,042
Materials	95,895	103,489
Other	17,618	15,807
Personnel	333,552	327,807
Rent and utilities	22,895	21,907
Travel	14,123	14,889
	<b>486,877</b>	<b>486,877</b>

**Healthy Start for Mom & Me Inc.**  
**Schedule 2 - Healthy Child Manitoba - Healthy Baby**  
*For the year ended March 31, 2009*  
*(Unaudited)*

	<b>2009</b>	<b>2008</b>
<b>Revenues</b>	<b>337,971</b>	<b>337,235</b>
<b>Expenses</b>		
Equipment	551	1,055
Information technology	48	-
Materials	32,345	20,942
Other	13,894	11,446
Personnel	268,617	279,444
Rent and utilities	13,310	14,568
Travel	9,206	9,780
	<b>337,971</b>	<b>337,235</b>

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.

## Some Highlights...

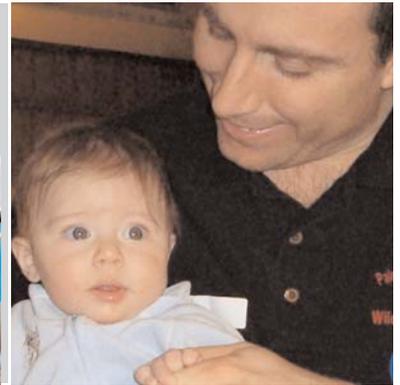
### Newcomers-to-Canada special events - April 2008 "Cooking Canadian" and November 2008 "Making Baby Food"

- Interpreted (7 languages), hands-on cooking with take-home food
- Translated recipes
- Nutrition stations for further learning
- Special prizes and take-home items (a can opener for everyone) - made possible through a grant from the Youth in Philanthropy Committee of Miles Macdonell Collegiate.



### "New Year New You" event - January 2009

- Taking care of yourself as a parent
- Learning about educational opportunities
- Setting some future goals



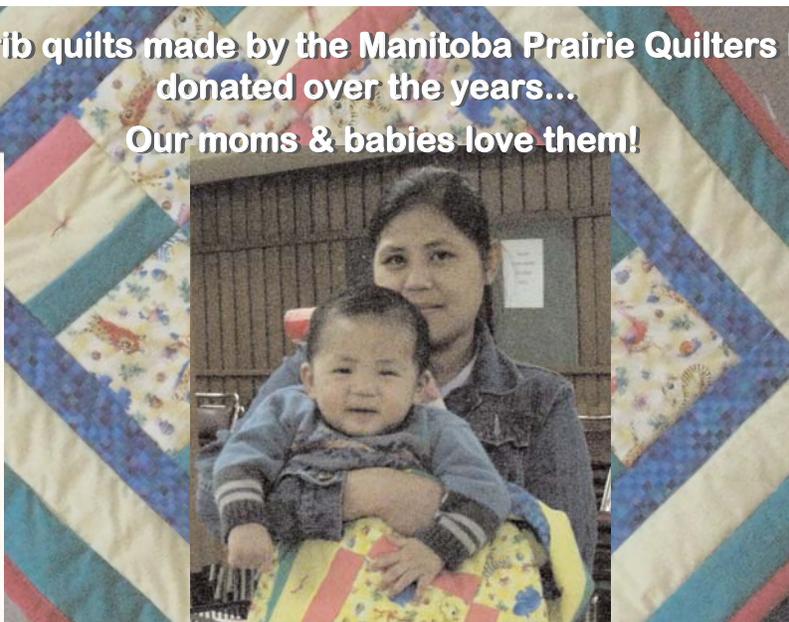
### Community recognition related to Healthy Start involvement

- Healthy Start dietitian & program coordinator, **Davorika Monti** was recognized as a leader in Public Health Nutrition. See her story on the Dietitians of Canada website ([www.dietitians.ca/Vision2020](http://www.dietitians.ca/Vision2020)).
- Dedicated and long-serving Board chair **Ruth Diamant** was awarded Emeritus Member of Dietitians of Canada at its national conference in Winnipeg.
- **Marlene Kendall**, former long-serving Board Treasurer, was recently recognized with a Community Service Award by the Chartered Accountants of Manitoba.
- **Olga Campbell**, long-serving Healthy Start childminder, was recognized in an Honouring Grandmothers ceremony at "Keeping the Fires Burning", a yearly celebration hosted by Ka Ni Kanichihk.

Over 500 crib quilts made by the Manitoba Prairie Quilters have been donated over the years...

Our moms & babies love them!

To the women who made this quilt:  
I appreciate and thankful for the effort and time made into the quilt. My New born will gladly use it keep warm.  
Peace,  
L.M. & New born baby girl  
April 7/09



Thank You Very Much!  
I am sure my baby will Love the Quilt made by you!  
Much love and thanks again!  
Christine W.