



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



hsmm.ca

HEALTHY START FOR MOM & ME

ANNUAL REPORT 2016-2017

Celebrating 20 years of serving the community

HISTORY In 1995 we started a community development process funded by the Canada Prenatal Nutrition Program; it yielded a model for outreach via neighbourhood sites and personnel contributions from public health nurses and dietitians. A 1996-1997 peer outreach training program developed with Red River College and Taking Charge produced our first 3 outreach workers. Prenatal groups were 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 lived in poverty were involved in the planning process gave us our name. The "&" (instead of "and") in our name is intentional and is meant to suggest informality.

FROM THE BOARD CHAIR AND THE EXECUTIVE DIRECTOR



After 20 years of connecting with thousands of families, our framework of respect, teamwork and meeting people 'where they are' continues to flourish. Participants are eager and motivated to learn about pregnancy and parenting, and Healthy Start continues to find new ways of meeting the needs of participants through engaging, evidence-based information. We help people start their journey into parenthood by being a part of the foundation they will build on over a lifetime.

Healthy Start celebrates 20 years of individual commitment to support a community effort.

Thank you all. Sheryl Bates Dancho, Board Chair; Davorka Monti, Executive Director



"Healthy Start has helped me become the mother I am today." – quote from participant

SOME HIGHLIGHTS FROM THIS YEAR INCLUDE:

- Breastfeeding initiation continues to be high
- Birthweights of babies are better than expected in low-income populations
- Milk and egg coupons, prenatal vitamins and vitamin D are great incentives and meet real needs
- Parents say they feel safe to ask questions
- Health equity in action: health information provided to families where they live
- Hundreds of referrals to community agencies, which strengthens community connections
- Newcomers embraced by the larger Winnipeg community
- Extra support for families outside of groups: Healthy Start outreach workers and dietitians visit families where they feel comfortable
- 20th anniversary recipe book
- Cooking demonstration videos on YouTube to reinforce skills learned at groups
- Participants making connections with each other, which helps break isolation
- 1,750 meal bags assembled to feed families and use as teaching tools
- Partnership with Healthy Smile Happy Child (HSHC) and funding from the Public Health Agency of Canada to develop a dental health video called "Lift the Lip"
- Donations: treasured handmade quilts, blankets, hats and baby layettes, given with thoughtfulness and care
- Generous corporate and individual donors whose help provides additional support
- Continued commitment from the Public Health Agency of Canada and the Province of Manitoba



HEALTHY START GROUP LOCATIONS



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



Hope Centre
240 Powers Street
R2W 5L1



NEW North End Location
Turtle Island
Community Centre
510 King Street R2W 3Z5

“A good place
to go and meet
families *in my
community.*”

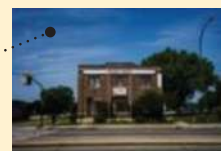
– quote from
participant



Wolseley Family Place
691 Wolseley Avenue R3G 1C3

“A place of
comfort and
peace.”

– quote from
participant



Freight House, Door 1
200 Isabel Street R3A 1G9



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



Pembina-Trinity United Church
933 Summerside Avenue R3T 4Y1



Magnus Eliason Rec Centre
430 Langside Street R3B 2T5

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

HEALTHY START BY THE NUMBERS: OUR IMPACT

- 1,339 individual participants (not including dads, partners, family children or babies)
- 400 group sessions
- 64% newcomers to Canada, 26% Indigenous and 10% other
- 95% of participants breastfed their babies at birth
- 5.7% low birthweight rate, including twins
- 15 languages interpreted at our newcomer to Canada group
- 3,700 volunteer hours – equivalent to 2 staff
- Public Health held flu clinics at our newcomer to Canada group and Freight House – 84 flu vaccines given
- 20 public health and community health nurses, 2 midwives, 7 dietitians, 7 outreach workers, 13 childminders, and 24 food prep volunteers make up 16 teams offering groups throughout Winnipeg. We also offer dietitian services to the Adolescent Parent Centre

“Accepting to all, supportive of all families and HOPEFUL.”

Message from a participant about Healthy Start



NEW RESOURCES

Each resource developed by our staff provides information that is engaging and meets practical needs



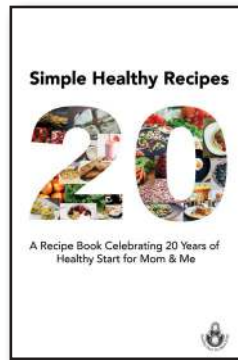
Learning to make bean burritos

Food and Cooking Videos

Can be viewed on YouTube – search for: Healthy Start for Mom & Me



Tuna cakes



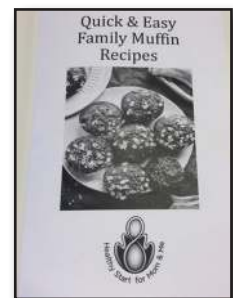
New Cookbook

Simple Healthy Recipes – recipe book celebrating 20 years of Healthy Start for Mom & Me: view on our website hsmm.ca

Thank you staff, editors (Gail and Maureen) & recipe book developer - Katie Anderson

Muffin Recipe Booklet

View on our website; developed by Megan Abs



Wendy and her family



Door Hanger

Wendy, a participant with a new baby, made a 'do not disturb' door hanger. Melanie (outreach worker) saw it and brought the idea back to the office. Michelle (outreach) and Bev (receptionist) developed a first draft that Cyndi Wiebe (creative person-extraordinaire) brought to life. Cyndi designed and drew all the beautiful images.



“Thanks for providing a comfortable place to go with my baby, delicious food and answering all my questions and concerns.”



Food and Learn-to-Cook Meal Bags

Cooking demonstrations, learn-to-cook meal bags and recipes are teaching tools we use to encourage participants to cook at home.

We sell learn-to-cook meals in a bag that serves 4 to 6 people for \$1.50.

1,750 meal bags were assembled over 2 days with the help of volunteers from: Winnipeg Regional Health Authority; Community Venture members (Salvation Army); former staff and Healthy Start friends.

Coordinators: Lisa Skromeda (Healthy Start dietitian) and Katie Anderson.

This year, over 9,000 healthy and low-cost meals were served to participants, partners, supports and children at our groups.

Hundreds of families purchased meal bags for \$1.50 to make meals at home for their families.



Newcomer to Canada Group with community language interpreting

Families move to Winnipeg from across the globe and are eager to learn about having and nurturing a healthy baby.

Once per week, we offer a pregnancy and parenting group translated into 15 different languages by community-based interpreters (some are former participants who have developed their English language skills).

Support from individual and corporate donors allows us to sustain interpreting.



“Thank you Canada. Thank you for the help.”

– a recent remark from a participant at the newcomer group



6 Healthy Start is Health Equity in Action

We asked participants to tell us about their experience

Thank you Healthy Start for very helpful advice and most importantly encouragement

Healthy Start makes me happy

I like coming here; I am always welcomed

I learned so much through Healthy Start. Whatever I learn I tell my partner and he learns too

A second family where we share parenting information over a meal

A good place to go and meet families in my community

My baby loves to be here

It's my first day at Healthy Start. It's amazing, I've gained so much knowledge. Thanks!

It's very helpful for a first time mom like me

Amazing, helpful, caring staff!

Good people, very open, helpful, educational, so happy to know everyone

Welcoming and accepting

I look forward to our meetings every two weeks so I can socialize, get information and have fun



Healthy Start is healthy living

Healthy Start is MY lovely program. In addition, I really love the people

Health Equity Benefits Everyone



at Healthy Start... Here is what they had to say!

My go-to place to become a better (informed) parent

The best place to be. Great for first time moms. I feel more confident as I raise my baby

My comfort zone; I feel safe, secure and a part of a bigger family

A place to be safe with other moms

A place of comfort and peace

Welcoming to everyone

A friendly place to learn and share about being a mom

Embracing and encouraging a healthy lifestyle and emotional health

I really like and need the milk and egg coupons. I enjoy all the families and babies

A safe and fun space for families to connect

Thank you to all at Healthy Start for providing a comfortable place to go with my baby, delicious food and answering all my questions and concerns



FINANCIAL REPORT

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

Healthy Start for Mom & Me Inc. Statement of Operations For the year ended March 31, 2017 (Unaudited)

Revenues	2017	2016
Public Health Agency of Canada (PHAC) - Canada Prenatal Nutrition Program (Schedule 1)	512,877	521,677
Healthy Child Manitoba - Healthy Baby (Schedule 2)	370,300	371,914
Poster Project (Schedule 3)	1,615	605
Donations and Other Contributions (Schedule 4)	20,361	17,917
Youth in Philanthropy (Schedule 5)	750	-
	905,903	912,113
Expenses		
Public Health Agency of Canada (PHAC) - Canada Prenatal Nutrition Program (Schedule 1)	512,877	521,677
Healthy Child Manitoba - Healthy Baby (Schedule 2)	370,300	371,914
Poster Project (Schedule 3)	116	69
Donations and Other Contributions (Schedule 4)	9,901	24,338
Youth in Philanthropy (Schedule 5)	750	3,121
	893,944	921,119
Excess (deficiency) of revenues over expenses	11,959	(9,006)

Schedule 1 - Public Health Agency of Canada (Canada Prenatal Nutrition Program) Revenue and Expenses For the year ended March 31, 2017 (Unaudited)

Revenues	512,877	521,677
Expenses		
Equipment	1,467	3,330
Evaluation	500	500
Materials	89,188	114,362
Other	16,131	18,433
Personnel	347,600	328,129
Rent and utilities	43,903	43,532
Travel	14,088	13,391
	512,877	521,677
Excess of revenues over expenses	-	-

Schedule 2 - Schedule of Healthy Child (Healthy Baby) Manitoba Revenues and Expenses For the year ended March 31, 2017 (Unaudited)

Revenues	370,300	371,914
Expenses		
Corporate	6,525	7,454
Evaluation	11,200	11,200
Materials	19,087	19,573
Office	4,849	5,049
Other	1,354	1,131
Personnel	286,400	286,601
Rent and utilities	30,445	30,702
Training and development	400	998
Travel	10,040	9,206
	370,300	371,914
Excess of revenues over expenses	-	-

Statement of Changes in Net Assets For the year ended March 31, 2017 (Unaudited)

	Unrestricted	Reserve fund	2017	2016
Net assets, beginning of year	33,000	100,656	133,656	142,662
Excess (deficiency) of revenue over expenses	11,959	-	11,959	(9,006)
Transfers (Note 4)	(11,959)	11,959	-	-
Net assets, end of year	33,000	112,615	145,615	133,656

“Lovely program and lovely staff.”

Healthy Start is successful because of ALL the people involved



Public Health Nurse Karen



Mount Carmel Nurse Jan



Karen & Ashley

Staff and Teams

The Healthy Start staff is a dedicated and caring group of people. They work together towards a common goal – a healthy start for all babies.

The community teams work hard to create an environment where participants feel welcomed, listened to and supported.



Food prep volunteer

Food Preparation Volunteers

Help prepare and cook meals, gain skills and connect with participants.

These dedicated volunteers are invaluable team members.



Child minder

Childminding Volunteers

Care for children aged 1 to 5 while their parents participate in our program.

Preschoolers have an opportunity to explore toys, books and meet other children.

A participant said “Sometimes it seems cold outside and I don’t want to go to group, but my 3-year-old pushes us out the door because he wants to see the nice lady with the toys.”



Public Health Nurse Deanne



Maples team



Healthy Start staff participate in CIBC Miracle Day



Teachings come from everywhere when you open yourself to them. That's the trick of it, really.

10 **Open yourself to everything and everything opens itself to you.**

- Richard Wagamese



Dietitians
Lisa and Karen



Michelle -
outreach worker



Layettes from Thelma Wynne Project

MOMENTS...

Education Fair

In March, at Magnus Eliason Rec Centre, participants, supports and the wider community had an opportunity to connect with a variety of educational institutions in Winnipeg. Several participants registered for school.

Thanks to all who participated and to Karen and Lorinda for organizing this event.



60 layette donation challenge for 60 years of Faith Lutheran Church (actually donated 62 layettes + other items)

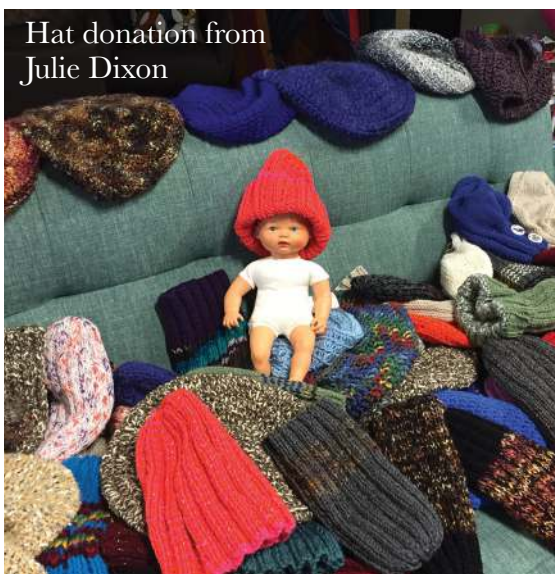
Donations Individuals and groups donated thousands of items – handmade quilts, crocheted blankets, homemade burp cloths, household items, travel shampoos, office supplies, baby clothes, toys, baby books, etc. They are appreciated and treasured by all who receive them.



Manitoba Prairie Quilters – ABC group, donated quilts throughout the year. This year we were honoured to receive a monetary donation from Manitoba Prairie Quilters.



Baby enjoying food



Hat donation from
Julie Dixon



Beautiful blankets

Thank you for 20 great years!



BOARD OF DIRECTORS Sheryl Bates Dancho (chairperson), Helen Quinn (past chairperson), Linda Uhrich (secretary), Cathy Huang (treasurer), Linda Abraham, Corinne Eisenbraun, Saina Fan, Petrina Underwood, Felicia Sinclair, Sandra Mendell, Tedda Sandercock and Davorka Monti (ex-officio). Zobida Amtman (finished October 2016)

STAFF *Outreach staff (by years from longest to newest):* Michelle Ryyanen, Melanie Duncan, Tammy Hamelin, Florena Richardson, Lisa Berezowski, Noreen Janzen, Ashley Lofthouse, Nancy McDowell-Kok (term). New this year: Megan Abs (outreach and dietitian work-term)

Years of service recognition: Valeria Santermer (5 years) and Karen Deeley (15 years)

Community Dietitians: Tara Hawking-Kreller, Cheryl Oliveira and Lisa Skromeda

Program Coordinators: Karen Deeley (prenatal and Registered Dietitian), Valeria Santermer (postnatal)

Administrative: Davorka Monti (Executive Director), Bev Friesen (Receptionist and Office Assistant), Nancy Khrabchuk (Office and Data Manager), Mireille Noel (casual, data assistant)

BOOKKEEPER Maryon Grant (fee for service)

PARTNERS IN PROGRAM DELIVERY *Winnipeg Regional Health Authority:* Public Health Nurses involved at every Healthy Start site. *Public Health Dietitians:* Rosemary, Lana, Lavonne and Ginette. *Midwives:* Gina, Becky, Jen

Mount Carmel Clinic: Community health nurses Linda and Jan. Jan recently retired after 17 years of service to the Hope Centre group - thank you!

Wolseley Family Place: Noelle, childcare coordinator and Nazrin and Allison, health educators

Business partners for our food coupons: Safeway/Sobeys, Neechi Foods, Zeid's Foodfare, Cantor's Grocery

VOLUNTEERS **Food prep volunteers** Food prep at groups: Avi Brar, Bailey Lakusta, Carly Reynolds, Carol (Ka Lo) Hung, Cece (Xilan) Ding, Chase Butterfield, Emmy Moreno, Halee Pachal, Janell Klassen, Jenna Kendall, Kalyn Stagg, Karlee Maki, Katie Hasselfield, Lakeisha Hyatt, Marcede Sebelius, Mariam Ragheb, Maureen Perlmutter, Michelle Gador, Michelle La, Michelle (Sie-Wei) Lo, Nneamaka Winnifred Olisa-Emeka, Stephanie Tschetter, Trista Hildebrand and Vanessa (Thi Nhu Thanh Van) Bui. WRHA volunteers at Knox and Pembina/Trinity group

Volunteer to help with resource development: Sawanee Wickramasekara

Childminding Volunteers Verna De Costa, Marjorie Miller, Kathy Shurvell, Sylvie Musobwa, Arfassa Bedasso, Gremma Dizon, Simarjit Kaur, Thelma Zapata, Sediqa Khawari, Rania Shaaban, Shradha Tailor, Hanan Akra, Immaculate Arichea. Thanks to Magnus Eliason Recreation Centre and Wolseley Family Place for supporting childminding services

INTERPRETERS Ahlam Jasim, Alice Ndanyuzwe, Alma Ramos, Arek Wek, Brekti Hagos, Christine Nijimbere, Genet Beka, Gentille Nyambanguka, Jennifer (Guoyan) Wang, Halima Hanaf, Htooku Lerwah, Laylee Frotan Moterassed, Marie Madeleine Uwimbabzi, Muna (Abeba) Ghebremeskel, Phuong Nguyen, Rachana Lamichhane, Rania Shaaban, Shakila Issa, ThaLay Htoo Paw, Yordanos Asfaha, Zeinab Elmekawu

STUDENTS Nursing students from Red River College gave three presentations to our newcomer group during the year, and students from Westgate Mennonite Collegiate participated in a community work day event

GOVERNMENT FUNDERS

Canada Prenatal Nutrition Program, Public Health Agency of Canada

Healthy Baby Program, Healthy Child Manitoba, an initiative of the Manitoba government

GRANTS YiP (Youth in Philanthropy-Winnipeg Foundation)

Public Health Agency of Canada for grant, enabling Healthy Start to partner with Healthy Smile, Happy Child to develop Lift the Lip video

CORPORATE/GROUP DONORS CIBC Children's Foundation, RBC-Community Impact Fund, Wawanesa Insurance, Manitoba Prairie Quilters (monetary and homemade quilts), Red River Messenger, GEM Distributing, Meyers Drug Store, All Charities Campaign-employees of Manitoba Government, and United Way-workplace campaign

INDIVIDUAL DONORS A very special thank you to all donors this year. Special mention to: Ruth & Peter, Celia & Atul, Helen & Milt, Lauranne & Henry, Penny, Gail & Dave. Donations via Canada Helps and cheques are appreciated

BUSINESSES THAT OFFER DISCOUNTS, IN-KIND CONTRIBUTIONS OR HELP Safeway/Sobeys, Meyers Drugs, Zeid's Foodfare, Hospital Connections, Ddrops, Sobeys -St.Vital

Community Groups and Individuals who provided in-kind support or donations Bed Bug Prevention Program – bed bug covers (Manitoba Government); Klinik for safer sex supplies; Koats for Kids – 118 families were referred for warm winter clothes (this translates into hundreds of warm coats and snowsuits); Faith Lutheran Church congregation – 62 baby layettes; Manitoba Prairie Quilters (ABC Group) - dozens of beautiful handmade quilts for hundreds for families to cherish for their babies; Thelma Whyne Project – over 100 baby layettes; St Mary's Road United Church – dozens of crocheted blankets, baby quilts; Julie Dixon – 240 hand-knitted hats; Vivian Cameron – dozens of baby quilts; Isabel Fortune – dozens of crocheted blankets; Linda Perry – beautiful quilts; Cecile Mulaire – beautiful quilts; Laurie Flaherty – home-made baby items and cloth bags that are so appreciated

CONTRACTORS DataConstruct, Rashana Lamichhane, Jill Anderson, Lorinda Fosty and Katie Anderson (assisting in meal bag coordinating and 20th anniversary recipe book)

MULTIMEDIA AND DESIGN Cyndi K Design (resources and annual report); Darnell Collins of D Works Media for video and photography (including photos in this report); Changemakers for helping us develop our social media strategy

WHAT WE DO

- Pregnancy and parent and baby (up to 1 year) groups in 8 community facilities in Winnipeg
- Reach isolated, resilient families who want to learn about having and nurturing a healthy baby
- At each group our team consists of an outreach worker, registered dietitian, public health/community health nurse, midwives (at 2 locations), food prep volunteers and childminding volunteers for children aged 1 to 5
- Discuss topics that are practical and concrete
- Snacks and food demonstrations that are nutritious, low-cost and help families build cooking skills
- Practical support at groups: milk and egg coupons, prenatal vitamins and vitamin D drops for babies
- One-on-one support to families who need help connecting with other services



Healthy Start for Mom & Me is a charitable organization

Funded by the Canada Prenatal Nutrition Program (Public Health Agency of Canada) and the Healthy Baby Program (Healthy Child, an initiative of the Province of Manitoba) and supported by grants and donations.

DONATIONS are appreciated and tax-receiptable

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