



Healthy Start for Mom & Me

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Winnipeg, MB R3B 2M2
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www.hsmm.ca



15 years . . .

Reaching out to expectant and new families

Annual Report
2011-2012



15 years in the community! They have been rewarding, surprising, intense and **detail-and-story-rich years**. Healthy Start has maintained founding values, intended reach, and neighbourhood-based model. We've also adapted to change in city populations.

This year's two main ongoing program highlights (and all the work is a highlight) are

- the addition of the Maples Community Centre site at the request of Healthy Child Manitoba
- the continuing increase and enthusiasm of newcomers to Canada attending Knox groups with interpreting.

The staff and teams carry on their weekly work with such care, caring and purposefulness.

Connecting with vulnerable families requires special people and temperaments and we are so lucky to see that combination at Healthy Start.

By engaging fully and collaboratively with each other and participants, the Healthy Start teams weave a supportive fabric in each of the 9 neighbourhoods. Families' stories, responses, eyes (sparkle, relief, aha moments), outcomes of home visits, birth weights of babies and initiation of breastfeeding reveal the benefits.

Healthy Start acknowledges and credits government funding:

- **Canada Prenatal Nutrition Program (CPNP)** under the Public Health Agency of Canada, **and**
- **Healthy Child Manitoba's Healthy Baby program.**

Both recognize the public benefits of supporting vulnerable families at the earliest stage. We are proud to be a part of this investment in our

youngest citizens.

Other financial, in-kind and partner support this year is noted elsewhere in this report. We are most grateful for it.

Both of us are honoured to be involved in this work and organization. We thank each other for the role the other plays in governance responsibilities.

Deepest thanks are extended to this year's board of directors, hard-working staff and team partners, volunteers, and the wide net of others who support this work in the community. Bravo.

*Helen Quinn, Board Chair and
Gail Wylie, Executive Director*



The building blocks of Healthy Start are practical, personal, relational



Our community health presence in 9 neighbourhoods connects about 1300 families to meaningful information and support.



"The whole is greater than the sum of its parts." Aristotle, 350 BC



“Early investment produces returns that percolate over the life cycle”

Dr. James Heckman, Nobel prize-winning economist, about early programs for children.

Sample activities of a prenatal group:

Draw prize: cutting board

Icebreaker/ participant involvement: How do you stay active?

Dietitian: Demonstration: how to make a fruit smoothie (with participant help)

Discussion activity: “How Sweet It Is” (amount of sugar in different beverages)

Public Health Nurse: Unexpected Outcomes in Pregnancy

Outreach worker: Effects of smoking on fetus & strategies to stop or reduce second-hand smoke

Healthy snack, one-on-one time with nurse, dietitian or outreach staff. Paperwork: information collection

Sample activities of a postnatal group:

Draw prize: small candle and lotion

Ice breaker: Name one nice thing you do just for you

Song time with baby: The Little Green Frog

This Little Light of Mine

Baby time: Mom and baby exercises

Main discussion topic: Postpartum Depression

Food Demonstration: Making Hummus

Healthy snack, one-on-one time with nurse, dietitian or outreach staff. Paperwork: information collection



2,700 Meal Bags compiled in 2011- 2012

Ready-to-cook meals for groups and for sale to participants for \$1.50 (serves 4 – 6)

- Bean Burritos
- Beef and Barley Soup
- Creamy Turkey Rotini
- Easy Pizza Dough and Sauce
- Mexican Fiesta Casserole
- Raisin Bran Banana Muffins
- Tomato Bean Soup
- Mediterranean Tuna Pasta

Compiling these bags is a mammoth task. It involves careful planning and recipe-testing by our dietitians and relies on volunteers to measure and package spices, rice, lentils, etc.

Another crew of volunteers labels bags and assembles ingredients and recipes into Ziploc bags ready for storage.

With increased attendance this year (up 20%) we ran out before year-end – a first.



STATS THIS YEAR

- Attendance was up 20%.
- 1286 individual women
- 414 group sessions
- 7031 moms attended sessions accompanied by 6742 children, partners, supports to bring this year’s attendance at groups to 13,773

Some glimpses of this Healthy Start year...



thanks for speaking at our AGM



a healthy outcome



happy in warm coats from Koats for Kids



another healthy baby



for her own pregnancy journal



cuddles are the best!



student volunteers compiling meal bags



making muffins



8 of 16 quilts donated by Linda Perry



education fair at Freight House



MERC Healthy Start team



student food prep volunteers



some of the newcomers to Canada team at Knox site



enjoying mat time



talking nutrition

Some history

- 1995 - 96: community development with CPNP (Canada Prenatal Nutrition Program) funds, a federal effort to reach marginalized populations. Winnipeg was specifically identified.
- An enthusiastic planning group involved health & social agencies' personnel, moms, nutrition students
- Moms who had lived in poverty named us. The "&" instead of "and" in Healthy Start for Mom & Me was important to them; it suggested *informal*
- Local artist Gaetanne Simone Sylvester designed our logo
- The multiple-site, collaborative model took shape with input from many
- Created a one-year Peer Outreach Training Program with Red River College and Taking Charge, 20 trainees. 3 were hired by Healthy Start. A grad from 15 years ago is now working with us
- CPNP had been carefully thought-out, so milk coupons, bus tickets and childminding costs were identified as important budget items
- Public health nursing, dietitians and community clinics were key partners enabling a multi-site model
- Started Meal Bags (ready-to-cook ingredients and recipe) for 2 purposes: consolidate our food preparation for 8 sites and, as learn-to-cook, easy & nutritious low-cost food for participants to buy for \$1.50
- Administrative sponsor was initially MB Association of Registered Dietitians, then Dietitians of Canada
- 8 prenatal sites were phased in during the winter of 1997; over 375 pregnant participants were involved in the first year
- First offices were donated spaces by the City of Winnipeg (601 Aikins) and MB Health (800 Portage)
- Interest and participation grew faster than expected
- Manitoba government offered postnatal funding in 1999!
- Hired more staff; moved to 2nd floor Knox United Church, on Central Park
- Prenatal educational 'drop-in' groups were offered one week and postnatal groups the next, alternating to meet those different needs and interests
- Incorporated in 2004; established independent organizational status (as always envisioned) in April 2005 and charitable registration in summer 2005
- In the past decade, about 1300 participants (*counting moms only*) have been involved every year
- There are 9 sites now, including 1 specifically for newcomers to Canada without English (interpreters are provided). Maples Community Centre is the newest site, started August 2011.

15 Years at Healthy

original staff 1997-98

Gail, Debbie, Lauranne, Marie, Andie, Davorka, Rhonda



first postnatal outreach workers 1999

Linda, Leona Monica

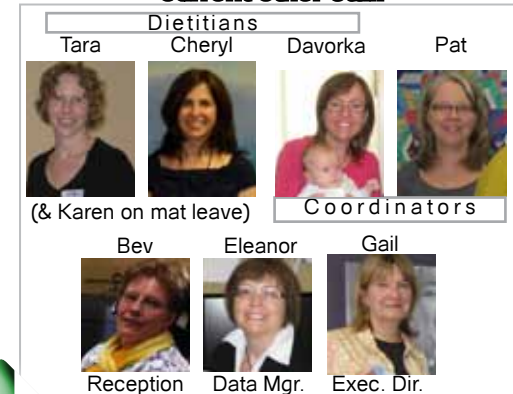


current outreach staff



Tammy Valeria Jenny Nancy

current other staff



Start for Mom & Me

Estimates and outcomes

- At least 13,000 women (pregnant &/or new parent) plus thousands of babies, partners, etc. Many have contact for 1 ½ years at one time...
- Well over 5,000 educational group sessions (*"like putting on a wedding every time" said one former outreach worker!*)
- Well over 10,000 healthy snacks and meals prepared – (*Each group starts with a small uncooked snack & ends with significant low-cost dish such as casserole or soup. Involves nutrition education*)
- 23,000 Meal Bags (ready-to-cook ingredients and recipe to serve 4-6) compiled with volunteer help
- Uncounted cooking events in groups or in homes, home visits, connections to other services including medical care
- About 8,000 bottles of prenatal vitamins distributed to those who need them
- About 7,000 bottles of Vitamin D drops for breastfeeding babies
- We started with 3 Outreach Workers; now over 35 women have had this work experience, including the 8 working with us now.
- Approximately 30 dietitian interns and nutrition practicum placements
- Breastfeeding initiation jumped dramatically in our first years and has remained near 80% ever since
- National evaluation indicates that "more is better" – women with more exposure to programs were less likely to have baby with low birth weight (LBW). Though we work with women with "high risk profile", our participants compare favourably to the general population for LBW – a striking finding. (Reducing incidence of LBWs is a key objective). There are many other benefits as well.
- Manitoba evaluation indicates increased prenatal care and initiation of breastfeeding for community program participants. It notes reduction in high birth weight babies *when prenatal community participation is combined with receipt of prenatal financial benefit*

10th Anniversary celebration





PROBLEM-SOLVING, BUILDING ON STRENGTHS, SIDE-BY-SIDE WORK

Healthy Start groups are *the start and foundation* of relationships; our work with individuals emerges from them.

Examples of staff work one-on-one with participants in 2011 - 12

Nutrition and food	<ul style="list-style-type: none"> • In-home learning is a real boost for some families. Outreach staff and a dietitian did a home visit with a newcomer to Canada that lasted 2½ hours. Topics the mom wanted to learn about ranged from infant feeding to understanding how to prepare food with Canadian items she had in her cupboards. She'd been using a knife to open food cans. Healthy Start provided a can opener in addition to the practical informational support. • A mom told staff she ate only processed foods. She asked for help to learn to cook and to have email communication with a Healthy Start dietitian. She really worked at it, ate better herself, offered her toddler healthy foods and will do so when her baby is ready too. She finds it hard and slow, but is pleased that she's <i>"shaping their eating habits they will have the rest of their lives so it is worth it to keep at it"</i>.
Complex support and medical needs	<ul style="list-style-type: none"> • A pregnant mom who was using crack cocaine sought and accepted support from the Healthy Start outreach worker. The mom said "you've stuck by me longer than others have in the past". As a result she got prenatal care late in her pregnancy and agreed to a referral for drug mentoring for pregnant women. She lived in a hotel; most contact was one-on-one rather than by attending the nearby group. • A young, single and very alone refugee participant became seriously ill with complications of undertreated diabetes. She gave birth to a premature baby who has multiple physical challenges. Mom's hospitalizations and poor daily health resulted in the baby being "in care". Healthy Start's outreach worker encouraged her to plan for her child and its future, what should happen and who should be notified if the worst happens for her, took video footage of her speaking in her language (interpreted off camera) with her baby so that baby and her family at home have some tangible memory, etc. This type of possible end-of-life involvement is unusual for us, yet is part of holistic and practical postnatal support. • Life's details can be overwhelming. A participant was seen at home because of disabling car accident injuries that happened prior to the birth of her 4th child. Husband works out of the province, visiting occasionally; she has been in Canada for a few years, has English, and revealed significant depression and <i>many</i> other challenges. Outreach staff mobilized multiple other resources (public health, home care support, continuity with Mb Public Insurance about the accident claim, hearing aid, food, getting baby started on solids, infant stimulation, household set-up, family planning for future, etc.) Fortunately she had women friends who also helped out. Mom responded extremely well to the organizational help that lifted her from the complex cloud of despondency and overwhelming domestic challenges. <u>Update</u>: <i>she is now in a training program, disabling injuries resolved, and is managing well.</i> • Injury prevention made real – a family that had just received a child booster seat from Healthy Start (via WRHA IMPACT program) had a car accident 2 days later. The child secure in his seat had recently been permanently disabled from an accident that occurred while mom was in hospital giving birth. Outreach staff had facilitated a number of very helpful practical strategies and help for that situation and its shock, and garnered much <i>additional</i> thanks for the demonstrated value of the car seat gift. • A safety plan was developed, food brought, and other quiet help offered to a mom whose nourishment and well-being were at risk. Her in-laws were visiting for an extended time from another country. They treated her with coldness and disdain, confined mom & breastfeeding baby to a bedroom (while their son was at work), and often withheld food and drink. One day when she was able to be away from home for a while, she poured out her story to the outreach staff during a 2½ hour walk (staff had sore legs for a few days). She would not involve police. The relatives finally left and counselling was arranged. This story reveals hidden and challenging domestic abuse.

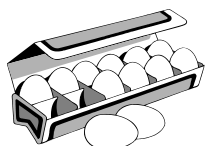


Housing	<ul style="list-style-type: none"> • A homeless downtown pregnant participant who had been ‘couch-surfing’ let the outreach worker help make a housing application. Before that she’d refuse individual contact. She was so pleased to get housing and was suddenly delighted to have home visits. • An inner city participant with 4 children (one new baby) was offered a Manitoba Housing transfer to a larger unit (“once in a lifetime opportunity”) away from downtown. Staff urged her to try it. At first she was not happy and felt very isolated in the area. The Healthy Start outreach worker took the time to drive her around to show her the nearby resources: the food bank, pool with free swimming, community programs etc... Her school-age children are very happy to get out of the pressures of gangs and downtown. One had to relearn how to relate to other kids. Now the mom is very happy about the area and the move. • Someone we knew (meaning we were confident of the source) had mattresses to give away. An outreach staff knew of a young mom who slept on the floor in the north end, so she picked up the mattresses and delivered them the same day. This is another example of practical things staff do that can make such a quick difference to a life.
Baby development & family health	<ul style="list-style-type: none"> • Outreach staff kept close to a participant whose partner committed suicide at home during her pregnancy. She had a premature baby and then moved from the apartment with its difficult and tragic memories. While there were initial concerns and hospitalization for baby’s weight, mom expressed breast milk, baby got well and mom says she is now happy. She says the caring relationship with Healthy Start staff made a difference.
Well-being, setting goals	<ul style="list-style-type: none"> • A hard-of-hearing new mother connected with outreach staff regarding her distressing living situation - crowded mice-infested one room - and the chaos of not having done income tax returns for 3 years, thereby being ineligible for many useful things (housing; GST rebate; Child Tax Credit etc.). By doing a little research and making the right connections, outreach staff enabled her to get free help with past tax returns, start application for housing, etc. The hearing disability and living conditions were barriers that were overcome with a bit of assistance; the results enhanced her situation significantly. • An outreach worker presented a goal-setting exercise she’d created to an audience of 4. An outcome was that an English-speaking newcomer participant had some “lights turned on” by it. By learning how to identify the barriers to her desire to get training, she set goals for herself to overcome them. For a while, outreach staff worked with her one-on-one. Mom had a non-speaking toddler and a baby. The child is now enrolled in daycare in a special needs spot, mom identified and acted on nutrition needs she hadn’t previously understood, and now has plans to apply to a healthcare aide training program. • A newcomer family with a baby lost everything in an apartment fire but was not injured. They didn’t have English skills. Outreach staff was able to make the necessary inquiries, get them to appointments, and obtain many supports to re-establish their lives. <i>The variety of participants’ situations makes it hard to describe a typical day. The story here and above is that Healthy Start works with the issues at hand that affect family well-being.</i>



Birth outcome stats from this year

- Breastfeeding initiation rate — 86%
- Low birth weight rate — 5.6% (or 6.4% with twins included)



A dozen eggs

for every participant over the Christmas season – contributed by DataConstruct (Monique Everton)! Moms appreciated this generous surprise, and so did we.



Former interpreter and Burmese teacher/farmer/weaver became a Canadian citizen this year. She gave a cheque to Healthy Start because she “wanted to do what Canadians do – donate to charity”. Thanks Kay!



Birthday donations instead of gifts... at age 9 and 1! Thanks. One decided on her own. The other, well you can imagine.



Jeff Bell, our computer repair guy made a generous financial donation.



This is a partial group. 18 interpreters are involved regularly.

Grants helped the language interpreting costs:

- \$2,000 grant from Communities 4 Families
- \$1,000 Youth in Philanthropy (YiP) - Garden City Collegiate
- \$300 YiP Network (in its 1st yr)

Student placements

- Urban Circle
- U of M Human Nutritional Sciences

Volunteers

Meal Bag project volunteers, food prep volunteers, and board members contributed over 1500 hours this year.

Some examples of research we assisted this year:

- CHILD Study – The Canadian Healthy Infant Longitudinal Development Study about indoor environmental health; Manitoba is a partner with the Principal Investigator from McMaster University in Hamilton, Ontario
- Baby Teeth Talk Study - Dr. Scroth, University of Manitoba Faculty of Dentistry & University of Toronto
- Canadian Maternity Experiences research, University of Toronto
- Breastfeeding research: Understanding the Motivations and Supports for Women in Saskatoon and Winnipeg, Prairie Women’s Health Centre of Excellence
- Mothering Transitions Research - Detecting, Preventing, and Treating Perinatal Depression and Anxiety. Dr. Cindy-Lee Dennis and Melissa Jovellanos. University of Toronto
- Impact of Diet and Exercise Activity on Outcomes of Maternal Obesity (“IDEA” study): Drs. Shen and Ludwig, et al. University of Manitoba – ongoing recruitment for many years

Employability experience gained at Healthy Start (other than staff)

- childminding ... One childminder says “it has given me confidence and a voice”.
- interpreting ... Sometimes it’s a first job in Canada.
- making muffins ... Participants are paid.
- food preparation ... Nutrition student volunteers gain hands-on community experience



Board of Directors

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

Staff

Audrey Oman, Bev Lacasse, Cheryl Oliveira, Davorika Monti, Eleanor Van Delden, Gail Wylie, Jenny Foster, Melanie Duncan, Melissa Jagger-Plante, Michelle Rynnanen, Nancy McDowell-Kok, Pat Kelly, Tammy Hamelin, Tara Hawking-Kreller, Valeria Santermer, Virginia Stillwater (term), Mireille Noel (casual), Mercy Peterson Au (term), Karen Deeley

Interpreters

Amarti Ledi, Alma Ramos, Anne Marie Ntihanabayo, Brekti Hagos, Elizabeth Andrea, Ephemie Nyelele, Halima Hanaf, Hana Amdemichel, Hram Tin Thluai, Hassina Hamidi, Harka Sanyasi, Htooku Lerwah, Layloma Ahmed, Lihui Guo, Maria Dekhtiarenko, Marie Madeleine Uwimbabzi, Nadia Ourrhi, Sadia Naseem, Soyame Hunde, Uttara Adhikari.

Partners

Winnipeg Regional Health Authority, Public Health, Dietitians (Rosemary Szabadka, Lana Kusmack, Lavonne Harms) and too many public health nurses to name, who are involved at every Healthy Start site!, *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- Canada Safeway, Cantors Grocery, Riedigers Supermarket, Neechi Foods, Zeid's Food Fare; *Contracting partners* - Jo-Anne Gilchrist, dietitian, Rochelle Tinumpit & Joanna Thich, data support, Maryon Grant, bookkeeper.

Volunteers

U of M Human Nutritional Science students - Allison Austman, Angela Tucker, Brittany Laurin, Elahe Askari, Elin Czayka, Ellen Truong, Emily Matheson, Eva Weingartl, Jaclyn Fehr, Jennifer Bewza, Julie Johnson, Katelyn Hubble, Maxine Lam, Melinda Mintarno, Mina Huynh, Monique Buisse, Rachel Tessier, Rachel Tessier, Rebecca Wilson, Samina Ahmed, Sandra Olivson, Shondra Stadnyk, Siew Lung Goh, Veronica Shulgina; *Dietetic Interns* - Angelina Esposito, Tiffany Nicholson; *Volunteer dietitian* - Holly Milton, Urban Circle student - Kelli; *Meal Bag assembly* - Students and teachers from Westgate Mennonite Collegiate, Amie Green, participant volunteer helped organize 2011 Education Fair

Childminders

Arfassa, Afroja, Assumplioi, Friba, Georgina, Irene, Kathy, Marie, Marie Paul, Michelle, Olena, Paula, Marjorie, Salma, Shumi, Theresa, Tabassam, Ubah, Veda, Verna.

Funders

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

Donors & Grants

Thank you to all individuals who made financial contributions. Thanks also to so many "in-kind" donors (baby clothes & toys, furniture etc.), YIP (Youth in Philanthropy) grants (Garden City Collegiate and YIP Network)

Assistance from Business & others (in-kind contribution or discount)

Canada Safeway, Kendrick Quality Printing, Information Age Computing (Jeff Bell), Meyers Drugs, Nak Sales, J.S. Fashion, DataConstruct (Monique Everton), City of Winnipeg

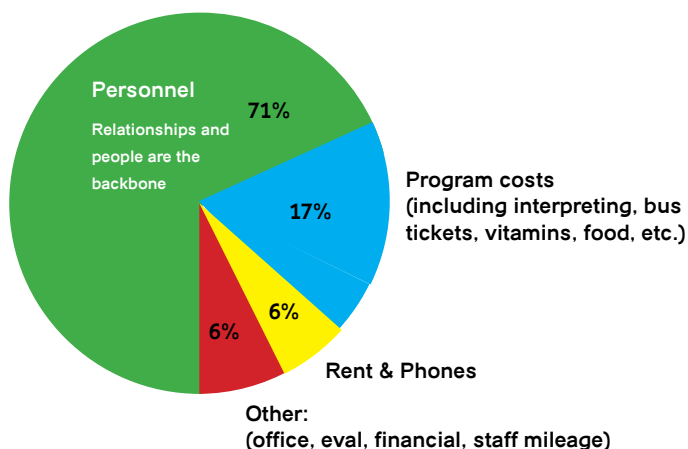
Community Groups

ABC Quilting Group of Manitoba Prairie Quilters (baby quilts), Thelma Wynne Project of St. Matthews Maryland (layettes), Dorothy Troop & friends (baby blankets), Koat for Kids, WRHA IMPACT Organizations involved in the Freight House Education Fairs 2011/12: University of Winnipeg, University of Manitoba, CAHRD, Red River College, New Directions- TERF Program, Urban Circle, Kaakiyow Li Moond Likol, SEED

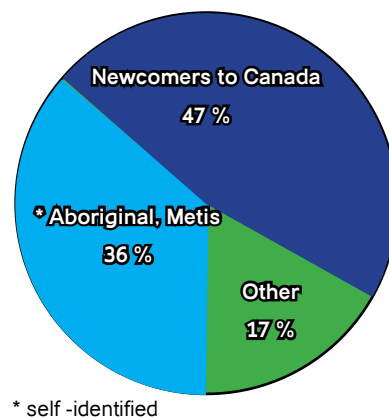
Our 9 locations for groups:

Freight House Community Centre	200 Isabel Street, Door 1
Hope Centre Health Care	240 Powers St.
Magnus Eliason Recreation Centre	430 Langside St.
Knox Centre	400 Edmonton St.
Trinity Place	265 Flora Ave.
Trinity United Church	933 Summerside Ave.
Maples Community Centre	434 Adsum Drive
Weston Community Centre	1625 Logan Ave.
Wolseley Family Place	691 Wolseley Ave

How are funds are spent



Who we are involved with



* self-identified



Healthy Start for Mom & Me Inc.

Statement of Operations

For the year ended March 31, 2012

(unaudited)

	Total 2012	Total 2011
Revenues		
Public Health Agency of Canada (PHAC) - Canada Prenatal Nutrition Program (Schedule 1)	486,877	648,877
Healthy Child Manitoba - Healthy Baby (Schedule 2)	372,492	339,876
Poster Project (Schedule 3)	961	8,825
Donations and Other Contributions (Schedule 4)	8,673	2,899
The Winnipeg Foundation (Attachment Network workshop) (Schedule 5)	-	15,000
Youth in Philanthropy (Schedule 6)	1,000	1,300
	870,003	1,016,777
Expenses		
Public Health Agency of Canada (PHAC) - Canada Prenatal Nutrition Program (Schedule 1)	486,877	648,877
Healthy Child Manitoba - Healthy Baby (Schedule 2)	372,492	339,876
Poster Project (Schedule 3)	281	2,536
Donations and Other Contributions (Schedule 4)	8,489	1,236
The Winnipeg Foundation (Attachment Network workshop) (Schedule 5)	-	15,000
Youth in Philanthropy (Schedule 6)	1,000	1,300
	869,139	1,008,825
Excess of revenues over expenses	864	7,952

Healthy Start for Mom & Me Inc.
Schedule 1 - Public Health Agency of Canada (Canada Prenatal Nutrition Program)
Revenues and Expenses
For the year ended March 31, 2012
(Unaudited)

	2012	2011
Revenues		
CPNP - Grant revenue	486,877	486,877
CPNP - Dental Project grant revenue	-	150,000
CPNP - Newcomers and Knox Project grant revenue	-	12,000
	486,877	648,877
Expenses		
Equipment	1,018	4,070
Evaluation	315	675
Materials	94,283	93,877
Other	22,461	19,178
Other - Dental Project	-	150,000
Other - Newcomers and Knox Project	-	12,000
Personnel	332,964	333,304
Rent and utilities	25,090	24,853
Travel	10,746	10,920
	486,877	648,877
Excess of revenues over expenses	-	-

Healthy Start for Mom & Me Inc.
Schedule 2 - Healthy Child Manitoba (Healthy Baby) Revenues and Expenses
For the year ended March 31, 2012
(Unaudited)

	2012	2011
Revenues		
	372,492	339,876
Expenses		
Evaluation	13,133	10,000
Materials	23,012	18,703
Office	4,419	4,630
Other (includes corporate and communication)	17,075	11,635
Personnel	284,169	271,776
Rent and utilities	22,699	15,550
Travel	7,985	7,582
	372,492	339,876
Excess of revenues over expenses	-	-

Healthy Start for Mom & Me Inc.

Statement of Changes in Net Assets

For the year ended March 31, 2012

(Unaudited)

	Unrestricted	Reserve fund	2012	2011
Net assets, beginning of year	33,000	51,509	84,509	76,557
Excess of revenues over expenses	864	-	864	7,952
Transfers	(864)	864	-	-
Net assets, end of year	33,000	52,373	85,373	84,509

The statements are excerpts from 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 949-5350.