

Healthy Start for Mom & Me



Annual Report
2010-2011

Reaching out to expectant and new families
... promoting a great start for babies

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www.hsmm.ca



Having been involved with this community network – now organization – from its initial development seeds in 1995 to its firm base now, we note that Healthy Start for Mom & Me seems well-rooted, surprisingly still fresh, and thriving in its reach to families. It is almost a small ecosystem within neighbourhoods. It could also be called *social infrastructure*.

What *social infrastructure* means in our perception is this. Families based in the city communities where Healthy Start has weekly sites have something they *can count on* during the prenatal and year-one of parenting phases. They can count on getting up-to-date information at groups year round with no waiting lists; access to nurses, dietitians and outreach staff; coupons for milk and prenatal vitamins if needed; follow-up support at home or a location of choice; assistance with a multitude of related family challenges that connect to other community resources; friendly, committed and non-judgmental teams whose keen, holistic attention bathes challenged moms with a care that evaluators are saying works. The complexity of the work, collaboration, interdependence, resources and shifting needs truly seem to function as a kind of mini-ecosystem.

Another interesting and full year has passed. The continued surge of newcomers to Canada tilts the proportion of Healthy Start participation toward them – 43% of the nearly 1300 women this year have been in Canada fewer than 10 years. The pages of this annual report will be able to convey just a few aspects of what goes into, and emerges from, a Healthy Start year.

Our thanks are extended to every single person who helps make it all happen. Very importantly for their enthusiastic, consistent energies year-round, gratitude goes to our wonderful staff, the many dedicated and terrific contributing team members, and the engaged and thoughtful Board of Directors. For the necessary financial resources that make such an investment in quality of lives now and in future, we acknowledge and appreciate our main

fundes: the Canada Prenatal Nutrition Program (Public Health Agency of Canada) and Healthy Baby (Healthy Child Manitoba).

~Corinne Eisenbraun, R.D. and Board Chair
~Gail Wylie, Executive Director

“ – 43% of the nearly 1300 women this year have been in Canada fewer than 10 years. ”



“We know more and more about the extraordinary importance of infancy and childhood to getting people off on the right start in life.”

Dr. Eric Jackman, *Dr. Eric Jackman Institute of Child Studies, University of Toronto, 2011*



showing new baby to staff



new this year

The Healthy Start Activities Guide:

a description of pregnancy and parenting topics developed or adapted for groups by Healthy Start for Mom & Me teams in Winnipeg



a healthy outcome



staff hard at work



another healthy baby



winner of a student-made gingerbread tree



HS featured in MB Government newsletter



student volunteers compiling meal bags with dietitian Cheryl (in apron)



Knox on Central Park: office 2nd floor; newcomers' groups in basement



newcomer group at snack time and meeting one-on-one with nurse, dietitian, or outreach staff



some Knox interpreters



food demo at Hope Centre



learning to eat

The building blocks of Healthy Start

... are many yet simple: practical, personal, relational.

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



**Knox expanded to weekly in June 2010
*St. Philips closed May 2010

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



Stories, quotes

Because of the program a mother breastfed her 9th child – a first for her.

“Since you guys talk about it all the time I have a big jug of water in my fridge.” (Has decreased soft drinks.)

“I’m so excited to learn to stir fry – we haven’t cooked with vegetables before.”

“My baby loves the nursery rhymes. My older child does too and is waiting for me to bring new ones home.”

“The information is simple and easy to understand.”

“Oh such a healthy snack every time!”

“I learned so much.”

“I get support here.”

“Stories: the meaning we make of facts.”
~John Ott

Special projects this year

- Activities Guide for team members: ‘how-to’ inventory of HS teaching kits – most are home-made & unique
- Household needs survey of participants
- Child Dental Resources Project – compiled and sent kits across Canada in partnership with Healthy Smile Healthy Child (University of MB) & Public Health Agency of Canada

Special thanks

Koats for Kids – we distributed over 200 winter coats & clothing to participant families

Family Resource Programs of Canada – subsidized sales of our posters to members, which raised new money for interpreting

Sister MacNamara School – donated student-made gingerbread houses at Christmas

WRHA IMPACT – for their donation of booster seats for families

Healthy Start participants and family who graciously agree to be photographed

Healthy Start participants who donate baby clothes for other families

Community quilters and knitters, who keep on producing beautiful things for babies

Healthy Start by the numbers

1270 individual participating women / families

82% of women initiated breastfeeding

43% newcomers

39% aboriginal participants

over 1500 volunteer hours

9 community sites

22 languages interpreted

1900 meal bags compiled

390 group sessions (*not including special cooking activities*)

5851 moms attended sessions accompanied by 5859 partners, supports and children to bring our yearly attendance at group to **11,710**

615 dental resource kits assembled & shipped, *with paid participant involvement*

“Stats are people with the tears wiped away.”
~Wendy Hellerstedt, 2004, PhD Epidemiology



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 – Balmoral Hall and Transcona Collegiate
- Public Health Agency of Canada – child dental resource project grant
– newcomers groups enhancement grant

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

- Canada Safeway, Shoppers Drug Mart, Kendrick Quality Printing, Information Age Computing (Jeff Bell), Meyers Drugs, Nak Sales, J.S. Fashion, Zeid’s Food Fare, Toad Hall Toys, McNally Robinson, DataConstruct (Monique Everton), City of Winnipeg

Contributing Community Groups

- ABC Quilting Group of Manitoba Prairie Quilters (baby quilts)
- Thelma Wynne Project of St. Matthews Maryland (layettes)
- Dorothy Troop & friends (baby blankets)
- Members of the HSC White Cross Guild (Christmas items and cash donation)



Examples of some Healthy Start connections and contributions in the community this year:

- National Child Day Forum – Healthy Start staff presented at workshop
- Aboriginal Head Start Conference – Healthy Start dietitians presented
- A newcomer public health flu clinic was held concurrent with our newcomers postnatal session
- Women’s Hospital Baby Friendly Initiative Committee – staff involvement
- Adolescent Parent Centre & Nelson McIntyre Collegiate – Healthy Start contributes dietitian service
- WRHA Prenatal Care Committee – staff involvement
- Adolescent Parent Interagency Network – staff member on steering committee
- Attachment Network of Manitoba – staff on Board of Directors; involved in development of toddler DVD
- Urban Circle Family Support Worker Program: Employer Advisory Committee; Trainee Interview selection
- Network of Organizations for War-Affected Newcomers – staff involvement
- Canada Prenatal Nutrition Program (CPNP) Manitoba Network, and National Network CAPC & CPNP
- Manitoba Partnership Dietetic Education Program – breastfeeding workshop for dietetic interns
- Professional development session open to others – “Mental health in the community” – speaker from the Canadian Mental Health Association
- Participation in many research projects – national, provincial and local



Healthy Start for Mom & Me Inc. Statement of Operations For the year ended March 31, 2011 (unaudited)

	<i>Total</i> 2011	<i>Total</i> 2010
Revenues		
Public Health Agency of Canada (PHAC) - Canada Prenatal Nutrition Program (Schedule 1)	648,877	486,877
Healthy Child Manitoba - Healthy Baby (Schedule 2)	339,876	342,673
Poster Project (Schedule 3)	8,825	1,865
Donations and Other Contributions (Schedule 4)	2,899	8,082
The Winnipeg Foundation (Attachment Network workshop) (Schedule 5)	15,000	15,000
Youth in Philanthropy (Schedule 6)	1,300	-
	1,016,777	854,497
Expenses		
Public Health Agency of Canada (PHAC) - Canada Prenatal Nutrition Program (Schedule 1)	648,877	486,877
Healthy Child Manitoba - Healthy Baby (Schedule 2)	339,876	342,673
Poster Project (Schedule 3)	2,536	171
Donations and Other Contributions (Schedule 4)	1,236	1,140
The Winnipeg Foundation (Attachment Network workshop) (Schedule 5)	15,000	15,000
Youth in Philanthropy (Schedule 6)	1,300	-
	1,008,825	845,861
Excess of revenues over expenses	7,952	8,636

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, 2011 (Unaudited)

	2011	2010
Revenues		
CPNP - Grant revenue	486,877	486,877
CPNP - Dental Project grant revenue	150,000	-
CPNP - Newcomers and Knox Project grant revenue	12,000	-
	648,877	486,877
Expenses		
Equipment	4,070	1,420
Evaluations	675	686
Materials	93,877	99,519
Other	19,178	22,082
Other - Dental Project	150,000	-
Other - Newcomers and Knox Project	12,000	-
Personnel	333,304	331,246
Rent and utilities	24,853	23,195
Travel	10,920	8,729
	648,877	486,877
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, 2011 (Unaudited)

	2011	2010
Revenues		
	339,876	342,673
Expenses		
Evaluations	10,000	9,551
Materials	18,703	18,923
Office	4,630	5,400
Other (includes corporate and communication)	11,635	14,607
Personnel	271,776	272,704
Rent and utilities	15,550	15,165
Travel	7,582	6,323
	339,876	342,673
Excess of revenues over expenses	-	-

Healthy Start for Mom & Me Inc. Statement of Changes in Net Assets For the year ended March 31, 2011 (Unaudited)

	<i>Unrestricted</i>	<i>Reserve fund</i>	2011	2010
Net assets, beginning of year	33,000	43,557	76,557	67,921
Excess of revenues over expenses	7,952	-	7,952	8,636
Transfers	(7,952)	7,952	-	-
Net assets, end of year	33,000	51,509	84,509	76,557

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.



Board of Directors

Corinne Eisenbraun – *Chair*, Linda Abraham – *Secretary*, Jill Palitsky – *Treasurer*, Elizabeth Gumbe, Gail Marchessault, Helen Quinn, Petrina Underwood, Rosie Parmar, Gail Wylie (ex-officio)

HSMM Staff

Regular staff at year end – Audrey Oman, Bev Lacasse, Davorka Monti, Cheryl Oliveira, Eleanor Van Delden, Gail Wylie, Jenny Foster, Karen Deeley, Melanie Duncan, Melissa Jagger-Plante, Michelle Ryyananen, Nancy McDowell-Kok, Pat Kelly, Tammy Hamelin, Tara Hawking-Kreller; Mercy Peterson-Au (term), Virginia Krahn (term), Mireille Noël (casual - part-time)

Bookkeeper services – Maryon Grant

Staff who left during the year – Madeline Pearce, Stephanie Gillis-Bodnar, Lori Harris

Years of service recognized in 2010-11 – Eleanor Van Delden (10 years)

& at AGM for 2009-10: Cheryl Oliveira (5 years), Tara Hawking-Kreller (10 years), Gail Wylie (15 years)

Interpreters

Amarti Ledi, Alma Ramos, Anne Marie Ntihanabayo, Brekti Hagos, Elizabeth Andrea, Ephemie Nyelele, Halima Hanaf, Hana Amdemichel, Hram Tin Thluai, Htooku Lerwah, Lihui Guo, Maria Dekhtiarenko, Marie Madeleine Uwimbabzi, Nadia Ourrhi, Sadia Naseem, Silvia (Hyun Sun) Cha, Soyame Hunde, Kim Anh Dang, Naw Kay Seng, Qing Yuan Wang, Lal Cerlian Cuinguin, Elena Kuznetsova

...for 22 languages

Partners

Winnipeg Regional Health Authority, Public Health, dietitians (R. Szabadka, G. Legal, L. Kusmack, L. Harms) and too many public health nurses to name, who are involved at every Healthy Start site!

Mount Carmel Clinic, Linda Urich and Jan Sprange, community nurses / Nina Kudriakowsky, dietitian
Wolseley Family Place, Nazrin Sepehri, health educator / Noelle Campbell, childcare coordinator

Immigrant Centre, Val Broeska, nutritionist

Business Partners – Canada Safeway, Cantors Grocery, Riedigers Supermarket, Neechi Foods, Zeid's Food Fare

Volunteers

U of M Nutritional Science student volunteers: Alvin Chuin Cher, Anna Nezveschuk, Brittany Laurin, Ellen Truong, Emily Matheson, Kerri Casper, Holly Jardine, Jaclyn Unger, Jennifer Bewza, Jennifer Karlstedt, Jennifer Young, Joanna Thick, Katelyn Elliot, Katelyn Hubble, Kelly Van Leeuwen, Linda Duong, Leanne Partridge, Meaghan Rutherford, Olena Andrushchyshyn, Rachele Larsen, Rie Ueda, Rochelle Tinumpit, Siew Lung Goh, Veronika Shulgina; *Dietetic intern* – Jenna Hart

Meal Bag Assembly – Students and teachers from Westgate Mennonite Collegiate

...contributed more than 1500 hours

Childminders

Afroja Yesmin, Annette Wings, Connie Lyon, Theresa Hill, Tabassam Khan, Kathy Shurvell, Avaline McKenzie, Vanessa Khan, Veda Koncan; West Central Women's Resource Centre Childminders – Entesar, Shumi, Marjorie, Angela, Irene, Verna, Marie, Wanda, Layloma, Gladys, Fatuma, Paula