

# Healthy Start for Mom & Me

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**Annual Report  
2012-2013**

Reaching out to expectant and new families

## Some thoughts about the 2012- 2013 year

This year completed **16 years of early connections with families and great outcomes.** Again we recognize and appreciate the **steady and dedicated contributions** of staff, board, team members (that include nurses, dietitians, midwives and others), volunteers, childminders, interpreters, businesses that offer discounts, neighbourhood facilities, donors (repeat and new) – and the list goes on. **Outreach workers are key. Thanks so much everyone.**

**The work is community health in action.** Its practice is endlessly varied, rewarding and well-rooted in 9 neighbourhoods. Health results are known, documented and positive. It's a busy path to those sites.

In June 2012 Healthy Start **celebrated 15 years of work in the community** with a home-made tasty lunch (*thanks to our dietitians Davoraka, Cheryl and Tara, and cookie baker/board member Linda Abraham*) and informal activities at the beautiful river-view room at the Unitarian Church on Wellington Crescent. About 100 friends joined us. Quilt raffles and prize baskets brought some fun and additional, needed funds.

**Administrative details are rarely mentioned** in reports of this kind, but without this skeleton little else is possible. We were pleased this year to engage the services of DataConstruct (Monique Everton) to do an overhaul, reassessment and efficiencies-building of many of the program's documents, trail and linkages. It took months and was worth it. We note it "for the record" as the investment in year 16 was timely and helpful.

Another noteworthy involvement this year was with the 3-year research project that **integrates midwives into 4 of our prenatal sites.** The project is headed by Dr. Maureen Heaman and is called **Partners in Inner City Prenatal Care** (aka PIIPC). This venture is practical, follows up on prior research, and redirects midwifery care and outreach to where it is most needed. We are very pleased to form a significant base for this work.

**Although the year ended** with serious roof leakage and ceiling damage in our Knox Church 2<sup>nd</sup> floor office space, and spirits dampened a bit with it, we face the coming year with confidence that full restoration will happen. **Our work in the community is not affected—the heart and hub that matter most!**

**The gist of Healthy Start's work is heard from stories and comments,** some of which you will find in the report. They convey the important flesh and blood of why we exist, the face of the work, and some realities of our relationship-based presence in the community.

*Helena Quinn, Board Chairperson*

*Gail Wyllie, Executive Director*

**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 appreciated and tax-receiptable.*

### From one role to others this year for two new staff:

**Valeria Santermer—**

*from participant to Outreach Worker to Postnatal Coordinator.* She came from Argentina 10 years ago and learned her English in Canada.



**Luchie (Maria Luz) Ocampo—**  
*from new Filipino immigrant to childminder to casual office help to a full time job at Healthy Start as Data and Office Manager.*

### Resources reproduction project

Special year-end funds from the Public Health Agency of Canada enabled revising and reprinting of Manitoba books "Making Connections" and our "Breastfeeding is Welcome Here" posters. They were distributed to children's programs in Manitoba, creating new access to materials. *Tara Hawking-Kreller, Healthy Start dietitian, coordinated the project.*



## Our work

### Where we are every week

The map shows the following neighborhoods: Seven Oaks, River East, Inhaber, Point Douglas, Downtown, St. James Assiniboia, Assiniboine South, Fort Garry, St. Vital, St. Boniface, and Transcona. Red arrows point from these areas to photos of the following 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 Landside Street R3B 2T5
- Knox Centre – Newcomers to Canada**  
400 Edmonton Street R3B2M2

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.**

### Our numbers

- ♥ **1309** individual women (not including partners, children, babies)
- ♥ **429** group sessions held this year
- ♥ **89%** of new moms initiated breastfeeding
- ♥ **4.7%** low birth weight rate (or 5.5% with twins included) - a positive outcome
- ♥ **2900** ready-to-cook meal bags compiled (for group snacks and for families to buy for \$1.50)
- ♥ **121** flu vaccinations given at Knox to newcomers to Canada
- ♥ **48%** of participants were newcomers to Canada; **33%** were Aboriginal
- ♥ **22** languages interpreted
- ♥ **Over 1500** volunteer hours

# A few faces and activities



15th Anniversary lunch; raffle quilts on the wall



Just two of the dozens of volunteers compiling 2900 Meal Bags

Emma asked for donations to Healthy Start instead of birthday presents again this year



## Staff at work



Participants cooking low cost, nutritious food

Meal Bag



Some participants...



Interpreter Anne Marie and sons holding Wave Magazine article featuring Healthy Start newcomers group at Knox



Education Fair 2012

## Some staff and team members



## Some comments and stories this year

"I was one of those awful parents who yelled at her kids. After Healthy Start, I am a different parent to this baby - and the older ones, too."

"I used crack. Staff knew. They didn't lecture me (I knew it was bad) but were kind and found out what I needed. Later, I went to treatment and lots of other programs that were suggested. I got clean, but it took time." Participant from 10 years ago, now graduating from university

"I didn't realize you guys had to set up for us every week - wow."

A nursing student commented on the caring and how much is offered to moms.

"Love it (group) and my husband also loves it."

**A mom comes to learn how to eat properly. She and her children have anemia.**

**A participant gave her baby up for private adoption. She encouraged the adoptive mom to come to Healthy Start group - and she comes.**

"Topics are very useful."

A first time father said, "I learned so many new things."

A mom said she is going to buy the ingredients to make smoothies for her other kids.

"Thanks for calling me."

Participant back for baby #7 (coming since 2001) said she enjoys the program, the information, the milk coupons, and the friendly staff

On leaving, "Can I still call you?"

*"I get good information about birth control here."*

*"My son does not eat lunch at home but when he comes here (to Healthy Start group) he eats so well. So I bought two meal bags for him."*

*"I needed to see those visuals of portion sizes for meals."*

*A mom said how much she appreciated the dietitian coming to her home so they could make baby food together.*

In a participant's home country, it is assumed you are poor if you breastfeed. Mother-in-law said when she visited, "Come on, you can afford formula." Mom is happy to be back to Canada and the group. She continues to breastfeed.

**A long-time participant said her healthy relationship was at Healthy Start!**

**(The topic was Healthy Relationships; this mom grew up in a dysfunctional community)**

*"I am so excited I have food to cook now." (Meal bag with recipe)*

*A mom who was supplementing breastfeeding with formula said that she will only breastfeed now. She realizes she has lots of milk,*

*"I like how the babies interact on the mats."*

**A CHINESE MOM WAS HAPPY TO TAKE BARLEY TO COOK AT HOME - A NICE CHANGE FROM RICE!**

**TOPIC OF CHOKING FOODS: "LEARNED A LOT AND WILL MAKE CHANGES AT HOME"**

**A MOM SAID SHE HAS NO FAMILY OR FRIENDS IN THE CITY AND "THAT'S WHY SHE LIKES TO COME."**

A mom on receiving prenatal vitamins, "I really need this, and was grateful for the food. It makes me feel better."

Mom in distress made a comment, "Glad I made the decision to come up and talk with someone, ate something, and got some resources. Thank you all."

Outreach staff asked a newcomer to Canada participant about her winter coat. It started a discussion about cold weather. The participant said that everyone in her house was wearing their winter coats indoors during the day because the heat is turned on only at night. She thought this was normal because Winnipeg is so cold. She was excited to hear that she has a right to heat and to learn how to talk to her landlord.

# Community health in action

## Ongoing regular topics at groups are new information to many...

A few examples of some discussions at Healthy Start groups:

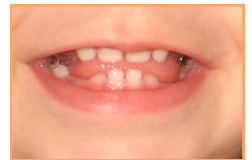
- \* Healthy family eating—low-cost, portion sizes, variety, eating together
  - Benefits of breastfeeding and realities too
    - ◊ Infant feeding, making baby food, responding to baby’s interest
- \* Pregnancy health, nutrition, and feelings
  - Alcohol, drugs, meds
    - ◊ What to expect in labour, delivery and after
      - ◆ Healthy relationships, what that means
- \* Parenting realities—demands, stress, fun, depression, juggling
  - Baby health, illness and sleep, what to watch for
    - ◊ Safety—physical, emotional (preventing injury, building)
      - ◆ Nurturing building relationship with baby, responding to cues
- \* Community and future, why it matters, problem-solving and goal-setting
  - Education opportunities ahead
    - ◊ Housing matters, resources to help along the way
- \* Family health and spacing
  - Infant growth and development—varieties, the wait, the pleasures, ideas, routines
    - ◊ Baby’s needs, parent needs and responsibilities—the journey together
      - ◆ Functioning well—the complexities and possibilities

## Healthy Start assists relevant public interest research and other knowledge-building. Examples this year:

**Partners in Integrated Inner-city Prenatal Care (“PIIPC”)** a 3-year research project, is basing enhancement of community prenatal outreach in 4 of our Healthy Start sites. Midwives are added into 4 groups and teams. The goal is to improve inadequate prenatal care.



We have been pleased to assist an international scope dental research project headed in Manitoba called the **Baby Teeth Talk** study. It aims to improve the dental health of Aboriginal children by working with their mothers from pregnancy.



We were pleased to assist **film-maker Kirby Hammond** (North Point Productions) with his immigrant information video about giving birth in Canada/ Winnipeg.



Healthy Start is a recruitment base for a study called **Assessment of Complementary Feeding of Canadian Infants** by University of Manitoba’s Drs. J. Friel and W. Qasem. Cereal vs meat? How is baby’s gut affected? It aims to offer evidence for Health Canada’s current guidelines.

Healthy Start’s Executive Director, Gail Wylie, is a representative on a working group for a Maternal Child Web Portal for the Public Health Agency of Canada.



We recruited for **Mothering Transitions Research**: a University of Toronto Postpartum Depression Interpersonal Psychotherapy (IPT) Treatment Trial.

The **Canadian Healthy Infant Longitudinal Development (CHILD)** Study aims to learn about environmental factors and children’s health. Healthy Start assisted in recruiting from our participant base for this 5-year national study lead by Manitoba.

# "It takes a village..." Thanks to all

**Board of Directors** Helen Quinn (Chairperson), Corinne Eisenbraun, Linda Abraham (Secretary), Tracy Cappello (Treasurer), Cara Stoller, Linda Uhrich, Petrina Underwood, Zobida Ambtman, Gail Wylie (ex-officio)

## **Staff**

*Outreach:* Melanie Duncan, Jenny Foster (part year), Tammy Hamelin, Melissa Jagger Plante, Nancy McDowell-Kok, Audrey Oman, Michelle Rynanen, Valeria Santermer (part year; then became Coordinator), Karen Plaza (part year), Vanessa Sinclair

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

*Program Coordinators:* Davorka Monti (Prenatal & dietitian), Pat Kelly (Postnatal, part year); Valeria Santermer (Postnatal)

*Administrative:* Bev Lacasse /Friesen (Reception & Office Assistant), Eleanor Van Delden (Office & Data Manager - part year), Luchie Ocampo (Office & Data Manager - part year), Mireille Noel (casual, data assistant), Gail Wylie (Executive Director)

**Bookkeeper**, fee for service: Maryon Grant

## **Interpreters**

Aluel Martin, Amarti Ledi, Alma Ramos, Anne Marie Ntihanabayo, Arek Wek, Brekti Hagos, Dhan Mahat, Elizabeth Andrea, Ephemie Nyelele, Halima Hanaf, Hana Amdemichel, Hram Tin Thluai, Hassina Hamidi, Harka Sanyasi, Htooku Lerwah, Kim Hoang Le, Layloma Ahmed, Lela Helfrich, Lihui Guo, Lisa (Mi Kiu) Lam, Maria Dekhtiarenko, Marie Madeleine Uwimbabzi, Nadia Ourrhi, Nadia Yousofi, Naw Kay Seng, Qiaosi Wu, Qing Yuan Wang, Sadia Naseem, Silvia Cha, Soyame Hunde, Sung Hniang, Uttara Adhikari, 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 / Noelle Campbell, childcare coordinator.

*Business Partners re coupons* - Safeway, Cantors Grocery, Riedigers Supermarket, Neechi Foods, Zeid's Food Fare stores

*Fee for service partners* - Jo-Anne Gilchrist, dietitian; Rochelle Tinumpit, dietitian; Barbara Sanders, dietitian; Karam Shuker, site help; Mihiri Witharana, Vanessa Rodriguez and Luchie Ocampo phoning/site help

## **Volunteers**

*U of M Human Nutritional Science students* – Ainsley Wiebe, Allison Austman, Alisyn Makowski, *Anna Ho*, *Cristine Buetti*, *Chantal Lavoie* Clara Lysecki, Dana Weber, Dominique Chell, Eva Weingartl, Gemma Gibb, Julie Johnson, Katherine Rackman, Kristen Wolfe, Marilou Perez, Mihiri Witharana, Mina Huynh, Monique Buisse, Naomi Flater, Shondra Stadnyk, Stephanie Hadi, Zishan Huang *Dietetic Interns* – Taylor Friesen, Andrea McShane; *WRHA Volunteers* – Brenda, Rabeya; student placement - Loveneet; *Meal Bag assembly* - Students and teachers from Westgate Mennonite Collegiate, volunteers from the WRHA, volunteers from Community Venture; *Office cleaning* - volunteers from Community Venture;

## **Childminders at groups**

Arfassa, Assumplioi, Cecilia, Friba, Georgina, Irene, Kathy, Maria (Luchie), Marie Paul, Marjorie, Maysoun, Naushaba, Paula, Salma, Tabassam, Verna.

## **Government Funders**

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

## **Donors & Grants**

**Thank you to 45 individuals who made financial donations, either directly or via United Way or Canada Helps. This is so important to us. 3 contributed \$1000 or more.** Very great thanks to all.

Thanks also to so many "in-kind" donors (baby clothes & toys, furniture etc.),

YiP (Youth in Philanthropy) *Kelvin High School* \$600 grant for Meal Bags or kitchen supplies

Winnipeg Foundation – \$500 anonymous/Triple A fund; Charity Pop Quiz award win of \$910

Communities4Families – \$2000 grant for interpreting

## **Businesses that assisted with discounts, in-kind contributions or other help**

Canada Safeway, Shoppers Drug Mart, Kendrick Printing, Braun Computer Services, Meyers Drugs, Nak Sales, J.S. Fashion, Zeid's Food Fare, Toad Hall Toys, A Child's Place, Kit & Kaboodle, McNally Robinson, DataConstruct (Monique Everton), City of Wpg, U-Marketing, Assiniboine Credit Union

MANY local businesses contributed to prize baskets for our 15<sup>th</sup> anniversary – we thank you again

## **Community Groups whose in-kind contributions helped the program this year**

ABC Quilting Group of Manitoba Prairie Quilters (baby quilts); Vivian Cameron (individual quilter)

RAFFLE QUILTS makers-donors: Rita Wasney, Tracy Cappello, Linda Perry

Thelma Wynne Project of St. Matthews Maryland (wonderful compiled layettes); Dorothy Troop & friends (handmade baby blankets)

Koats for Kids, WRHA IMPACT (car booster seats), First Book Canada

Organizations involved in the Education Fair 2012 at Freight House: University of Winnipeg, University of Manitoba, CAHRD, Red River College, New Directions- RAP Program, Urban Circle, Kaakiyow Li Moond Likol...

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

# Financial Report

## Healthy Start for Mom & Me Inc. Statement of Operations For the year ended March 31, 2013 (unaudited)

	Total 2013	Total 2012
<b>Revenues</b>		
Public Health Agency of Canada (PHAC) - Canada Prenatal Nutrition Program (Schedule 1)	526,877	486,877
Healthy Child Manitoba - Healthy Baby (Schedule 2)	376,650	372,492
Poster Project (Schedule 3)	1,195	981
Donations and Other Contributions (Schedule 4)	14,754	8,673
Youth in Philanthropy (Schedule 5)	900	1,000
	<b>920,376</b>	<b>870,003</b>
<b>Expenses</b>		
Public Health Agency of Canada (PHAC) - Canada Prenatal Nutrition Program (Schedule 1)	526,877	486,877
Healthy Child Manitoba - Healthy Baby (Schedule 2)	376,650	372,492
Poster Project (Schedule 3)	2,548	281
Donations and Other Contributions (Schedule 4)	3,930	8,489
Youth in Philanthropy (Schedule 5)	900	1,000
	<b>910,905</b>	<b>869,139</b>
<b>Excess of revenues over expenses</b>	<b>9,471</b>	<b>864</b>

### Healthy Start for Mom & Me Inc. Schedule 1 - Public Health Agency of Canada (Canada Prenatal Nutrition Program) Revenue and Expenses For the year ended March 31, 2013 (Unaudited)

	2013	2012
<b>Revenues</b>		
CPNP - Grant revenue	486,877	486,877
CPNP - Resource grant	40,000	-
	<b>526,877</b>	<b>486,877</b>
<b>Expenses</b>		
Equipment	1,204	1,018
Evaluation	607	315
Materials	124,704	94,283
Other	22,559	22,461
Personnel	335,809	332,964
Rent and utilities	26,053	25,000
Travel	15,941	10,746
	<b>526,877</b>	<b>486,877</b>
<b>Excess of revenue over expenses</b>	<b>-</b>	<b>-</b>

### Healthy Start for Mom & Me Inc. Schedule 2 - Schedule of Healthy Child (Healthy Baby) Manitoba Revenues and Expenses For the year ended March 31, 2013 (Unaudited)

	2013	2012
<b>Revenues</b>		
	<b>376,650</b>	<b>372,492</b>
<b>Expenses</b>		
Evaluation	11,025	13,133
Materials	21,208	23,012
Office	5,124	4,419
Other	16,905	17,075
Personnel	293,538	284,166
Rent and utilities	18,847	22,699
Travel	10,203	7,885
	<b>376,650</b>	<b>372,492</b>
<b>Excess revenue over expenses</b>	<b>-</b>	<b>-</b>

## Healthy Start for Mom & Me Inc. Statement of Changes in Net Assets For the year ended March 31, 2013 (Unaudited)

	Unrestricted	Reserve fund	2013	2012
<b>Net assets, beginning of year</b>	<b>33,000</b>	<b>52,373</b>	<b>85,373</b>	<b>84,509</b>
<b>Excess of revenue over expenses</b>	<b>9,471</b>	<b>-</b>	<b>9,471</b>	<b>864</b>
<b>Transfers</b>	<b>(9,471)</b>	<b>9,471</b>	<b>-</b>	<b>-</b>
<b>Net assets, end of year</b>	<b>33,000</b>	<b>61,844</b>	<b>94,844</b>	<b>85,373</b>

The statements are excerpts from the financial statements reviewed by Meyers Norris Penny and form part of the total financial picture for Healthy Start. They cover the major operations of Healthy Start for Mom & Me. To receive complete statements, please call (204) 949-5350.