

# Moms, Boobs & Babies

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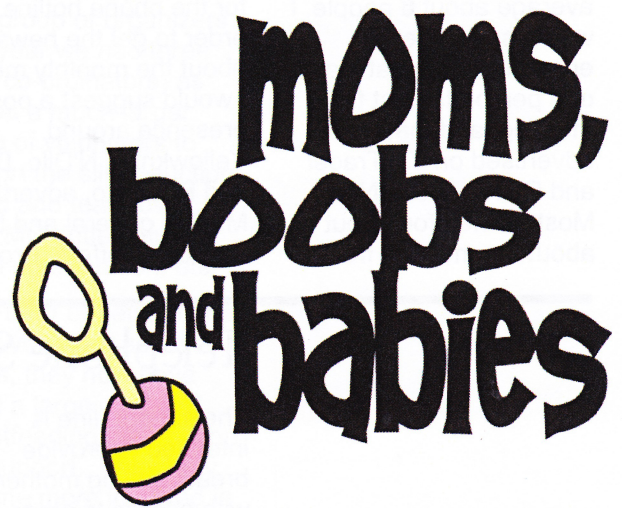
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## Message from the Co-chairs

### Candace DeCoste

When I had my daughter just over two years ago, I really enjoyed having a support group to ask questions about the issues I was having and to have a place where I could meet other moms and socialize. I realized that I relied on this support network and knew that volunteering with MBB could allow others to benefit from the knowledge and support that MBB provides.

This was my first year as co-chair with MBB, there was a lot to learn about the many facets of the organization. There are a



lot of volunteers that put in a lot of time and effort to allow the organization to function and to complete special projects that are innovative and promote breastfeeding to a wider audience.

In the upcoming year, the organization will be losing some very experienced volunteers and recruiting new moms will be essential to keep the programs and services running for another year.

### Charity Nichols

Like Candace, this was my first year as co-chair with MBB. This great organization really helped me get through the challenges I faced when breastfeeding my first child almost 3 years ago. MBB provided me with an abundance of information as well as a real feeling of community with other breastfeeding moms. I think this service that MBB provides is invaluable to moms and

babies. I was very happy to be a part of this organization over the past year.

One of the local issues that MBB took action on this past year was to encourage the Government of the Northwest Territories to not cut the midwifery program in Yellowknife. This involved writing government officials and marching in front of the

Legislative Assembly. Following the eventual suspension of the program we wrote to our local MLA and the Minister of Health & Social Services to voice our opinion that the midwifery program should be reinstated here in Yellowknife and expanded to other communities in the NWT. Midwifery is something that MBB strongly supports.

## Monthly Support Meetings

Looking over our sign in sheets for the past year since June 2011 we had between 4-12 women at every support meeting. The numbers were larger at the beginning and now average about 6 people. I was responsible for ensuring we had at least one person to host the meeting, and that it was advertised on YK Trader and Coffee Break News. Most women found out about the meeting from

YK Trader and also from either the MBB pamphlet and/or the community pamphlet that is circulated to expectant parents. I also put this information on the outgoing message for the phone hotline. In order to get the news out about the monthly meeting I would suggest a poster presence around Yellowknife, N'Dilo, Dettah and Bechoko, advertising MBB in general and the services it offers. Probably

the most effective form of advertising has been word of mouth. There are now plans to have a lactation consultant present at each meeting to help answer questions and view latching and make suggestions. My only other suggestion is to have a bigger pool of people to draw on to host meetings, and to have 2 people at each meeting; one to facilitate and keep the conversations going,

and one to greet new people as they come in and also order the pizza, clean up etc...It is too much for one person if there are more than 6 people. In terms of the space it has provided a welcoming place for women to share and bring their children and for partners/family too. I hope MBB can continue to hold meeting there.

**Leslie Bader**

## Telephone Support Line



The support line is intended to provide breastfeeding mothers with access to other mothers when questions or concerns arise. The past year has seen a low volume of calls, though volunteers continue to check the phone daily for calls, as any call that comes in is important to us, as it is an opportunity to connect with and assist a breastfeeding mother.

In the coming year we will continue to recruit new volunteers to the support line team. We have begun making arrangements for the provision of breastfeeding support training for the new recruits to the team.

This past year we have made modifications to the confidential log forms that our support line volunteers complete for each call

received. These changes are intended to make the form more user-friendly. We welcome feedback from our volunteers and those that utilize our support line, and look forward to another year of open-access for Yellowknife's breastfeeding population.

**Michelle Rees**

## Post Natal Classes

It was a good year for "postnatal group" attendance. There would usually be about 12-16 moms and babes in attendance each week. Looks like there were lots of babies born this past year!

We had a variety of interesting topics and

some great presenters from the community. There will be an evaluation done, by the post natal moms, at the last group, which is next Monday June 11, to see which topics they enjoyed most.

There is a need for new volunteers to assist the

Public Health Unit for the upcoming year. This past year we started off with 4 MBB volunteers, but due to various other commitments, we lost 3 out of the 4. Thanks to a number of postnatal moms we were able to cover the remainder of the MBB commitment to the

group.

If you anyone is interested in helping out with the Post Natal group next season, please contact Ruth Salvor at the Public Health Unit.

**Linda Traynor**

## 2011 Breastfeeding Challenge

On October 1, 2011, the Annual Breastfeeding Challenge was held in Yellowknife, NT at Northern United Place. There were 15 pairs of mothers and babies and over 40 participants. The goal of the project is to increase the number of breastfed babies in the NWT and to encourage/support breastfeeding mothers and their families so they will continue breastfeeding even when challenges arise. The event began at 10 am with the arrival of parents and children. The "Latch On" was at 11:00am, when all mothers breastfed their babies and were counted.

The Breastfeeding Challenge included, healthy snacks and beverages, door prizes, resource fair and silent auction. The funding from Health and Social Services contributed to the cost of the rental space, food and beverages (donations were also sought), advertising and door prizes.

The Breastfeeding Challenge coordinators will make sure that the notes and plans for the 2011 event are passed onto the 2012 coordinators (just as previous year's planners passed on information.)

A thank you ad was placed in the weeks following the event to thank the contributors and volunteers.

It is always challenging to bring together a large public event. Overall though, thanks to the hard work of the volunteers, the event ran smoothly.

This year, a new feature was having a "parenting resource fair". A challenge was knowing how to set up the space appropriately for all the displays/organizations. Some organizations did not RSVP, but ended up arriving on the day of the event, which caused the silent auction and display area to be reorganized several times. If a "parenting resource fair" is going to be planned for next year a recommendation will be to have some of the booths/displays in the foyer of Northern United Place.

Posters do not seem to be conveying the message as much as the use of social media, such as facebook and conventional e-mail. Using posters requires time and money (cost to create and time to put them up in high traffic areas around town).

Ensuring all participants registered at the door was a challenge when the majority of families arrived at the same time. A recommendation would be to have a "greeter" at the door directing the moms to the registration table. Announcements were made during the event as well, in order to ensure that every mom and baby

are registered!

The Breastfeeding Challenge has been growing and developing each year. To be successful it requires a core group of organizers (this year we had three main co-ordinators) as well as a much larger group of volunteers to support the silent auction, set up and tear down, food, MC duties, audio-visual presentation, etc.

Long-term benefits of the event vary. For some moms, they now have found a larger circle of breastfeeding information and support. They may become more involved in the breastfeeding support group, or feel inspired to start one in their community if Yellowknife is not their home. Others may feel relieved to know they aren't the only ones experiencing breastfeeding challenges and this encourages them to continue nursing. Ultimately it provides a morning to celebrate the importance of breastfeeding in a fun and friendly atmosphere.

**Keri-Lyn Mcleod**

*"Ultimately it provides a morning to celebrate the importance of breastfeeding in a fun and friendly atmosphere."*

## Yellowknife Baby Friendly Map

The project was to create a baby-friendly map of Yellowknife, in both a print version and on-line. The map will help new (and experienced) parents seek out the best baby-friendly spots in Yellowknife.

Some of the elements included on the map are breastfeeding-friendly establishments that have:

- Restaurants that are accessible for strollers and that have high chairs available;
- Retail businesses that sell baby or toddler items (toys, gear, clothing, etc.);
- Learning and activity locations that offer services and programs for children (for example the library for reading and the family centre)
- If the establishment has washrooms, the map advises whether they have change tables; and

- A resource list of services that are offered in Yellowknife that are directed towards families.

The tasks associated with this project included conducting multiple surveys, map design and printing. To promote the map, we purchased "breastfeeding-friendly stickers" to distribute at local businesses and recreation centres, which they can display to demonstrate their support. The map is in the final stages of editing and layout and should be completed by the end of May 2012.

We attempted to survey over 70 establishments in Yellowknife to obtain the information for the baby-friendly map as well as raise awareness about breastfeeding. We had a high success rate with surveys completed by 60 of those establishments.

The map will be well distributed in hardcopies and available electronically to ensure as many potential users have access as possible.

One other measure of success will be the number of participating establishments that display the breastfeeding friendly stickers, which will be distributed with the map.

We hope that new parents can find some useful information on community services with the map. A lot of discussion went into making sure that the map is aesthetically appealing to our audience.

**Peggy Holroyd**

## Secretarial Update

I have been Secretary for the past 3 years. I take minutes at our board meetings and send out monthly email reminders to our list of parents. I also create Facebook events for the monthly meetings and any other events we are hosting. Sadly, I will be leaving Yellowknife so will not be able to continue

as Secretary.

This year, I organized the grocery bagging fundraiser at the Co-op. We had a small number of volunteers (just 6 or 7 through the day) but we managed to raise over \$600 for our organization. This is an easy and valuable fundraising

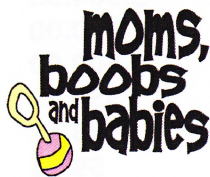
activity for MBB and I feel we should continue to do it!

**Elsbeth Fielding**

*A special thank-you to the Yellowknife Co-op for letting MBB host a grocery bagging fundraiser each year.*

**Moms, Boobs & Babies**  
P.O. Box 821  
Yellowknife, NT X1A 2N6

**Phone** 867 444 3374  
**E-mail**  
[info@momsboobsandbabies.com](mailto:info@momsboobsandbabies.com)



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## Tlicho Peer Support Training

Elsbeth Fielding and Peggy Holroyd from Moms, Boobs and Babies (MBB) presented an all-day workshop involving discussion and strategy building to improve breastfeeding in the Tlicho communities. Twenty-two people were present including Canadian Prenatal Nutrition Program (CPNP) workers, Community Health

Representatives (CHR), CART members, community elders and other community *Gamèti*, Behchoko and *Wekweèti*. The workshop consisted of a mixture of plenary and small group discussions, with two short presentations and discussions by Moms, Boobs and Babies and Elsie DeRoose of the

Territorial Health Authority. MBB spoke to support options across Canada and Elsie DeRoose spoke of promotion of breastfeeding across Canada, the Baby Friendly Initiative and what makes a good campaign.

**Peggy Holroyd**

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## Financial Report

This summary reflects incoming and outgoing funds for MBB operating costs and special projects from April 1, 2011 to March 31, 2012. Grants from GNWT for 2010-11 projects were received in June and July 2011. Partial funding for 2011-12 projects was received in October 2011 and January 2012, the remaining funds for those agreements, expected to be approximately \$3400, will likely be received during the summer of 2012.

A deposit of \$2000 was made by Marcy MacDougall to ensure that there were sufficient funds in the MBB bank account to cover costs associated with the 2011 Breastfeeding Challenge. That amount was refunded to Ms. MacDougall during the 2012-2013 fiscal year.

As expected, some cheques associated with 2011-12 expenses were cashed after year end. As well, \$662.84 raised from grocery bagging were not included, because the funds were deposited in April 2012. That amount will be reported on during the 2012-2013 fiscal year. As of June 6, 2012, the MBB bank balance is 4928.04.

**Marcy MacDougall-Lau**

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## Notes

**Yellowknife Breastfeeding Support Group  
Statement of Operations  
2011-12**

	<b>2011-12 Actuals</b>
<b>Opening Balance as at March 31, 2011</b>	<u><b>747.51</b></u>
<b>Revenue</b>	
Grant - Nipple Diaries	<b>8,783.50</b>
Grant	<b>2,625.00</b>
Grant - Breastfeeding Challenge	<b>1,803.37</b>
Grant - Baby-friendly Map	<b>1,590.75</b>
Deposit by Marcy MacDougall	<b>2,000.00</b>
Book Sales - Nipple Diaries	<b>1,093.00</b>
Silent Auction	<b>355.00</b>
<b>Total Revenue:</b>	<u><b>18,250.62</b></u>
<b>Expenses</b>	
Nipple Diaries	<b>5,184.06</b>
Breastfeeding Challenge	<b>3,064.33</b>
Room Rental	<b>500.00</b>
Insurance	<b>500.00</b>
Phone	<b>350.23</b>
Meetings - Food	<b>78.51</b>
Bank Charges	<b>59.71</b>
Admin	<b>23.80</b>
MBB Library	<b>21.74</b>
<b>Total Expenses:</b>	<u><b>9,782.38</b></u>
<b>Net Income</b>	<u><b>8,468.24</b></u>
<b>Closing Balance as at March 30, 2012</b>	<u><u><b>9,215.75</b></u></u>