



HEALTHY START FOR MOM & ME

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

ANNUAL REPORT 2017-2018



Celebrating
our hopes and dreams

Our 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 and 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.

2017-2018 Overview from the Board Chair and Executive Director

Richard Wagamese, a great Canadian storyteller and author, observed that, "Nothing in the universe grew from the outside in." This reflection helps to guide Healthy Start, and is woven through every aspect of our program. New parents don't have all the answers; parenting is a process of discovery and learning from each other and from their baby, who clearly lets parents know how they feel. As much as participants say they have learned from Healthy Start, we feel equally that Healthy Start has listened, learned, grown and is a better program because of feedback we received. Each participant has taught us more effective ways to reach others, better ways to present information, and how to provide better support to families. We are humbled by the stories participants share with us of quiet courage and perseverance to make positive changes in their lives and the lives of their families. This year, Healthy Start developed new harm reduction resources, teaching tools, and food demonstrations based on invaluable feedback. We developed our social media presence, allowing more families to connect and learn with us. Learning from each other builds a stronger community, and we feel privileged to be a part of people's lives at an important time of discovery, change and growth. This year's theme for our annual report is *hopes and dreams* and we strongly feel that with support, the right tools and encouragement, dreams started on the inside can grow outward and be fulfilled.



Back Row, left to right: Tedda Sandercock, Sheryl Bates Dancho, Linda Uhrich, Linda Abraham;
Front row: Lori Smelski, Davorka Monti, Sandra Mendell. Missing: Cathy Huang, Saina Fan, Corinne Eisenbraun, Felicia Sinclair

We want to express our deepest thanks to our dedicated Healthy Start staff, board members, contributed team dietitians/nutritionists, nurses, midwife, food prep volunteers, childminders, interpreters, meal bag assembly volunteers, the facilities that house our groups, government funders, and donors – both financial and in-kind. So many members of our community believe in Healthy Start. THANK YOU

Sheryl Bates Dancho, Board Chair
Davorka Monti, Executive Director

SOME HIGHLIGHTS THIS YEAR

New North End location at St. John's Leisure Centre (601 Aikins St.) made possible with additional funding from Healthy Child Manitoba – we now operate in 9 unique Winnipeg locations

1,750 meal bags assembled to use as a teaching tool and feed thousands of families at group

Generous corporate and individual donors

Hundreds of crocheted blankets, quilts, handmade hats, scarves, and layettes generously made by community members

10 new YouTube cooking videos to reinforce skills taught at group

2 new videos for parents about Healthy Start

Hundreds of cooking demonstrations and opportunities to try new healthy, low-cost food

Health information for participants: from learning how to cook healthy meals, to making food for their babies, to learning about other community resources – many have started the journey to go back to school

Continued support from the Public Health Agency of Canada and the Manitoba Government



Healthy Start Group Locations

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

Hope Centre
240 Powers Street R2W 5L1

Turtle Island Community Centre
510 King Street R2W 3Z5

NEW location at St. John's Leisure Centre
601 Aikins Street R2W 0J9

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

"I learn something every time I come here."

– quote from participant

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 in the community

- 414 group sessions
- 94% of participants breastfed their babies at birth
- 17 languages interpreted throughout the year at our newcomer to Canada group: French, Dinka, Amharic, Oromo, Somali, Arabic, Tigrinya, Mandarin, Farsi, Urdu, Pashto, Kinyarwanda, Kirundi, Nepali, Karen, Swahili, Luganda
- 3,700 volunteer hours – equivalent to 2 staff
- Low birthweight rate is 4.3% (not including twins)
- 1,271 individual participants (not including dads, partners, family, children or babies)
- 66% newcomers to Canada, 23% Indigenous and 11% other
- 55 flu vaccines given at Knox to newcomers to Canada
- 21 public health and community health nurses, 1 midwife, 8 dietitians/nutritionists, 7 outreach workers, 14 childminders and 24 food prep volunteers make up 18 teams offering groups throughout Winnipeg. We also offer dietitian services to the Adolescent Parent Centre.



4 Events and Food Demonstrations



*"Pull up a chair.
Take a taste. Come join us.*

*Life is so
delicious. endlessly
-Ruth Reichl*



"I have never had healthy food that tastes this good"
- program participant

Events (over 200 participants):

- Pizza and blanket making
- Soup and blanket making
- 9 hands-on making baby food sessions
- Education fair for participants

Food demonstrations/ food tasting:

Dietitians engage participants by demonstrating recipes that are low-cost, easy to prepare and nourishing. Many of these recipes can be found on our website; here is a sample of some of the recipes prepared at our community groups.

- Breakfast cookies
- Banana pancakes
- Sweet potato pancakes
- Sheet pan fajitas
- Energy bites
- Guess the secret ingredient in the smoothie – spinach, oatmeal, tofu
- Frittata
- Crepes with low sugar, quick and yummy chia seed jam
- Homemade safe teas in pregnancy: red raspberry leaf, ginger & peppermint tea demos
- Sesame seed tofu
- Roasted chickpeas
- Homemade granola
- Sweet potato fries
- Tropical fruit purée, power yogurt for babies
- Water tasting – cucumber, lemon, strawberry, kiwi
- Breakfast Pizza with egg, tomato, cheese on a tortilla
- Guess the secret ingredient: lentils inside blueberry lentil muffin
- Bean Brownies

Top selling meal bags in 2017-18: Sweet potato chili, chicken pot pie, Moroccan soup

New Resources Developed This Year ⁵

New Videos

10 new cooking videos

Bringing nutrition to life through cooking is a big part of our program, and our 10 new videos help families develop their cooking confidence at home. Topics demonstrate basic cooking skills, and range from tips on how to chop an onion to making a vegetable stir fry and homemade granola bars. Thanks to the Healthy Start dietitians & Katie Anderson for bringing these videos to life.

Parenting is...

Being a parent is busy and demanding, but it's important to set aside some quiet, uninterrupted time to connect with your baby. This video encourages parents to stop and enjoy the little moments with their babies.

What I will remember about Healthy Start

Participants talk about what they will remember about being a part of the Healthy Start program. This video hopes to encourage others to attend pregnancy and parenting programs in their neighbourhoods.

All the videos can be viewed on Healthy Start's YouTube channel



"I'm happy I found this group, it feels good to be here."

- quote from a participant

Harm Reduction Tabletop Resources

We updated our participant-based resources using a harm-reduction lens to highlight effects of drugs and alcohol on the developing fetus. This approach has been shown to be beneficial, and participants are interested in this information for themselves and their families.

A participant said, "My sister needs to see this information. I'm going to call her to tell her everything I learned."

Thank you to Karlee Dyck for her sensitivity in developing these resources.



Hopes & Dreams

We are humbled and thankful to participants who shared their hopes and dreams...



Hope and dream I have for myself...
To be a caring mother & a role model for my son

Hope and dream I have for my baby... Is he becomes as nice as his dad



Hope and dream I have for myself...
To finish school and give my kids the best life possible

Hope and dream I have for my baby...
That she is happy, healthy and has everything she wants and needs



Hope and dream I have for myself... To be confident and healthy

Hope and dream I have for my baby... To know that she is loved & cared for. To always feel safe, supported & happy

Hope and dream I have for myself...
Healthy pregnancy and delivery.
Go to school.

Hope and dream I have for my baby...
Safe and healthy, happy and loved

Hope and dream I have for myself...
Be a respected parent, but a loved mother to my daughter. Want to be a part of my child's life even after she's grown and having children of her own

Hope and dream I have for my baby...
Is that she grows up knowing she can be anything she wants to be, and have family support no matter what. I want her to be a kind, welcoming human but with good boundaries so she's never taken for granted.

Hope and dream I have for myself...
I dream to live in Canada, a beautiful life and have an amazing retirement

Hope and dream I have for my baby...
Will have an opportunity for an amazing and happy future

Hope and dream I have for myself...
To continue learning as much as I can and to be stable and happy

Hope and dream I have for my baby...
To grow up strong, happy and healthy

Hope and dream I have for myself...
To become a nurse

Hope and dream I have for my baby...
To become a doctor

Hope and dream I have for myself...
To do something for homeless people

Hope and dream I have for my baby...
Will be a lovely person



Hope and dream I have for myself...
To be the best daughter

Hope and dream I have for my baby... To be the best woman

Hope and dream I have for myself...
Restful sleep. Dream to be a good role model for my kids

Hope and dream I have for my baby... To grow strong and confident, dream for her happiness

Hope and dream I have for myself... To finish school and have a fulfilling career as a trauma/addictions counselor. Have lots of kids and be happy!

Hope and dream I have for my baby... I want my boy to grow up healthy, strong and happy! I hope he's a good guy and has a good life!



Hope and dream I have for myself...
To be more outgoing

Hope and dream I have for my baby...
To learn at their own pace

Hopes & Dreams in action... a participant's story

Felicia Sinclair first heard about Healthy Start while she was pregnant and said she appreciated the information and support she received. While attending the community group, she was diagnosed with gestational diabetes. With support from Registered Dietitian and staff member, Karen, and a lot of initiative, Felicia was able to manage her diabetes without insulin (much to the surprise of her doctor). Her daughter, Winter, was born almost 4 years ago and Felicia says she still remembers the outreach worker's thoughtfulness – "Tammy came over to visit me and my new baby and she made me toast; it was such an important gesture of kindness; she gave me reassurance and she was there to meet my needs." Felicia joined the board of Healthy Start in 2016.

Currently, Felicia is a third-year student at the University of Winnipeg in the department of Biopsychology and hopes to complete her Bachelor of Science with Honours degree next year. Felicia said she has spent her life surviving and continues to push forward. She now feels that every setback has been a "fail-forward moment"; her path shifts and changes and it leads to discovery and learning. Her hopes and dreams for Winter are happiness and fulfillment, and for herself, she hopes to contribute to cognitive behavioural research. Felicia said that anything good – parenting, school or work – requires a lot of hard work and to dig deep.

Thank you Felicia, we can't wait to see what the future holds for you.



Financial report

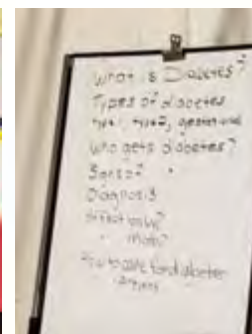
These are excerpts from statements reviewed by MNP and cover the major operations of Healthy Start for Mom & Me for the year ended March 31, 2018 (Unaudited). A complete report is available upon request.

Statement of Operations				
Revenues		2018	2017	
Public Health Agency of Canada (PHAC) - Canada Prenatal Nutrition Program (Schedule 1)		486,877	512,877	
Healthy Child Manitoba - Healthy Baby (Schedule 2)		382,703	370,300	
Poster Project (Schedule 3)		285	1,615	
Donations and Other Contributions (Schedule 4)		31,723	20,361	
Youth in Philanthropy (Schedule 5)		-	750	
		901,588	905,903	
Expenses				
Public Health Agency of Canada (PHAC) - Canada Prenatal Nutrition Program (Schedule 1)		486,877	512,877	
Healthy Child Manitoba - Healthy Baby (Schedule 2)		382,703	370,300	
Poster Project (Schedule 3)		69	116	
Donations and Other Contributions (Schedule 4)		13,203	9,901	
Youth in Philanthropy (Schedule 5)		-	750	
		882,852	893,944	
Excess of revenues over expenses		18,736	11,959	
Schedule 1 - Public Health Agency of Canada (Canada Prenatal Nutrition Program) Revenue and Expenses				
Revenues		486,877	512,877	
Expenses				
Equipment		1,385	1,467	
Evaluation		-	500	
Materials		89,084	89,188	
Other		13,950	12,870	
Personnel		325,177	350,861	
Rent and utilities		44,938	43,903	
Travel		12,343	14,088	
		486,877	512,877	
Excess of revenues over expenses		-	-	
Schedule 2 - Schedule of Healthy Child (Healthy Baby) Manitoba Revenues and Expenses				
Revenues		382,703	370,300	
Expenses				
Communication		93	-	
Corporate		6,437	6,525	
Evaluation		11,410	11,200	
Materials		22,991	19,087	
Occupancy costs		31,535	30,445	
Office		4,133	4,849	
Other		4,353	1,354	
Salaries and benefits		291,067	286,400	
Training and development		443	400	
Travel		10,241	10,040	
		382,703	370,300	
Excess of revenues over expenses		-	-	
Statement of Changes in Net Assets				
	Unrestricted	Reserve fund	2018	2017
Net assets, beginning of year	33,000	112,615	145,615	133,656
Excess (deficiency) of revenue over expenses	18,736	-	18,736	11,959
Transfers (Note 4)	37,615	(37,615)	-	-
Net assets, end of year	89,351	75,000	164,351	145,615

Wolseley team



"Thanks for everything you do for me, I would be lost without this group. The continuous support during my first pregnancy and after my baby's birth has been so helpful." – a participant



"This program has made a difference in our family's life." – A mom & grandmother who attended together

A first-time participant said: "This group far exceeded my expectations!"

Moments at Healthy Start... 9



"Isn't it funny how day by day nothing changes, but when you look back everything is different?"

- C.S. Lewis



"Good food, good information, always!"



Freight House Team

Family receiving a layette donated by Faith Lutheran Church



Thanks to all. We all work together to make a healthier, kinder community.

BOARD OF DIRECTORS Sheryl Bates Dancho (chairperson), Tedda Sandercock (secretary), Cathy Huang (treasurer), Linda Abraham, Corinne Eisenbraun, Linda Uhrich, Saina Fan, Felicia Sinclair, Sandra Mendell, Lori Smelski and Davorka Monti (ex-officio)

Thank you to the board members leaving this year: Felicia, Saina and Linda Abraham. Linda, thank you for your years of service, guidance and support.

STAFF Outreach staff (by years from longest to newest): Nancy McDowell-Kok, Florena Richardson, Noreen Janzen, Ashley Lofthouse. New this year: Shannon Bowman (on mat leave), Nira Diamant, Charmayne Shmon, Stacey Cook, Shayla Livingstone (term). Left during the year: Michelle Rynanen, Melanie Duncan, Tammy Hamelin, Lisa Berezowski, Megan Abs (outreach & dietitian – term), Wendy Hallgrimson (outreach – term) and Anmol Noor

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

Program Coordinators: Karen Deeley (prenatal coordinator & Registered Dietitian), Valeria Santermer (postnatal coordinator-mat leave), Beckie Grobb (postnatal coordinator-term)

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

Years of service recognition – Bev Friesen (10 years)

Baby items handmade by Laurie



BOOKKEEPER Maryon Grant (fee for service)

PARTNERS IN PROGRAM DELIVERY
Winnipeg Regional Health Authority:
Public Health Nurses: Tanya, Christine, Gayleen, Jo-Anne, Karen, Justine, Marusia, Amy, Nicole, Pavan, Theresa, Dana, Deanne, Karen, Kasarah and Heather.

WRHA Public Health Dietitians/Nutritionist: Lana, Lavonne, Ginette, Susan, and Meera (term)

Midwife: Gina

Mount Carmel Clinic: community health nurses Linda & Sonie, Registered Dietitian Nina

Wolseley Family Place: Noelle, childcare coordinator & Arlene, health educator
Partners in Inner-City Integrated Prenatal Care Network (PIIPC)

BUSINESS PARTNERS FOR OUR FOOD COUPONS: Safeway/Sobeys, Zeid's, Foodfare, Cantor's Grocery

VOLUNTEERS Food prep volunteers Adrienne Ramos, Angelica Tanada, Anika Dhalla, Ashley Wong, Brianna Ste. Marie Lacroix, Brittany Peto, Carly Reynolds, Cassie Dugray, Cece Ding, Chase Butterfield, Chenxin Wang, Claire Gallagher Fenton, Dammy Ogungbemi, Emmy Moreno, Janell Klassen, Jodi Ng, Jordan Granberg, Julia Zrinyi, Julie Sprague, Kalyng Stagg, Karlee Maki, Kevin Shurvell, Lakeisha Hyatt, Lisa Green, Mahnoor Zeb, Maria Kisselgoff, Mariam Ragheb, Maureen Perlmutter, Meghan Sotheran, Michelle La, Michelle Lo, Monika Loewen, Nneamaka Olisa-Emeka, Olotola Jejede, Patti Glazer, Rebecca Zimmer, Sara Kinfu, Sarah Brown, Sarah Shoukat, Miya Vatsyk, Stephanie Tschetter, Syeda Qurat-ul-ain-Bokhari, Tanushca Lala, Taylor Onsowich, Tingxuan Feng. WRHA volunteers at Knox and Pembina/Trinity group

Childminding Volunteers Anju Arora, Arfassa Bedasso, Carmina Baul, Faith Fontaine, Gremma Dizon, Immaculate Arichea, Kathy Shurvell, Lourdes Morales, Marjorie Miller, Patricia Oreas, Pauline Robidoux, Rania Shaaban, Sarabjeet Kaur, Sediqa Khawari, Seema Hazara, Shraddha Tailor, Verna De Castro. Thanks to Magnus Eliason Recreation Centre and Wolseley Family Place for supporting childminding services.

INTERPRETERS Agnes Mbambe, Arek Wek, Dhirta Subedi, Fathiya Farah, Genet Beka, Ghada Hassan, Halima Hanaf, Helen Brhane Mehari, Jennifer Wang, Lamia Ayoub, Laylee Frotan Moterassed, Marie Madeleine Uwimbabzi, Mihret Kumbs, Muna (Abeba) Ghebremeskel, Nazrawit Beraki, Rachana Lamichhane, Rania Shaaban, Ruta Kidane, Saysay Boh, Shakila Issa, Suzanne Ngamele Siaga, Thalay Htoo Paw, Therese Wa Dyese, Zeinab Elmekaw

STUDENTS Nursing students from Red River College: presented to our newcomer group three times during the year and students from Westgate Mennonite Collegiate volunteered in our annual meal bag assembly in May.



Thank you RBC



Thelma Wynne layettes



Winterwear handmade by Julie



Nancy & Noreen - Outreach workers



GOVERNMENT FUNDERS

Canada Prenatal Nutrition Program, Public Health Agency of Canada

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

GRANTS Healthy Child Manitoba, enabling Healthy Start to reproduce Harm Reduction resources for Healthy Baby programs across Manitoba.

CORPORATE/GROUP DONORS CIBC–Miracle Day: Children's Foundation, RBC – Community Impact Fund, RBC Foundation, Manitoba Restaurant & Food Services Association – 29th Annual Golf Tournament, Red River Mutual, Wyatt Dowling Insurance Brokers, Moksha Yoga Winnipeg Inc., Red River Messenger, GEM Distributing, ChangeMakers Inc. & staff, All Charities Campaign – employees of Manitoba Government and United Way – workplace campaign

INDIVIDUAL DONORS We are profoundly grateful to our 63 individual donors. A very special thank you to all donors this year. Special mention to Ruth & Peter, Celia & Atul, Helen & Milt, Lauranne & Henry, Penny, Lynne-Anne, Jean, Gail & Dave, two participants also donated this year!

BUSINESSES THAT OFFER DISCOUNTS, IN-KIND CONTRIBUTIONS OR HELP Safeway/Sobeys, Meyers Drugs, Zeid's Foodfare, Hospital Connections, Bulk Barn, GEM Distributing, Ddrops, Red River Courier, Sobeys – St. Vital.

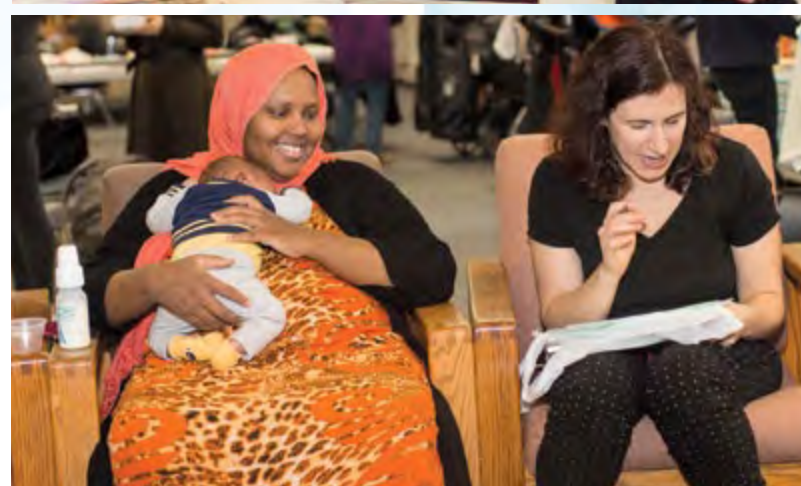
COMMUNITY GROUPS AND INDIVIDUALS WHO PROVIDED IN-KIND DONATIONS ABC Quilting Group of Manitoba Prairie Quilters (baby quilts); Vivian Cameron (individual quilter), Thelma Wynne Project of St. Matthews Maryland – hundreds of baby layettes; Julie Dixon – hundreds of knitted hats & scarves; St Mary's Road United Church – dozens of crocheted baby blankets, baby quilts; Isabel Fortune (and Joanne) – dozens of crocheted baby blankets; Cecile Mulaire – dozens of quilts; Laurie Flaherty – dozens of homemade baby items and cloth bags; Bev Lobay – blankets, scarves & mitts; Faith Lutheran Church congregation – 40 baby layettes; Bed Bug Prevention Program – bed bug covers (Manitoba Government); Klinik for safer sex supplies; Coats for Kids – 59 families were referred for warm winter clothes (this translates into hundreds of warm individual coats & snowsuits).

CONTRACTORS DataConstruct, Rashana Lamichhane, Jennifer Shearer, Lorinda Fosty, Katie Anderson (assisting in meal bag coordinating & cooking videos)

MULTIMEDIA AND DESIGN Cyndi Wiebe of Small Creek Studio (resources and annual report); Darnell Collins of D Media Works for video and photography (including photos in this report); Change-makers for helping us update our website



Turtle Island team



Cheryl - Dietitian



What we do

- Pregnancy and parent & baby (up to 1 year) groups in 9 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, midwife (at 1 location), 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 & egg coupons, prenatal vitamins and vitamin D for babies
- One-on-one support to families who need help connecting with other services



Healthy Start for Mom & Me is a non-profit, charitable organization

Funded by the Canada Prenatal Nutrition Program (Public Health Agency of Canada) and 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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hsmm.ca

