



Moms, Boobs & Babies

INSIDE THIS ISSUE:

Monthly Support Meetings	2
Telephone Support Line	2
Facebook Support Group	3
Postnatal Classes	3
2015 Breastfeeding Awareness	4
Special Projects	5
Financial Report	6-7
What's the Plan for 2015-17?	8
14-15 Board of Directors	8
Thanks to our Supporters	9

Chair's Message

Melissa Pink

This was another busy year for MBB; we continued our peer support role in Yellowknife, took on a variety of special projects that are described in this report, and took important steps to reach communities across the NWT.

One of our greatest accomplishments this year will allow MBB to increase our support to moms in Yellowknife and across the NWT: securing funding to support MBB for the next two years. Our Board worked together to develop goals, objectives and activities for the next two years; outlined in an operational plan, we believe what we've developed will allow us to best support breastfeeding moms in Yellowknife and across the NWT. Copies of our operational plan are available if anyone would like to take a look.

Other accomplishments this year are described throughout this report, but to highlight some: we hosted the Annual Breastfeeding Challenge, breastfeeding supplies were distributed to all communities in the NWT, we co-hosted Eco Families with Ecology North, and increased use of our Facebook page for support to moms. Not to mention keeping up our regular support meetings, toll free phone line, and post-natal class support.

This year was also a bit of a challenge for MBB, as we had to bid farewell to a number of dedicated and experienced Board members

who moved on or out of the city. As well we were asked to move from our long-standing support meeting location. However, I believe we have taken these challenges as an opportunity to become more organized and cohesive over the course of the year, which makes me, personally, incredibly happy.

I have enjoyed working with so many dedicated and innovative volunteers this past year and I am certain that our organization will continue to grow to support more new moms across the NWT. I look forward to working with new moms in the future!

Cheers, and many thanks,

Melissa Pink, Chair



Monthly Support Meetings

The first Wednesday of every month, Moms, Boobs, and Babies hosts our monthly support meeting. These meetings are to provide in person, peer-to-peer (mom-to-mom) support for breastfeeding, and other parenting challenges and questions.

Common topics that are discussed at meetings include addressing low supply, mitigating oversupply/engorgement, how to determine whether baby has a good latch and/or is receiving enough food, and managing clogged ducts and nipple soreness. Weaning, night - time feeding (and sleeping!), introducing solids, and returning to work are also common topics.

These meetings are open to moms with babes, as well as their support people – it's always great to see dads (and older children) and other support people come out to our meetings. We also like to encourage pre-natal mamas and members of their support network to come out to meetings. This year we averaged 7-10 mom-baby pairs at our meetings. This included a few pregnant mamas

as well some out of town mamas!

In addition to offering pizza at our monthly meetings, we have also brought back our tradition of offering fruit and veggie trays as a healthy food option to meeting participants.

Halfway through our year, we switched meeting locations from the Family Centre to the basement of the Anglican Church. We would like to thank all the mamas and their families/friends for their patience as we made the transition to the new venue, working out the kinks of learning a new location. And many thanks to the Church for hosting us.

Melissa and Helen



Phone Line Support

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 fewer than 3 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.

In the 2014-2015 fiscal year, MBB volunteers responded to 1-2 calls per month, including 12 calls for breastfeeding support for issues such as latch, weaning a toddler, breastfeeding and starting solids, thrush and biting, among others. The remaining nine calls were requests for information. In the 2015-2016 fiscal year we will be making a greater effort to promote our toll-free line

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

Lisa



Facebook Support Group

Facebook continues to be one of the most successful ways of connecting with and reaching moms, whether to promote our events, or to provide support to breastfeeding (and other) challenges. The MBB Facebook group is a closed group and a safe space for moms to post questions without questions showing up in their newsfeed. Membership has doubled over the past year, with membership increasing from 177 (May 2014) to 359 (May 2015).

As a Board we are happy to see that there is, in particular, an increase in the number of requests we get to join our Facebook page from moms in communities outside of Yellowknife. This is important to us as one of our goals this past year (and also a goal of ours in the upcoming year) was (is) to reach out to moms, not just in Yellowknife, but also across the territory. The increase in requests is good sign that we are doing some things right!

Our Facebook page is a source of daily conversation and sharing. Posts range from interesting/informative links to breastfeeding stories, questions regarding challenges associated with breastfeeding, and general questions around raising babies. In March 2015 alone, we had approximately 12 requests for support, 16 shares of inspirational messages or links to online articles, and three posts about events.

Melissa

Post Natal Classes

MBB, in partnership with Yellowknife Public Health, helps facilitate postnatal classes for moms with babies under 1 year of age every Monday from September to June from 1:30 – 3:00 at the Baker Centre. Topics were similar to those presented last year, and were either facilitated by a Yellowknife Public Health nurse or a MBB volunteer.

Sessions got off to a slow start in the fall, but picked up after Christmas in terms of participants. It was great to see more and more moms connecting with each other and numbers increasing as the year progressed! In the winter term, Bella Babies, back care, Introduction to solids, infant and adult CPR, dental care, “when it’s more than the baby blues”, summer safety, and night time survival sessions were particularly well attended. Next year we are aiming to have the post-natal schedule of topics completed in July. We plan to create a poster and get the word out there sooner, so mamas with summer babies know about the classes.

A special thank you to Paco for helping to set up, introducing speakers, and helping to clean up at post-natal classes 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. Please let us know if you are interested in this volunteer opportunity!

Lindsay

2015 Breastfeeding Awareness Week

Annual Breastfeeding Challenge

This year, we augmented our annual breastfeeding challenge to include a breastfeeding normalization campaign and an Art Gala to celebrate Global Breastfeeding Awareness week.

Moms, Boobs and Babies hosted the annual Breastfeeding Challenge and Parenting Resource Fair event in Yellowknife at Northern United Place on October 4, 2014. Twenty-one breastfeeding pairs attended, and it was great to have Minister Glen Abernethy attended and offer opening remarks.

The event featured a parenting resource fair and silent auction, through which MBB was able to raise nearly \$500. But of course, the main event was the 11:00 “Latch on”. Children’s activities were provided by Kristina Solowy from the Yellowknife Public Library and Peggy Holroyd did face painting for the older children. Healthy snacks of fruit and vegetables were generously provided by Coyotes. Participants received gift bags with books from NWT literacy council, breastfeeding support materials, and a MBB glass designed for us by Yellowknife Glassworks. Funding to support our activities at the breastfeeding challenge was provided by YHSSA – we are incredibly thankful to them for their continued support of MBB.

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

Breastfeeding Normalization Campaign

As part of our Breastfeeding Challenge event, and in attempts to continue normalizing breastfeeding, MBB held two photography challenges: The ‘Breastie’ campaign and the breastfeeding ‘Anywhere, Anytime’ Challenge. Organized prior to the Breastfeeding Challenge, MBB invited moms to submit selfie photos of themselves breastfeeding (dubbed as “breasties”) or photos that other people had taken of them breastfeeding. Using a Facebook voting process and an internal review, MBB selected the top five photos from each category displayed them at the Breastfeeding Challenge. During the Breastfeeding Challenge, moms voted for their favourites, and the winners were announced at the Art Gala.

Art Gala

To close the 2015 Breastfeeding Awareness Week, MBB hosted an Art Gala at the Gallery on 47th. The Art Gala showcased the top photos submitted as part of MBB’s photo campaign, as well as other works of art from local artists, including a multi-media video installation featuring painting henna on a growing belly, provided by Pascaline Greau. Also featured at the Gala were a series of photos taken by Tara Marchiori featuring breastfeeding mamas from across the NWT.

During the Art Gala event, the winners of the photo contest were announced. Kelly Ettagiak was the winner of the “Breastie” category, and Melissa Tokarek was the winner of the ‘Anywhere, Anytime’ category.

The Yellowknifer covered the Art Gala, publishing an article featuring some of the works that were on display at the event



Special Projects

Breastfeeding Promotion Posters

A set of seven posters was developed last year by MBB from photos taken by Tara Marchiori from Chasing Light Studios, featuring nursing moms, moms in a variety of situations, and featuring messages of support to overcome breastfeeding challenges. Also included on the posters are all of the support contact information for MBB: our phone number, email address, Facebook page, website and monthly support meeting location. These posters can be seen in communities across the NWT, as well as in Yellowknife.



Breastfeeding Kit Replenishment Project

This year, MBB was able to provide additional nursing supplies to all NWT communities through Community Health Representatives and health centres, to replenish breastfeeding kits that were sent out to NWT communities by MBB last year. Supplies included nursing bras, cotton washable nursing pads, disposable nursing pads, and cream for sore nipples: items we heard were very useful to nursing moms in communities from our initial breastfeeding kit mail-out. We were also able to include a set of 7 laminated breastfeeding promotion posters and a resource booklet called: Protecting, Promoting and Supporting Breastfeeding, 2nd edition, (May 2014). Supplies were also made available to boarding homes in Inuvik and N'dilo, to reach pregnant women and new moms from other communities who stay there to have their babies. MBB also hosted a teleconference in May with Yellowknife Public Health to review kit contents, breastfeeding support and to answer breastfeeding questions from Community Health Representatives and other key breastfeeding support people in communities. Funding for this project was provided by the GNWT Department of Health and Social Services. We thank HSS for their continued support of MBB.

Eco Families Event

In partnership with Ecology North, once again this year Moms, Boobs and Babies hosted an event as part of Earth Week. Held in the meeting room of the library, this year's even featured a cloth diapering station (thanks Becca!) which included a repair station (thanks Chantal!), a baby wearing station featuring a huge variety of wraps and carriers (thanks Shelly!), green hygiene and cleaning supply table (thanks to Lisa and Vanessa!), a camping/outdoor table, and a homemade craft making station (thanks Lisa!). Peggy Holroyd provided face painting again (thanks!), and Kristen from the Library Programs read stories and had a storyboard. Leila and Kathryn provided support to those of us who were manning tables (thanks mammas!). And thanks to Ecology North, for inviting us to participate in Earth Week – we look forward to continuing our partnership!

Other Special Events

In addition to the special events above, MBB volunteers also hosted information booths at the following Yellowknife events:

- NWT Wellness Conference
- City of Yellowknife Volunteer Appreciation event

**Yellowknife Breastfeeding Support Group
Statement of Operations
2014-15**

	2014-15 Actuals
Opening Balance as at March 31, 2014	<u>\$15,394.70</u>
Revenue	
GNWT (2013-14)	\$14,050.22
	\$5,158.62
	\$5,749.18
	\$5,409.90
YHSS	\$2,993.00
GNWT	\$12,500.00
GNWT	\$12,500.00
Donation/Auction	\$335.00
Total Revenue	<u>\$58,695.92</u>
Expenses	
Admin/Office	\$9,178.59
Breastfeeding Challenge	\$1,518.00
Communications	\$11,469.39
Community Kits	\$29,767.68
Food/Meetings	\$992.99
Misc.	\$39.99
Special Events	\$430.00
Total Expenses	<u>\$53,396.64</u>
Net Income/Loss	<u>\$5,299.28</u>
Closing Balance March 31, 2014	<u>\$20,693.98</u>

**Yellowknife Breastfeeding Support Group
Statement of Operations
April 1 - June 5, 2014**

**April 1 - June 5, 2015
Actuals**

Opening Balance as at March 31, 2015	\$20,693.98
---	--------------------

Revenue

BFC Auction	\$390.00
Total Revenue	\$390.00

Expenses

Admin/Office	\$866.60
Communications	\$3,717.06
Community Kits	\$1,705.46
Food/Meetings	\$533.24
Special Events	\$528.31
Volunteer Appreciation	\$99.70

Total Expenses	\$7,450.37
-----------------------	-------------------

Net Income/Loss	(\$7,060.37)
------------------------	---------------------

Closing Balance June 5 2014	\$13,633.61
------------------------------------	--------------------

What's the Plan for 2015-2017?

MBB Board members have developed what we believe are great ideas to take on as means to support new moms across the NWT, but we are always open to suggestions from our members! Some key items that we are proposing with our funding for 2015-2017 include:

- Breastfeeding and Peer Support Training – for moms not only in Yellowknife, but across the NWT. We see this as the biggest opportunity to provide support for breastfeeding – to provide support and training to our peer supporters.
- Resource development (posters, brochures, magnets, kids book about breastfeeding, breastfeeding calendar etc).
- Promotion of MBB and the normalization of breastfeeding – this includes our presence at events such as the Yellowknife Farmer's Market, promotional material, organizing regular 'breast-ins' to enhance the visibility of breastfeeding, and the launch an annual breastfeeding photo campaign.
- Maintaining our current support (post-natal coordination, monthly support meetings, phone line, Facebook page, etc).
- Coordinating the Annual Breastfeeding Challenge
- Continued work to support the Baby Friendly Initiative in the NWT

As you can see, we have plans to be very busy! To help accomplish this, we have successfully secured funding through the Healthy Choices Fund, and will continue to work with other potential funding sources, such as YHSSA, and HSS, to secure funding for breastfeeding support.

We are always looking for volunteers – please consider volunteering with us, at whatever level of commitment that works for you and your family. We have many options to choose from!

"The greatest joy is nursing one's own baby. The second greatest is helping another woman to nurse hers"

~Norma Woolf Ritter



2014-2015 Board of Directors

Melissa Pink – Co-Chair

Melissa Tokarek – Co-Chair

Marcy MacDougal-Lau - Treasurer

Helen Vaughan Barrieau - Secretary

Lisa Tetliche – Member at Large (Phone Line Coordinator / Special Projects)

Lindsay Arseneau – Member at Large (Postnatal Coordinator / Special Projects)



P.O. Box 821
Yellowknife, NT
X1A 2N6

Phone (867) 444-3374
Toll Free 1-844-33-BOOBS
(26627)
E-mail
info@momsboobsandbabies.com
Facebook
facebook.com/groups/momsboobsandbabies/

"Breastfeeding: Nature's drink with superior packaging"

Thank you to our many supporters and sponsors!

Moms, Boobs and Babies wouldn't be able to do much without all of our dedicated volunteers, too numerous to mention – thank you all for all your time and energy this past year, a very special gift to us as we know we all have young children and families to take care of! We owe special thanks to Melissa Tokarek, Candace Decoste, and Lindsay Oosenbrug-Trinh, outgoing Board members from this past year for their many years and countless hours volunteering for MBB - we certainly wouldn't be where we are without them.

MBB would also like to express our gratitude to our financial supporters: Yellowknife Health and Social Services Authority for funding our Annual Breastfeeding Challenge, the Department of Health and Social Services for making it possible to purchase and send out our breastfeeding kits to NWT communities, and to Wendy Bisaro for her generous donation to our group.

We also sincerely appreciate the support we receive from Pam and Ruth at Yellowknife Public Health and Elsie with the Department of Health and Social Services for their constant support, guidance and collaboration on many of our initiatives, and their willingness to work around our busy schedules. We also couldn't have sourced all the great supplies in our breastfeeding kits and packed them all up so efficiently without Amber Henry with Baby Sweets.

Finally, a huge thank you to our many Annual Breastfeeding Challenge supporters, including Coyotes for the fruit and veggie trays, Kristina Solowy from the Yellowknife Public Library who provided children's programming, Peggy Holroyd for face painting, and Minister Glen Abernethy for delivering opening remarks, as well as those who generously provided silent auction prizes, draw prizes and/or staffed a table as part of the parenting resource fair:

- Sandra Nielsen (City of Yellowknife)
- Patricia Ilgok (NWT literacy council)
- Michelle Rees (Gaia Integrative Clinic)
- Amber Henry (Baby Sweets)
- Suzanne Smith (Music with Suzanne)
- Megan Peters (Ethanda Spa)
- Amanda Grobbecker (Arbonne)
- Ruth Savior (Yellowknife Public Health)
- Tara Marchiori (Chasing Light Studios)
- Sabrina Lakhani & Elsie Deroose (GNWT DHSS)
- Bella dance
- Shoppers Drugmart
- Yellowknife Association for Community Living
- Tina Drew & Helen Vaughn Barrieau (Canadian Parents for French)
- Yellowknife Playgroup
- YK1