



Moms, Boobs & Babies

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Chair's Message

Melissa Pink

One of the greatest accomplishments MBB reported last year was the securing of funding to support MBB for two years. That funding allowed MBB to hire a program coordinator; we were supremely lucky to be able to hire the amazing Lindsay Arseneau who has guided MBB to what I believe has been one of the most successful years we have had for peer-support for breastfeeding moms across the territories. This report will outline some of greatest achievements, our presence at the Farmer's Market 'normalizing' breastfeeding, extremely successful Breastfeeding Challenge, and our peer-support training and program development are three that will stick with me.

While those three are, to quote my kiddo, "big ones", MBB has participated in, organized, promoted, supported and developed events, resource materials, and partnerships throughout the year. Other activities that kept us busy this year included:

- Strengthening partnerships to connect with and support pregnant women and new moms;
- Developing and distributing MBB promotional materials and other breastfeeding resources;
- Community breastfeeding support training;
- Establishing local MBB Support Chapters across the NWT;
- Engaging NWT communities in a social marketing campaign to normalize, promote and support breastfeeding;
- Partnering with Regional and Territorial Health Authorities to ensure policies and practices promote, protect and support breastfeeding;
- Promoting support and acceptance of breastfeeding among local organizations and groups;
- Hosting 3 "Get Active" events for the community and MBB members to encourage families and their babies to get out and get active in Yellowknife; and
- Continuing to offer breastfeeding peer support to Yellowknife and NWT families.

This was my last year as a MBB Board member, maybe not forever, but for now. I am proud of what this group of busy mommas has accomplished in the past two years and I am happy that I was able to give back to a community that I believe in and that supported me in my breastfeeding journey. I am sure the new Board will build on what I hope is a solid foundation and further the goals of MBB: promoting, protecting, and supporting breastfeeding.

Cheers, and many thanks,
Melissa Pink, Chair

MBB 2015-2016 Core Peer Support Initiatives

Our core breastfeeding peer support activities in Yellowknife in 2015-2016 included:

- Yellowknife monthly support meetings;
- MBB toll-free peer support line;
- Facebook Closed Breastfeeding Peer Support group and Public MBB page; and
- Co-facilitating postnatal classes with Yellowknife Public Health.

We have been offering taxi vouchers for our peer support meetings, training and other events since September to ensure these are accessible to everyone who would like to attend.

We keep our website up to date with upcoming events and send out a monthly email with MBB updates – if you would like to be added to our distribution list please email info@momsboobsandbabies.com



Monthly Support Meetings

Our monthly meetings at the Holy Trinity Anglican Church have grown more popular this year, with an average of 12 - 15 attendees since September. We have lots more expecting mothers, and it's been great to see a few partners and grandmothers too! We'd like to thank our peer support facilitators Helen and Tina as well as all the mothers with older babies who still join in our meetings to share and support others!

To those who may be new to MBB, we offer monthly support meeting on the first Wednesday of every month. Our meetings are a casual gathering of moms, babes, and other supporters of breastfeeding, where we offer peer-support and information, and help guide moms with questions through any breastfeeding challenges they might be experiencing.

Discussion topics are generally broad and can range from breastfeeding specific challenges (challenges with supply, latch, mastitis, thrush, etc) to discussing developmental milestones (e.g. feeding solids, learning to crawl, etc) to parenting and general discussions (e.g. sleep, introducing new siblings, returning to work) and the challenges and adventures of being a parent.



Peer Support Line

The MBB peer support phone line allows moms to access peer support for breastfeeding at any time of the day, and toll free from anywhere across the NWT. Callers are asked to leave a message and receive a call back from a MBB volunteer within 24 hours. We currently receive about 2 calls per month, and we suspect that this is, in part, due to the fact that so many mothers and families choose to reach out to our volunteers over Facebook instead.

Some of the topics that our volunteers provided support on included:

- Weaning
- Low supply
- Difficulties with latch

A huge thank you to all our dedicated phone volunteers, without whom we would not be able to offer a 24-hour support line!

Facebook Peer Support Group

Our closed Peer Support Group on Facebook remains a very popular way for NWT mothers to connect with each other, provide interesting/informative links to breastfeeding stories, ask questions regarding challenges associated with breastfeeding, and general questions about raising babies. As a closed group, it's a safe space for moms to post questions without anything showing up in their newsfeed.

We have recently also created a public Moms, Boobs and Babies Facebook page. This page enables us to share information about our support publicly on Facebook, including our monthly meetings and events, instead of just to our own closed group. Expecting and new moms and anyone interested in more information about MBB can go to the public page for general information and once there, they are directed to our closed peer support group if they are looking for peer support.

Postnatal Classes

In partnership with Yellowknife Public Health, MBB helps facilitate postnatal classes for parents with babies under 1 year of age every Monday from September to June 1:30 – 3:00 at the Baker Centre. We helped provide input into the schedule and were happy to have such a great turn-out for sessions this year!

A special thank you to Amanda Shaw for helping facilitate, set-up, introduce speakers and help clean up on behalf of Moms, Boobs and Babies! We need new volunteers with wee ones nearly every term, as it's challenging for those with older babies and toddlers to take on this role, so please let us know if you are interested in this volunteer opportunity.

World Breastfeeding Week

“Breastmilk” Documentary Screening

A screening of the documentary “Breastmilk” was our kick-off to World Breastfeeding Week in Yellowknife. The screening was followed by a panel discussion. The event was held at the Legislative Assembly and panelists included a pediatrician, a public health / OB nurse, a naturopathic doctor and a doula / birth educator. Beverages were provided. About 15 families attended, a few with children, and a lively conversation about birth and breastfeeding followed the documentary.



Annual Breastfeeding Challenge & Parent Resource Fair

Our “Eat Local” themed Annual Breastfeeding Challenge and Parent Resource Fair was a big success, drawing a record number of participants. We were awarded a gold medal (first place) by the Quintessence Foundation for attracting the most breastfeeding moms and babes (32) in the under 10,000 births category. There were a total of about 45 attendees those who were no longer breastfeeding and two participants even drove in from Behchoko.

The event was held at the Legislative Assembly in Yellowknife, and featured an address by Minister Abernethy, presentations of BFI certificates of participation to Yellowknife Public Health and Stanton Territorial Hospital, the “Latch” challenge at 11:00 am, and a kids colouring contest. Epic Grill provided finger foods and participants won lots of great door prizes. In addition, all participants received a very popular “Eat Local” themed tank top designed by local artist and local mama Alison McCreesh.

We also had lots of fun for little ones – A special thank you to Johanna Tiemmesen for the warm-up baby-wearing dance, John at the library for fun stories and activities, and Kerry Wheeler for the engaging sing-a-long songs – the kids certainly had a great time!

MBB would also like to thank all the organizations who took the time to come out to host a table at the event to share their services and supports for families as part of our Parent Resource Fair: Canadian Parents for French, NWT Literacy Council, Centre for Northern Families, and the Yellowknife Public Library.

This year, we also made a special effort to put together a listing of activities for families with children under three, which is now posted on our website. We also contributed to the development of a new community-based initiative: a website highlighting resources in Yellowknife for expecting families and the first year post-partum: www.yellowknifefamilyresources.com

To learn more about the Breastfeeding Challenge visit the Quintessence Foundation website <http://www.babyfriendly.ca>

Breastie Photo Campaign & Art Gala

The 2015 Photo Campaign focused on the theme of “eating locally” and encouraged moms to post pictures, in one of the three categories: a) “breasties” (“breastie” = breastfeeding selfie); b) amateur photographer; or c) professional photographer. Pictures were shared on the MBB Facebook page and generated a lot of interest and discussion from the online community. Finalists from the competition were posted at the Breastfeeding Challenge event, and participants at the event were invited to vote for their favourites in each category.

The 2015 Breastfeeding Art Gala was hosted at the Blue House and featured printed and mounted photos of finalists from each breastfeeding photo challenge categories. Veggies, fruit, carbonated water and fruit drinks, and cupcakes with icing made to resemble breasts were provided to attendees. About 15 families came to view the breastfeeding photos, socialize, and talk about breastfeeding. A local Henna artist provided free henna designs to those who were interested. Winners of the photo competition were announced and prizes were awarded.

The winners were Shannon Allerston for the breastie category, Julia Jeffery for the amateur category and Becca Denley for the professional category, photo credit Tara Marchiori.

MBB would like to extend a big thank-you to the Blue House (Maison Bleu) and Pascaline G, for providing the space, and beautiful henna designs (respectively, of course). A thank you also to Kayley at Picture This Productions for the beautiful (and appropriate) breastfeeding-themed cupcakes and to all of those who submitted photos to the photo contest and allowed us to display them publicly. Anything and everything we can do to help normalize breastfeeding

Thank you to our Breastfeeding Challenge Prize Donors!

Prize donors included the Department of Health and Social Services Aboriginal Health and Community Wellness Division, Momzelle, City of Yellowknife, Bella Dance, Jennifer Skelton, Amber Henry, Forever Designs, Yellowknife Gymnastics Club, Suzanne Smith (Music Pups), Gallery of the Midnight Sun, Shoppers Drug Mart, the NWT Literacy Council, and the Family Centre. Many thanks!

Peer Support Training

With financial support from both Municipal and Community Affairs and the Department of Health and Social Services, this year, Moms, Boobs and Babies partnered with Ottawa Public Health to provide a breastfeeding peer support training session for nineteen current and future MBB volunteers from Yellowknife and Inuvik. This training was based on training provided to volunteers with the Ottawa Breastfeeding Buddies program, and was offered February 19th & 20th, 2016 at the Calvary Community Church in Yellowknife. Volunteer manuals were developed based on the Ottawa Breastfeeding Buddies Manuals with resources from Yellowknife and the NWT integrated throughout.

We are planning to offer networking meetings on an ongoing basis in partnership with Yellowknife Public Health to allow volunteers to connect with each other and with Yellowknife Public Health nurses to ask questions and focus on special topics of interest as identified at monthly meetings and by phone volunteers.

We have also been busy developing our own MBB NWT Peer Support Training program! A big thank-you to Michelle Rees (local doula and birth educator) who is working with us to develop this new training program. The program will be based upon two successful and evidence-based peer breastfeeding support models (Best Start Peer Support Training and Ottawa Breastfeeding Buddies) as well as other programs which have shown success in Aboriginal settings, including Wabano breastfeeding buddies in Ontario and Kanestake in Quebec, and will be adapted to suit NWT's Northern and remote context. A module with suggestions for how to get a peer support program started based upon what has worked well in other areas will also be part of this new training for those in communities outside of Yellowknife. We look forward to being able to offer this training soon!



Special Projects & Events

MBB Baby-Friendly Tent at Farmer's Market & Folk on the Rocks

We hosted a MBB "baby-friendly" tent at the Farmer's Market throughout most of the summer - a shaded tent area for breastfeeding moms with comfortable chairs, picnic blankets, colouring and books for kids, water, and breastfeeding information, including breastfeeding support information for nursing mothers. We were also able to set up our baby friendly tent by the kid's stage at Folk on the rocks.

These opportunities were a great way for us to get to meet expecting women and new families and share information about MBB and the support we offer, while helping to promote and normalize breastfeeding.

Snow Castle Nurse-in

With winter lasting eight months (or at least it sometimes feels like eight months) in this great city, MBB decided to ask mommas to brave the cold and join us for a nurse-in at the Snow Castle. Photographer Tara Marchiori was there to capture the event. While not the easiest to free a breast to nurse while in full winter gear, many babes and toddlers enjoyed nursing at the castle.

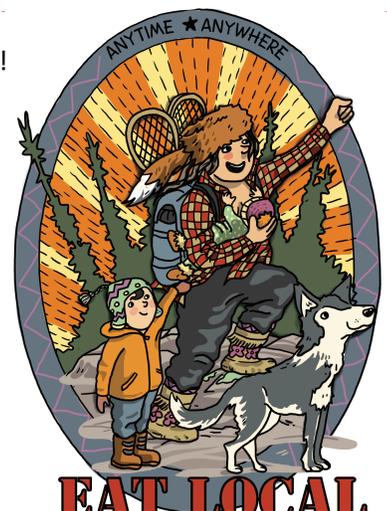
Get Active!

This year MBB successfully applied for funding from the GNWT for their Get Active grant program. This enabled the organization to offer four events over the year to encourage moms, babies and their families to get out and get active in a breastfeeding friendly environment. The first event, held in June 2015, was a hike from City Hall along the Frame Lake Trail, ending with a play-date and nurse-in at the Prince of Wales Heritage Centre. Then we held a Mom-Baby fitness session at the Fieldhouse in January; and an open play session at the Yellowknife Gymnastics Club in March. We would like to thank the NWT Parks and Recreation Association for their generous support to enable these activities.

Resource Development

Have you noticed that we have a beautiful new Facebook banner? Email design? We have been working on a set of new resources for MBB. Keep your eyes peeled for a portable stand-up banner to display at promotion events, new MBB rack cards (an update from our MBB pamphlet), and new MBB magnets thanks to Diana Curtis Design. We are also working on a Farmer's Market sign using the great design created by Alison McCreesh for our Breastfeeding Challenge T-shirts!

Do you have ideas for great resources we can work on? Don't hesitate to let us know!



Financial Report

Yellowknife Breastfeeding Support Group Statement of Operations 2015-16

	2015-16 Actuals
Opening Balance as at March 31, 2015	<u>\$20,693.98</u>
 Revenue	
NWTPRA - Get Active	\$200.00
GNWT DHSS	\$25,000.00
NWTPRA - Get Active	\$575.00
YHSSA	\$5,880.00
GNWT - DHSS	\$17,140.77
GNWT - MACA	\$4,000.00
GNWT - DHSS	\$7,859.23
NWTPRA - Get Active	\$375.00
	<u>Total Revenue</u>
	<u>\$61,030.00</u>
 Expenses	
Monthly support meetings	\$1,499.00
Peer Support line	\$525.60
Operating expenses (insurance, bank fees etc.)	\$1,065.53
World Breastfeeding Week Events	\$4,606.74
Training & Program development	\$23,368.67
Materials & Supplies	\$7,498.36
Staff Expenses	\$20,485.96
Get Active Events	\$428.76
	<u>Total Expenses</u>
	<u>\$59,478.62</u>
Net Income/Loss	<u>\$1,551.38</u>
Closing Balance March 31, 2016	<u>\$24,086.46</u>

2016-2017 Volunteer Opportunities

Are you interested in any of our volunteer opportunities? We are always thrilled to have new members who would like to help support our activities and peer support program – email us!

- Monthly meeting co-facilitator
- Peer support phone line volunteer (once a year)
- Postnatal class co-facilitator (twice a month Sept - June)
- Help out with World Breastfeeding Week events (August – October)
- Organize a “Nurse-in” around town
- Baby-friendly tent volunteer at Farmer’s Market & Folk on the Rocks
- Organize a Get Active summer walks with babes
- Help with MBB’s Eco Families event (April)
- Helping with other special events
- MBB Board member (positions include but may not be limited to: co-chair; secretary; treasurer; director at large; peer support coordinator, breastfeeding week event coordinator, peer support training coordinator, promotion and design coordinator, community outreach coordinator)

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Facebook

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The MBB 2015-2016 Board

Melissa Pink

Marcy MacDougall

Helen Vaughan Barrieau

Lisa Tetlich

Leila Stambouli

Kyla Wright

Vanessa Temple



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Thank you to our Volunteers!

- Alana Kronstal
- Alison McCreesh
- Amanda Shaw
- Amber Henry
- Becca Denley
- Chantal Steitzer
- Christina Leeson
- Helen Vaughan Barrieau
- Jessica Strothard
- Kathryn Oraas
- Kyla Wright
- Leila Stambouli
- Lindsay Arseneau
- Shelley Crouch
- Lisa Tetlich
- Marcy MacDougall
- Melissa Pink
- Michelle Rees
- Pam Baert
- Pascaline Greau
- Shelley Crouch
- Susan Fitzky
- Tina Drew
- Vanessa Temple
- Wendy Lahey

*“Breastfeeding: Nature’s
drink with superior
packaging”*