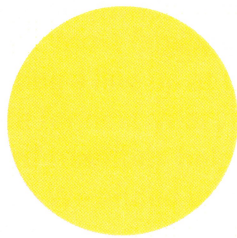


May 4, 2011
Annual General Meeting

Moms, Boobs, Babies

We need volunteers to fill...

- Co-Chair or president position
- Treasurer
- Post natal
- Monthly Support Meeting



Support meetings 2
Breastfeeding
Challenge 3
Nipple Diaries 4
Financial
Summary 5

Message from the Co-chairs

Linda Traynor

Like many moms who have become volunteers with MBB I experienced my share of breastfeeding issues with my first born and received such incredible support from knowledgeable and caring women that I was then able to continue and **enjoy** breastfeeding Jakob and my subsequent two children.

After moving to Yellowknife, in 2007, and arriving with a 6 month old, I was fortunate to discover "Moms Boobs and Babies" and was eager to become involved so that I could give back to other moms what I had so gratefully received.

Frances Sinclair

I did not have much to do with Moms, Boobs and Babies before I became co-chair. I did attend a few of the monthly meetings when my daughter was an infant. After I had my daughter I did have a hard time with breastfeeding, however I did not seek help from the support group due to my busy school schedule and fogged brain. I ended up doing a combination of breastfeeding and formula feeding due to my lack of production when it was time to pump. I ended up coming to a few of the monthly meetings when my daughter was just over 3 months. I enjoyed listening to the

I have been assisting with the facilitation of the monthly support meetings since the fall of 2008, as well as on the phone line, and, for the past two years, have been the co-ordinator for the support meeting volunteers. Last Spring I volunteered to act as "co-chair" for the board.

I have felt so proud to be part of "Moms Boobs and Babies" and all the work that we do in our community to support other women along their journey with breastfeeding and parenting

other moms and being around people who had kids! Moms, boobs and babies has taught me a lot about motherhood, and the importance of community support. As my daughter is now four, I feel it is time for me to allow another mom to take my place of co-chair.



Monthly Support Meetings

Although the number of moms attending the monthly support group has been down from last year, we still feel that we are offering a valuable resource to the community and have had positive feedback attesting to this.

Advertising was done in the YK Trader and in the coffee break news, each month, the week prior to the meetings.

At the last board meeting we discussed creating posters for MBB that we can permanently place in

various locations around town to bring more attention to our group. This is something that can be looked at more closely in the next year.

It has been difficult to get volunteers for our monthly meetings but a plan has been put in place to talk to the Nursing Students to see if they would be interested in volunteering. This, too, is something that can be looked at more closely in the next year.

A big "Thank you" needs to be given to Leslie Bader for consistently helping with the monthly meetings.

Linda Traynor

Telephone Support Line

This past year we have had 18 volunteers to "man" the support line.

MBB offered this service 7 days per week, 24 hours per day. From June 2010 to April 31, 2011 we have received 7 calls.

It has been noted, by many of our volunteers, that not only do we provide breastfeeding support on the phone lines and through monthly meetings, but through day to day interactions with many moms we meet in our community.

Rose Jackson and Linda Traynor

Post Natal

MBB did about 2/3 of the sessions this year, due to Anna, Mary Lou and I being able to facilitate the sessions. Anna left in January which was a great loss as a new mom, had real insight to issues affecting new moms. Attendance was less than last year, I think because it was so cold this winter. I will be unable to facilitate them next year and am very sad that this is the case, so if anyone can take this on as I feel it is a great way to have our presence felt in the community, it would be great.

Tina Drew
Post Natal Support





2010 Breastfeeding Challenge

The 2010 Breastfeeding Challenge was our most successful Challenge to date. We had 37 moms register for the event and 37 babies enthusiastically latched on at 11 a.m. on October 2, 2010. Our efforts, combined with that in several other NWT communities helped to secure us 2nd place in the "less than 10,000 births per year" category. Usually we come 2nd to the Yukon, but this year, Nunavut secured first place...which is a great achievement as well!

We promoted the event as running from 10 - 11:30. Most families arrived at 10:30, almost creating a line up at the registration desk! (Note for next year, we need to have a MBB board member helping out at the registration table. We ended up being short of volunteers, so the person who helped out at the registration desk wasn't as familiar with the process...and it is possible that some moms got missed, or did not pick up all the "swag" that they were entitled to).

To open the event, the Minister of Health and Social Services, Sandy Lee spoke to the moms prior to the "latch on". Following this, everyone attending the event was treated to a "sneak peek" of the book, *The Nipple Diaries*. Afterwards, everyone was encouraged to support the silent auction, visit the parenting related information booths and try their luck in the cake walk. Throughout the event the MBB slideshow was playing on a large screen

We had planned for 40 moms, so we thrilled by the turn out. This year we gave out the remainder of the T-shirts (some Moms did not take them as they had a shirt from previous events, or we did not have their size). Every mom also took a beautiful drinking glass with the MBB logo (created locally by Yellowknife

Glass Recyclers). Included in the glass was a MBB magnet and brochure. Each baby also was given a small board book.

The event was very well attended, and it had a "buzz" of excitement to it (due in part to the presence of the information booths and their staff...these booths included Public Health, Yellowknife Family Centre, NWT Literacy Council, Centre for Northern Families, and businesses that cater to young children/families). Each business was also asked to submit either a donation to the silent auction or a donation of \$25.00 to MBB. Some donated items to be given out as door prizes (e.g. NWT Literacy Council, and Norwex). Part of it's success can be attributed to frequent e-mails, invites on facebook and a city wide poster campaign.

A special note of appreciation goes out to Peggy Holyroyd and Jessica Mace. They wrote and submitted the proposal to the Health Promotion Fund. They included the Breastfeeding Challenge in their proposal for the Nipple Diaries. We had been told that the Breastfeeding Challenge on it's own would not have received funding as the HPFund is geared to new initiatives. So, for this year's challenge we will need to come up with a new idea that could be tied into the breastfeeding challenge. (Tomiko has one!). The proposal should be written and submitted soon in order to secure funding for October, 2011.

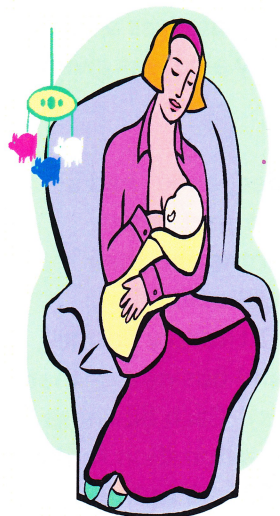
Preparing for this event starts with the submission of the proposal and then requires a number of meetings to plan, promote and find volunteers. It is a rewarding event to plan and promote, and we encourage other moms to consider helping out in 2011.

Sincerely

**2010 Breastfeeding Challenge Co-chairs
Rose-Marie Jackson and Tomiko Robson**



Nipple Diaries: Reflections on the Art of Breastfeeding



The Nipple Diaries is a book of stories about breastfeeding. This book promotes breastfeeding and healthy child development. The stories are based on the experiences of new mothers and fathers and incorporate good advice on breastfeeding as well as humour. The stories are intended to give solace and encouragement to others who are struggling to learn the skills of breastfeeding.

The following categories were covered in the book: modesty/cultural norms, accessories (pumps, breast pads, covers, furniture), getting out and about/travel, supply (too much or too little), formula, weaning, sexuality, generational differences, father's perspective, feeding positions/holds, tricks and tips, and reflections on our society.

Funding for the book was provided by the Health Promotion Fund of the GNWT Health and Social Services.

A public event to launch the book was held April 2, 2011 at the Yellowknife Public Library. Sixty-five people

attended the event.

Five hundred copies of the book were printed. They are being distributed in the following ways

100 copies - for distribution through the public health clinics in NWT communities

50 copies - for distribution by public health through the pre-natal classes

50 copies - for distribution by public health staff at post-natal classes, breastfeeding clinic and at appointments with new mothers.

50 copies - for distribution at the Stanton Yellowknife Hospital to new mothers.

250 copies - for distribution by Moms, Boobs and Babies

About 50 copies of the book have been sold. The books are for sale at the Bookcellar and the Yellowknife Family Centre.

Peggy Holroyd





a An overview of the fiscal year 2010/2011:

Bank balance on March 31, 2010:

... \$3062.38

Bank balance on March 31, 20011:

... \$-5170.90

Grants Receivable

\$14,362.68

Total Assets

\$9191.78

Total Revenue- \$24,153.13

Total Expenses- \$18,023.73

Acquired Surplus- \$6129.40

Where we got our money:

* Two contribution agreements from the ...GWNT Health promotion Fund (Challenge) - \$21,146.86

* Fundraising (silent auction/grocery bagging) - \$2026.27

* Donations - \$20.00

*Sales (Nipple Diaries)- 960.00

Where we spent our money:

Phone - \$348.83

Support meetings (food & rent) - \$1556.92

Admin- \$1033.57

Ads/Promo- \$2532.75

Miscellaneous (Challenge/Nipple Diaries)-\$12,454.02

Looking ahead:

Phone expenses were lower this year, Meeting expenses (food) was up. To maintain its core operations, MB&B requires approximately \$3,000 per year. Actual Operating Expenses were approx \$2500. As in the past few years we have been able to maintain a surplus in the bank to offset the cost of approximately 2 years. However I would recommend that the board continue to actively pursue/look for other means of funding/fundraising, aside from the GNWT to maintain and preserve a healthy balance. We had a successful fundraiser of grocery bagging raising approx \$900 in one afternoon.

Keri-lyn McLeod

