

Moms, Boobs & Babies

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Message from the Co-chairs

Candace DeCoste

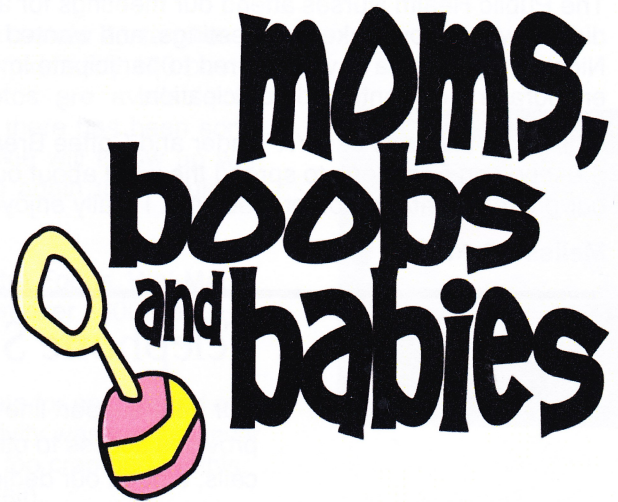
This is my second year as co-chair for MBB, and we have had a busy and exciting year. Our family welcomed a new baby boy into this world, and we have been happily breastfeeding with almost no issues this time. I attribute this to the network of moms I have met through MBB who are very well informed about breastfeeding.

MBB was fortunate enough to receive funding from the GNWT in 2012 to complete several new projects that are described in more detail throughout this report. Our volunteers contributed many hours

to see these projects completed. I am grateful that we have such a great group of moms who keep this organization running.

While MBB is focused on providing support to breastfeeding mothers, we have also used our

network to help support the NWT Citizens for Midwifery. This group is advocating for midwifery services across the NWT and we feel that supporting them is essential for promoting healthy pregnancy, births and breastfeeding.



Jessica Mace

This is my first year as co-chair of the MBB Board. My family and I were busy building a house over the past year but I still had time to breastfeed my 23 month old son. I believe that the support that I have had through the MBB group has lead me to breastfeed this long (World Health Organization

recommends two years).

Over the past year, MBB has completed a number of projects/activities and I want to thank all those who organized and/or helped out with those projects or activities. I would also like to thank Candace for her hard work and organization. She kept on top of the various activities and

kept me organized. Since my time was short, this was greatly appreciated! THANK YOU Candace for all your hard work!

Monthly Support Meetings

Reviewing the monthly sign-in sheets for the past year (May 2012-May 2013) there has been some flux in meeting attendance. Summer (Jun-Aug) was slow (average of 3-4 attendees) where the fall saw an increase in participation (average of 7-9 attendees). May 2013 was our busiest month with 14 moms!

The facilitation was challenging at first as the handover between facilitators was short, with no overlap. I did find it valuable to have at least two MBB members at the meeting (one person focused on the discussion and one to coordinate sign-in, pizza, etc.).

The Public Health Nurses attend our meetings for about half the year, and then withdrew their involvement as they did not want to overtake our meetings, and wanted to allow moms to talk freely about any topic. Michelle Rees and Nicole Tews (Doula's) volunteered to participate in our meetings which was great to have their support, and I would encourage their continued participation!

I have continued to use YK Trader and Coffee Break News to advertise the meetings, and tried to really increase our presence on Facebook to spread the word about our meetings. It might be worth discussing how we could increase our presence through other mediums. I really enjoyed the year and getting to discuss a lot of really interesting topics!

Melissa Tokarek

Telephone Support Line



Our peer-support line remains available 24/7 for breastfeeding families. The phone line provides access to other breastfeeding mothers when questions arise. We get few calls, though our dedicated and experienced volunteers continue to check the line daily for calls. We encourage expecting moms, new moms, dads, and even experienced breastfeeding moms to give us a call when you have any nursing related questions.

In March, many of our phone line volunteers had the opportunity to attend a breastfeeding peer support training session with Marianne Brophy, an International Board Certified Lactation Consultant (IBCLC) and educator. Our volunteer moms were able to practice troubleshooting and were able to network with other moms and community workers that champion breastfeeding in our community.

As always, we welcome your feedback and look forward to another year of providing daily open access to Yellowknife's breastfeeding population.

Michelle Rees

Post Natal Classes

Post natal classes run from September to June and are facilitated by Public Health and MBB on an alternating basis. This year two MBB members split the year to ensure that these classes could happen. The first part of the year saw many cancellations (60-70%), which was a challenge for Public Health and MBB. The second half of the year was much more successful; however there was an issue with the infant massage class, which was cancelled twice. The planning for the 2013-14 session is beginning soon and we have discussed having a back-up in place to ensure we can deliver on the class and avoid disappointing moms who do make an effort to come out.

Public Health is looking for new classes for 2013-14, and new facilitators are needed for September for MBB. The facilitator requirement alternates with Public Health, so the commitment is every other week. Ruth Salvor is the contact with Public Health.

Jen Potten and Candace DeCoste

2012 Breastfeeding Challenge

Our 2012 Breastfeeding Challenge was well attended; there were 35 breastfeeding pairs and a large crowd of non-feeders, overall a busy event. This placed Yellowknife at number 37 of 175 sites that were registered in the Quintessence Breastfeeding Challenge. This was a huge increase from our 2011 event, where we had 15 breastfeeding pairs. We had a photographer taking family photos, silent auction, cake walk, music class, snacks, colouring table for kids, and resource fair.

Portraits were taken by Kristen Murphy Photography of approximately 25 families at the event as well as numerous candid shots. MBB obtained approximately 150 photos at the breastfeeding challenge and a number of those photos are available for promotional uses. The photographs were free for everyone but there has been some difficulty in making sure moms have received their photos. Rickie will follow up with attendees to make sure they receive their photos. If doing this again they could be emailed shortly after the event.

The silent auction went well we had wonderful donations from Extra Foods, Wal-Mart, Arctic Farmer, Canadian Tire, Co-op, and Nikki Tews –Doula. Just over \$600 was raised to support MBB activities.

There were 6 cakes brought in for the cakewalk and we sold tickets for each round of cake walking for a dollar a piece. This raised about \$40. This activity was fun, however there were so many people at the event, that it was too busy and too cramped for this, and somewhat chaotic. It is not recommended to do this event again.

Heidi Cromwell ran a kinder music class for the kids and parents, it was a great time, and is worth repeating as the kids enjoyed themselves.

Snacks purchased for the event included trays of fruits, veggies and desserts. There were nut free snacks, however there was a complaint that the desserts contained nuts (their child is very allergic), which is something MBB should be mindful of in the future. Booby cupcakes made by Permafrost Cakes were also brought in, and were a hit!

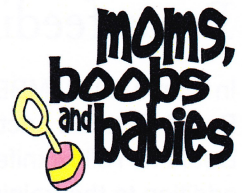
A coloring table was set up with paper and crayons, it was simple, easy and it worked to keep the older kids busy.

The parenting resource fair was a hit. We had a lot of booths and they were well visited by the families. It is a small venue for having so many tables set up. Putting the silent auction on the stage would provide more room for resource fair and give the guests more room to walk around. Some of our participants included Bravado bras, Gaia Integrative Clinic, Yellowknife Playschool, YK playgroup, Public Health, No's Knots and Baby Sweets. The NWT Literacy Council would like to be invited in the future.

All registered breastfeeding pairs were given a welcome package, which included a book as a thank you for attending the event.

A significant amount of work went into planning and organizing the event. A big thank you goes out to all that contributed to making this a successful annual event.

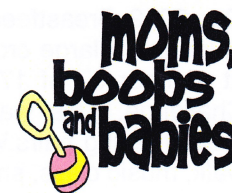
Heather Scott and Rickie Smith



“... there were 35 breastfeeding pairs and a large crowd of non-feeders, overall a busy event. This placed Yellowknife at number 37 of 175 sites that were registered in the Quintessence Breastfeeding Challenge...”

Breastfeeding Training with Marianne Brophy

In March 2013, MBB was fortunate enough to bring Marianne Brophy, an International Board Certified Lactation Consultant and educator, and Donna Simon an Aboriginal Doula to Yellowknife and Inuvik to provide breastfeeding peer-support training. In addition to the training, a public session was held in Yellowknife and Marianne also attended a Healthy Babies meeting in Inuvik.



The training was geared towards community-based workers and individuals who support breastfeeding women, such as Healthy Family program workers, CPNP workers and peer support moms.

Attendees learned how to support breastfeeding moms and how to troubleshoot when moms are having concerns or problems. There was also emphasis on how to teach, encourage and support families to breastfeed and to continue to breastfeed as long as possible.

The training and public session were very well attended, 79 peer support workers and new or expecting mothers were able to attend. Feedback from the sessions was positive, a survey was sent out to the participants in the training session.

This was a rare opportunity for MBB to host this type of training, as funding received from GNWT allowed us to make the training accessible to a wide audience. This meant we could provide training in Inuvik, and pay for travel for peer support workers within many communities in the NWT to attend the training.

The planning for the training was fairly rushed, which was a bit beyond MBB's control, however our great group of volunteers pulled together to bring this much needed training to the NWT.

Candace DeCoste

“There was also emphasis on how to teach, encourage and support families to breastfeed and to continue to breastfeed as long as possible.”

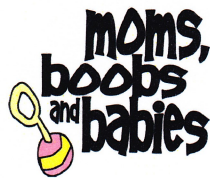
Secretarial Update

This was my first year as secretary for MBB. 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.

Lindsey Oosenbrug-Trinh

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“MBB is seen as a leader in breastfeeding promotion and support..”

Pamphlet on Breastfeeding

The first brochure, in what could be a series of brochures, was designed and printed in March 2013. This was funded through Health and Social Services and was part of the same contribution agreement that supported the Breastfeeding Training with Marianne Brophy. A few of the MBB Board

Members met to discuss potential brochure topics and chose “*10 Things to Know your First Week of Breastfeeding*” as the pilot brochure. Other future topics that were researched (but not completed in time for the deadline) included “*Tips to a Successful Latch*” and “*Am I Producing Enough Milk?*”.

The graphic designer created an easy-to-use template for future brochure development. Topics covered in the monthly meetings could be a good resource for determining what topics are common for breastfeeding moms and deserving of a brochure!

Melissa Tokarek

Social Media and Networking

A re-design of the MBB website’s back-end infrastructure was required and was completed. The website looks identical to our previous site, with a few modifications to allow us to showcase some of our past projects like the Nipple Diaries and the Baby Friendly Map.

This past year we have tried to increase our presence on Facebook by posting interesting articles or links to other blogs. We have also changed the group to be private, to allow moms to ask breastfeeding related questions more discretely. This has been very successful, we now have approximately 106 members and our postings are often viewed by 30-50 members (breastfeeding related questions receive the most views). This has been worthwhile and it is recommended that MBB continue to use social media to reach out to moms.

As co-chair, I have represented MBB on a Breastfeeding Working Group, which is comprised of many front-line support workers from around the NWT and is led by Elsie DeRoose of Health and Social Services who manages the GNWT’s Health Promotions Fund. This is a great network of individuals who are doing work to support breastfeeding mothers around the NWT. MBB is seen as a leader in breastfeeding promotion and support and it is important that we continue to participate on this working group.

Candace DeCoste

Notes