

HEALTHY START FOR MOM & ME

...and grandpa too!

Reaching
out to
expectant
and new
families
in big and
small ways.



ANNUAL REPORT | 2013-2014

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WE ARE BIG BUT WE ARE SMALL

2013-2014 OVERVIEW FROM THE BOARD CHAIR AND EXECUTIVE DIRECTOR

TWO STORIES OF MANY THIS YEAR:

... Mandy (name changed), a refugee mom who used to come to Healthy Start a few years ago, turned up as a Red River College student nurse at our newcomers' group at Knox this year. She told the team and her student colleagues that she was influenced in her goal to become a public health nurse by having seen one in action at her own Healthy Start group. That nurse encouraged Mandy in her career dream and helped her see that she could overcome the barriers. We classify this moment as having meaningful and wonderful "other outcome" of work in the community...

... a dad who came to an inner city Healthy Start group phoned in to the office asking to be reminded of the benefits of breastfeeding! He wanted to encourage his discouraged partner. He remembered the visual Duplo representation.

NOW MULTIPLY THOSE STORIES:

1335 women were involved in Healthy Start this year - the 2nd highest number in our history. That is an opportunity for impact and influence on health and nutrition at a timely point in family life. Nutrition (food and milk) is the springboard to relationships and learning that occur with contact to the program. Outreach workers are the face, bridge and heart. And so are dietitians and community and public health nurses.

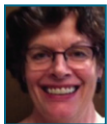
WHAT DOES IT MEAN? WHAT ARE THE RESULTS?

The impacts are many: some are measurable, some are told to us, some are observed. All are valuable. 89.6% initiated breastfeeding this year. 5.1% low birthweight is great in a primarily low-income population. Some participants say they learned to cook. Some say they use new foods. Some learned to make baby food. Some appreciated support at a key time. Some make plans to go back to school and create a future.

WE ARE BIG BUT WE ARE SMALL...

Healthy Start is a significant community undertaking with SO MANY key, 'small', important relationships that make it happen: Healthy Start staff; contributed team nurses, midwives and dietitians; nutrition student volunteers for the kitchen; childminders, interpreters, board members; donors both financial and non-monetary; the reliable man that delivers the groceries to the office; the facilities where we hold weekly groups; Meal Bag volunteers who annually compile the ready-to-cook bags.... The list goes on.

Healthy Start is small in other ways: in simplicity of vision, details of welcome in neighbourhoods and individual lives, woman-to-woman focus and attention to the health and well-being of our newest, smallest citizens - babies.



HELEN QUINN,
Board Chair



GAIL WYLIE,
Executive Director

HISTORY

In January 2014, Healthy Start completed **17 years supporting healthy babies and families as a dependable presence in 9 neighbourhoods** reaching challenged and resilient families.

We started with a lively community development process funded by the Canada Prenatal Nutrition Program in 1995; it yielded a model for outreach via neighbourhood sites and personnel contributions from public health nurses and dietitians. A 1996 -97 training program put together with Red River College and Taking Charge produced our first 3 outreach workers. Prenatal groups phased in at 8 neighbourhood locations starting in January 1997. Manitoba provincial funding in 1999 enabled the launch of postnatal "Baby Steps" groups. Dietitians of Canada sponsored us at the beginning. Healthy Start incorporated in 2004 and became a registered charity in 2005. Mothers who had lived in poverty and been involved in the planning process gave us our name. The & (instead of "and") in our name is intentional and meant to suggest informality.

HEALTHY START GROUP LOCATIONS

Seven Oaks-Maples Community Centre
434 Adsum Drive R2P 1J1

Hope Centre
240 Powers Street
R2W 5L1

Weston Community Centre
1625 Logan Avenue R3E 1S8

North End-Trinity Place
265 Flora Avenue R2W 2R2

Wolseley Family Place
691 Wolseley Avenue R3G 1C3

Freight House, Door 1
200 Isabel Street R3A 1G9

Pembina-Trinity United Church
933 Summerside Avenue R3T 4Y1

Magnus Eliason Rec Centre
430 Langside Street R3B 2T5

**Knox Centre-
Newcomers to Canada**
400 Edmonton Street
R3B 2M2

Our office is here
on the 2nd floor.

Drop-by groups (NO WAITING LISTS) start relationships that result in many other connections with families. One-to-one visits supplement groups.

SOME STATS

- 1335 individual women (not including partners, children, babies)
- 476 group sessions held this year
- 51% of participants were newcomers to Canada; 32% were Aboriginal; 17% other.
- 19 languages interpreted at Knox groups
- 89.6 % of new moms initiated breastfeeding - so positive
- 5.1% low birth weight rate including twins - a very positive outcome for our population
- 2800 ready-to-cook meal bags compiled (for group snacks and for families to buy for \$1.50)
- 137 flu vaccinations given at Knox to newcomers to Canada; 16 vaccinations at inner city sites
- 875 food prep volunteer hours (many are nutrition students) and 1650 volunteer hours by others
- 24 public health and community nurses, 5 midwives, 9 dietitians, and 7 outreach workers make up 18 group teams.

PICK BATTLES BIG ENOUGH TO MATTER, SMALL ENOUGH TO WIN. – JONATHAN KOZOL

learning to cook

When I leave group, I know how to cook something new every time.

building confidence as a parent

You taught me that I can't spoil my baby by holding him too much. I feel so connected to him because of this.

trying new things

I tried cauliflower for the first time and now I'm making it for my family.

I didn't know that salad can taste so good.

outreach workers help break isolation

This program teaches me so much and I'm not scared to leave my house anymore.

gaining knowledge

Thank you for answering my questions about diabetes. I was so scared and now I know what I need to do.

eating together

After our discussion at group, my family sits to eat together. My kids say that food tastes better now that we sit and eat together.

strengthening relationships

I taught my son how to make the pizza dough meal bag. Now we cook together and have a stonger relationship.

talking to a dietitian

The dietitian guided me in feeding my baby. I was scared to feed him and now I'm not. My baby and I enjoy our meal-time so much more.

building nutrition

My baby ate beans only because we came here.

nurses in the neighbourhood

I love this country. I love this program. I can learn so much about caring for my baby and I got flu shots for my family too!

My baby is almost 1 and I am still breastfeeding her. You all gave me the knowledge and confidence to start and keep going. (She didn't breastfeed her 2 previous children)

NO DETAIL IS TOO SMALL TO HAVE BIG IMPACT

5

I like the supportive and non-judgemental information.

Some moms said they came unhappy and left in a better mood.

This group makes me feel confident.
We have all this information available to us.

Here's why I come to these groups:
it makes me feel better!

The group teaches me how to be a mom.

A participant with anxiety issues prefers staying at home but says she enjoys coming to group.

The nurse gave me great information and I felt so much better.

I made the Tomato Bean soup at home; we all loved it.

I make positive food choices now....I make new foods I learned about here.

Close to home. Recipe ideas. Free. Learning from other moms. Access to professionals.

I've learned awesome songs & rhymes to sing to my baby. And they're printed so I don't forget them.

The milk coupons help a lot. They help me have a healthy pregnancy.

Moms help each other... Three or four moms supported an abused mom who wasn't even a regular participant... A mom brought things for a mom from another group whose house had burned down.

First baby for our family. Education is priceless.

I am new to the city. This group is amazing both in terms of content & emotional support.

Very grateful for your program and all your support.

Good food and hot sauce. (Newcomers to Canada)

I'm glad I saw the poop (dirty diapers) activity. I would've been scared to see those colours in my baby's diaper.

I learned that breastfed babies can go days without pooping.

A mom says she continues to breastfeed even though her boyfriend is not supportive. She finds encouragement at the group.



A mom talked about her plans for the future, how others are out partying but she is a mother and can't do that. She now sees how important she is to her baby and has changed her priorities.

"Is my milk too hot for my baby if it's too hot outside and my body is hot?"

"Can I breastfeed during Ramadan?"

These are the kind of questions asked in group.

You talk about hard topics and we are here to learn. (Postpartum psychosis).

"I am surprised you can give a baby an egg."..."I didn't know that tuna is fish."... A mom said she made the Mediterranean Tuna recipe and her partner thought it was pork!

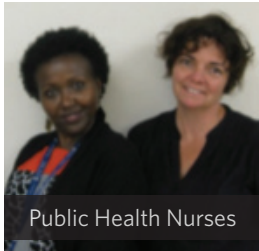
Now that they see how to make baby food so easily, a dad said they'll throw the jar-food away & make their own.

This is the first time I ever made a casserole!...
First time I have cooked.

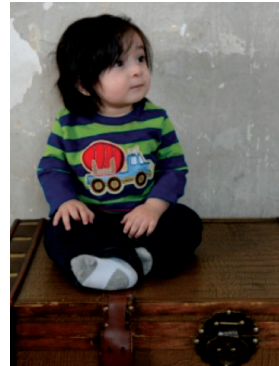
A baby took his first steps at group!
It was an emotional and special moment for all.

It's cool to watch all the babies paying attention to the songs.

WE COULD HAVE THOUSANDS OF PICTURES AND WORDS. **HERE ARE JUST A FEW...**



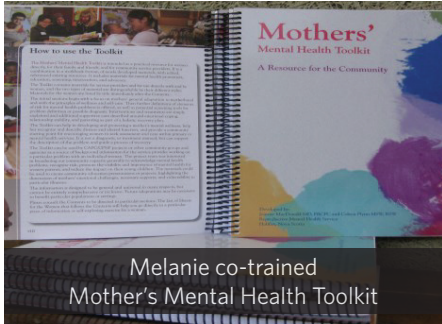
Public Health Nurses



At childminding



Ready-to-cook Meal Bags - a big project enabled by volunteers



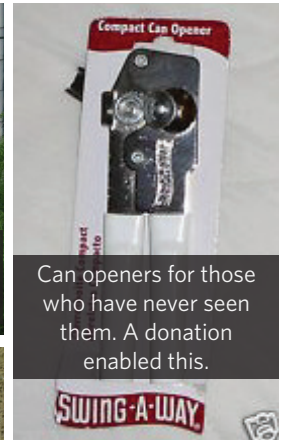
Melanie co-trained Mother's Mental Health Toolkit



Breastfeeding Focus Group



Vivian (age 87!) with quilts she made for Healthy Start babies



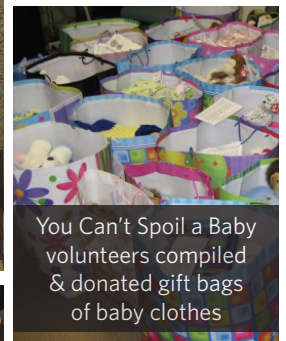
Can openers for those who have never seen them. A donation enabled this.



From April 10, 2013 CBC TV Clip on Newcomers groups at Healthy Start



Infant feeding booklet - Healthy Start dietitians were involved in this Healthy Child Manitoba production



You Can't Spoil a Baby volunteers compiled & donated gift bags of baby clothes



Education Fair at Freight House 2013



Finding us in the Maples



Nikki (outreach staff) at Walmart "Healthology" Day



Spirit's Call Choir Benefit Concert for Healthy Start December 2013 (raised over \$7,000 net for interpreting)



Make and Take cooking event

THANKS TO ALL. IT MATTERS. IT ADDS TO A KINDER AND HEALTHIER COMMUNITY.

BOARD OF DIRECTORS Helen Quinn (Chairperson), Tracy Cappello (Treasurer), Cara Stoller, Linda Uhrich (Secretary), Petrina Underwood, Zobida Ambtman, Gail Wylie (ex-officio); *Completed in June 2013: Corinne Eisenbraun, Linda Abraham (Secretary)*

STAFF

Outreach: Melanie Duncan, Tammy Hamelin, Nancy McDowell-Kok, Nikki Black, Florena Richardson. **Maternity leaves:** Michelle Ryyanen, Vanessa Sinclair. *Left in 2013:* Audrey Oman, Melissa Jagger Plante. *Term part year:* Joanna Thich, Anne Marie Ntihanabayo, Lisa Berezowski, Beth Ann Mclvor

Community Dietitians: Tara Hawking-Kreller, Cheryl Oliveira, Karen Deeley

Program Coordinators: Davorka Monti (Prenatal & Dietitian), Valeria Santermer (Postnatal)

Administrative: Bev Friesen (Reception & Office Assistant), Luchie Ocampo (Office & Data Manager), Mireille Noel (casual, data assistant), Gail Wylie (Executive Director)

BOOKKEEPER fee for service: Maryon Grant

INTERPRETERS Alma Ramos, Anne Marie Ntihanabayo, Arek Manyang, Arek Wek, Birkity Mekonnen, Brekti Hagos, Dhan Mahat, Ephemie Nyelele, Fahima Sharif, Fatuma Galgalo, Halima Hanaf, Hana Amdemichel, Htooku Lerwah, Kim Hoang Le, Lihui Guo, Maria Dekhtiarenko, Marie Madeleine Uwimbabzi, Nadia Ourrhi, Nadia Yousofi, Naw Kay Seng, Qiaosi Wu, Soyame Hunde, Sung Hniang, Zing Raltu

PARTNERS IN PROGRAM DELIVERY

Winnipeg Regional Health Authority, Public Health nurses - too many to name, who are involved at every Healthy Start site—and dietitians (Rosemary Szabadka, Lana Kusmack, Lavonne Harms); *Mount Carmel Clinic*, Linda Uhrich and Jan Sprange, community nurses & Nina Kudriakowsky, dietitian; *Wolseley Family Place*, Nazrin Sepehri, health educator and Noelle Campbell, childcare co-ordinator

Partners in Inner-City Integrated Prenatal Care - a pilot research project with midwives at 5 Healthy Start sites.

Business Partners re coupons - Safeway, Cantors Grocery, Neechi Foods, Zeid's Food Fare stores, Maples IGA

Fee for service: Dietitians - Jo-Anne Gilchrist, Rochelle Tinumpit, Clara Birnie (formerly Lysecki), Gemma Gibb, Joanna Thich, Caitlin McQuarrie; Karam Shuker, data assistant; Vanessa Rodriguez, clerical

We provide a dietitian to the Adolescent Parent Centre (school) for prenatal & postnatal sessions.

VOLUNTEERS

Food prep volunteers - Alisyn Makowski, Allison Austman, Allison Wood, Andrea Braun-Toews, Caitlin McQuarrie, Catherine Desrochers, Chantal Lavoie, Charise Pelan-Maclean, Clara Birnie, Dana Weber, Dominique Chell, Emmy Moreno, Gemma Gibb, Johnson Hoang, Julie Johnson, Kari Manary, Marilou Perez, Meagan Lilley, Rosalyn Genido, Roxanne Genido, Shiva Shaviati-Ievari, Shondra Stadynk, Zishan Huang; *Dietetic Intern* - Alyssa Lewis; *WRHA Volunteers; 2013 Meal Bag assembly* - Westgate Mennonite Collegiate students and teachers, WRHA and Community Venture volunteers, Monique Everton;

Graphics: Rachel Cappello, The Gift of Design, for Spirit's Call concert.

CHILDMINDERS AT GROUPS

Arfassa, Kathy, Marjorie, Maysoun, Naushaba, Paula, Salma, Verna, Maria Theresa, Gremma, Syvie, Oluwakemi, Elsa. Thanks to Magnus Eliason Recreation Centre and Wolseley Family Place

GOVERNMENT FUNDERS

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

DONORS & GRANTS

A very great thank you to over 50 donors this year. We haven't started listing names. We know who you are and appreciate each one of you.

Spirit's Call Choir benefit concert / partnership in December. The honour and music were wonderful; language interpreting benefitted greatly.

YiP grants (Youth in Philanthropy of The Winnipeg Foundation): University of Winnipeg Collegiate \$1000; St. Mary's Academy \$650

Grant: Mother's Mental Health Toolkit Training for Public Health Agency of Canada

BUSINESSES THAT ASSISTED WITH DISCOUNTS, IN-KIND CONTRIBUTIONS OR OTHER HELP

Canada Safeway, Shoppers Drug Mart, C.W. Braun Computer Services, Meyers Drugs, Nak Sales, Zeid's Food Fare, Toad Hall Toys, McNally Robinson, DataConstruct (Monique Everton), City of Winnipeg, Assiniboine Credit Union - Common Share Vouchers, Hewlett Packard volunteer time, Design for All, Brian Everton (design assistance/advice/ can opener ordering and contribution)

COMMUNITY GROUPS AND INDIVIDUALS WHOSE IN-KIND CONTRIBUTIONS HELPED THE PROGRAM THIS YEAR

ABC Quilting Group of Manitoba Prairie Quilters (baby quilts); Vivian Cameron (individual quilter); Thelma Wynne Project of St. Matthews Maryland (wonderful compiled layettes); Dorothy Troop (now deceased) & friends for handmade baby blankets; Koats for Kids, WRHA IMPACT (car booster seats), First Book Canada

Organizations involved in the Education Fair 2013 at Freight House: University of Winnipeg, University of Manitoba, CAHRD, Red River College, New Directions- RAP Program, Urban Circle, Kaakiyow Li Moond Likol, Lord Selkirk School...

Spirit's Call Choir: Benefit Concert for interpreting

You Can't Spoil a Baby: thoughtfully packaged gift bags of gently-used & new baby clothes.

Thanks to the many donors of baby clothes, toys, housewares for families who can use them.

We have done our best to note many people and groups. If we have left some out, we apologize and yet appreciate you.



Healthy Start for Mom & Me is a charitable organization funded by the Canada Prenatal Nutrition Program (Public Health Agency of Canada) and Healthy Baby (Healthy Child Manitoba) and supported by other grants and donations.

**Donations are needed, appreciated
and tax-receiptable.**

Material (in-kind) contributions of useful, gently used items also welcomed. No stuffed toys please.

FINANCIAL REPORT

These are excerpts from statements reviewed by Meyers Norris Penny and cover the major operations of Healthy Start for Mom & Me. A complete report is available on request.

Healthy Start for Mom & Me Inc.		
Statement of Operations for the year ended March 31, 2014 (unaudited)		
	Total 2014	Total 2013
Revenues		
Public Health Agency of Canada (PHAC) - Canada Prenatal Nutrition Program (Schedule 1)	548,089	526,877
Healthy Child Manitoba - Healthy Baby (Schedule 2)	369,371	376,650
Poster Project (Schedule 3)	425	1,195
Donations and Other Contributions (Schedule 4)	22,453	14,754
Youth in Philanthropy (Schedule 5)	1,650	900
	941,988	920,376
Expenses		
Public Health Agency of Canada (PHAC) - Canada Prenatal Nutrition Program (Schedule 1)	548,089	26,877
Healthy Child Manitoba - Healthy Baby (Schedule 2)	369,371	376,650
Poster Project (Schedule 3)	15	2,548
Donations and Other Contributions (Schedule 4)	6,875	3,930
Youth in Philanthropy (Schedule 5)	1,650	900
	926,000	910,905
Excess of revenues over expenses	15,988	9,471
Schedule 1 - Public Health Agency of Canada (Canada Prenatal Nutrition Program) Revenue and Expenses for the year ended March 31, 2014 (Unaudited)		
	2014	2013
Revenues		
CPNP - Grant revenue	486,877	486,877
CPNP - Resource grant	61,212	40,000
	548,089	526,877
Expenses		
Equipment	877	1,204
Evaluation	600	607
Materials	94,336	124,704
Other	29,029	22,559
Personnel	367,710	335,809
Rent and utilities	24,560	26,053
Travel	30,977	15,941
	548,089	526,877
Excess of revenue over expenses	-	-
Schedule 2 - Schedule of Healthy Child (Healthy Baby) Manitoba Revenues and Expenses For the year ended March 31, 2014 (Unaudited)		
	2014	2013
Revenues	369,371	376,650
Expenses		
Evaluation	10,854	11,025
Materials	20,257	21,208
Office	21,363	5,124
Other	15,101	16,905
Personnel	275,351	293,538
Rent and utilities	18,410	18,647
Travel	8,035	10,203
	369,371	376,650
Excess revenue over expenses	-	-

Statement of Changes in Net Assets For the year ended March 31, 2014 (Unaudited)				
	<i>Unrestricted</i>	<i>Reserve fund</i>	2014	2013
Net assets, beginning of year	33,000	61,844	94,844	85,373
Excess of revenue over expenses	15,988	-	15,988	9,471
Transfers	(15,988)	15,988	-	-
Net assets, end of year	33,000	77,832	110,832	94,844