



Moms, Boobs &

Message from the Co-chairs

Katie Johnson & Lindsay Arseneau

INSIDE THIS REPORT:

Who We Are & What We Hope to Achieve	2
2017-2018 Peer Support Initiatives	3-4
Training	5
World Breastfeeding Week Events	6
Other Special Events	7
Our Funders & Donors	8
Financial Report	9
Board of Directors & Volunteers	10
Volunteer Opportunities	11

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We've had another oh-so-busy year, full of new activities! The most exciting part of our year was being offered a space in the Centre Square Mall, Lower Level. We are extremely grateful for this space, as it has given us a home, and space to offer many new activities. This space has been great for us, no more worrying about setting the space up each time, and we can use it any time. We spent last summer collecting and moving items into the space, and creating a cozy environment. Thank you to everyone who donated items, and especially to everyone who helped move everything in. We can never thank Colliers International enough for this amazing donation.

In previous years, we created and pilot tested our own breastfeeding peer support training. This year we did another pilot in Yellowknife and had a contractor update the training materials and resource guide based on feedback from each of the pilots. Thank you to everyone who participated in our trainings and provided such useful feedback. We also offered a Train the Trainer session, preparing moms from several communities to offer this training in their regions. This has really increased our capacity to provide meaningful peer support across the territory, and has enabled us to improve upon our peer support model.

We now have new opportunities for families anywhere in the Territory to connect with us through Facebook private messaging, our closed Facebook support group, and our phone support thanks to our phone service donation by Versature. Our website is used often, with many requests for resources to be centralized there.

This year we started many new programs, most hosted at our space. Volunteers hosted Drop-In sessions for families to come spend time playing, meeting new people, asking questions and relaxing together. We also began a dads' group, pregnancy and post-partum depression support circle, a birth experience sharing circle and hosted a session for families adjusting to life with two or more children. We also hosted our grand opening and a successful Breastfeeding Challenge in October.

Accomplishing all of these activities takes an amazing team. We have a dedicated Board of Directors and amazing volunteers – we really couldn't have done this much without all of you! Our volunteers are incredible, giving their time while juggling the demands of having babies and young children at home, is pretty incredible. We also couldn't have accomplished everything we have without our funding and donations that have helped cover our core operating expenses, program coordination, training program development and delivery, and resource development. We are so fortunate to have this support!

Who we are

Moms, Boobs and Babies is a network of mothers who provide mother-to-mother support for breastfeeding and other parenting challenges. As Northwest Territories' Breastfeeding Support Group, we promote and support mothers feeding breast milk in any way, in any amount.

We support all women and families in their journey to feed their babies with love, and we realize that this may look different for different families. We do not believe in judging or shaming women for their feeding choices; our goal is to support all families in all situations. We have varied breastfeeding experiences, but our common connection is that we have achieved our own breastfeeding goals (and sometimes come to more realistic ones) through the support of Moms, Boobs and Babies peer support network, and now hope to support other families. We hope you will join us!



What we hope to achieve

Thanks to everyone who came out to our planning meeting in March or provided online input to help us determine what we want to focus on in the next few years! We will continue to move forward with an increased focus on supporting smaller communities in the Territory, as requested by our members.

To ensure that families across the Territory are able to meet their breastfeeding goals and women are comfortable breastfeeding their children anywhere in the Territory, anytime they wish and for as long as they choose, our objectives are as follows:

1. Families across the Territory have access to peer support for breastfeeding and other parenting challenges
2. MBB volunteers and key community breastfeeding support people have increased knowledge, skills, confidence and capacity to carry out their roles in providing support to breastfeeding mothers
3. Families across the Territory feel connected, supported, and know about MBB and how to access peer support and other supports in their home communities
4. Families and Peer Supporters have access to information and resources they need
5. Breastfeeding is considered the normal way of feeding children and women feel comfortable breastfeeding anywhere, anytime across the Territory
6. Businesses, organizations and local health authority policies are supportive of breastfeeding Territory-wide

To achieve these objectives, we aim to:

- Provide peer support to families in Yellowknife and in smaller communities
- Offer peer support training to volunteers and support people across the Territory
- Connect with pregnant women, new mothers and their families across the Territory
- Develop and enhance breastfeeding resources relevant to the North
- Normalize breastfeeding across the Territory
- Partner with businesses, organizations and Health Authorities to create breastfeeding-friendly spaces and policies

2017-2018 Peer Support Initiatives

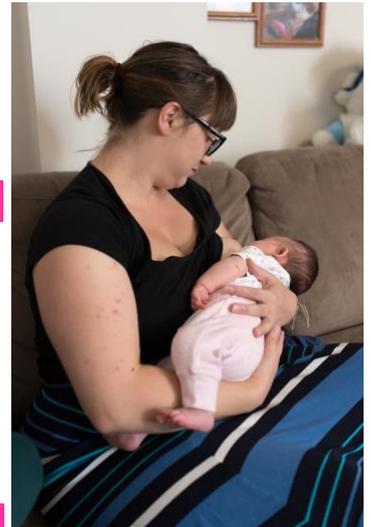
Yellowknife Monthly Meetings

This year we continued to host our monthly meetings at the Centre Square Mall, Lower Level, the first Wednesday of the month from 4-6 pm. We've also added a second, Saturday meeting whenever a volunteer is available. Monthly meetings are a casual gathering of moms, babes, and other supporters of breastfeeding, starting with circle sharing about breastfeeding successes and challenges, and finishing with snacks and socializing. Our peer support facilitators are there to guide moms with questions through any challenges they might be experiencing, from latch challenges, to starting solids, getting enough sleep, returning to work, dealing with siblings, and "mothering at the breast" in general. We have taxi vouchers and parking meter change available.



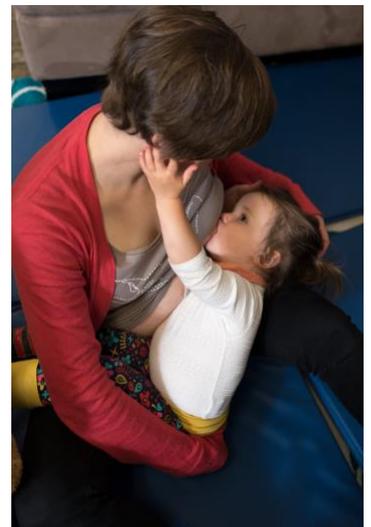
Toll-free Peer Support Phone Line

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. Our phone line has had anywhere from 0-6 calls a month, and we've also provided some text-support this year to follow-up. Callers are asked to leave a message and receive a call back from a MBB volunteer within 24 hours. Thank you to Versature, for donating our phone service.



Facebook Mom-to-Moms Private 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. We now have over 625 members! As a closed group, we screen all new member requests and make sure it's a safe space for moms to post without anything showing up in their newsfeed.



Postnatal Classes at the Baker Centre

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.

2017-2018 Peer Support Initiatives continued

Lending Library & Online Resources on our Website

Our Lending Library has expanded this year to include more books, as well as a baby carrier library. Thank you to everyone who has recommended books and other resources. We have had several baby carriers donated to our lending library, and are still accepting more. If you want to try out a carrier, please come visit during a drop-in session.

Dads' Space

Thanks to a dad volunteer, we started a Dads' Group this year. Dads came to hang out in our space, along with their kids once a month beginning in February.



Pregnancy and Post-Partum Depression Support Group

We have received many requests for support for mother's dealing with depression during pregnancy and post-partum. This winter a volunteer offered three PPD support circles. These sessions were not well attended, but the volunteer has offered to do them again in the future if requested.



Drop-In Sessions

Volunteers opened the doors of MBB for drop in hang out many times over this year. This gave families an opportunity to get together in a relaxing environment, ask questions, enjoy a coffee and snack, and a comfortable place to nurse. We also offered several special topic sections this year. These included a baby sleep session, a special hang out for parents adjusting to life with two or more kids, and a birth experience sharing circle.



1-2-3 Rhyme with Me with MBB

Another new program this year was 1-2-3 Rhyme With Me, funded by NWT Literacy Council. We had space for 12 families, and within a day of registration, we already had a waiting list! Families enjoyed singing and rhyming together, and it brought new families to MBB.

Training

Peer Support and Train the Trainer Trainings in Yellowknife



This year we were able to offer our newly developed peer support training in Yellowknife, thanks to financial support from both Municipal and Community Affairs Volunteer Training Fund.

Our peer support training focuses on building tools and skills to enable volunteers to provide breastfeeding mothers with effective support, encouragement and evidence-based resources. Participants learn about the role and of a peer support volunteer, effective communication strategies, and basic information about breastfeeding. Other important topics including identifying concerns that are out of the scope of a peer support volunteer and when to refer mothers to public health, the hospital, or community health centres. Participants received a comprehensive peer support volunteer handbook for easy access to a wealth of information including links to other resources to support new parents and breastfeeding.

Each session opened with audio breastfeeding stories from Elders, to respect and acknowledge the traditional knowledge and practices of the people of the Northwest Territories. Videos, role-playing and other activities help address common challenges and questions that arise during the breastfeeding journey, from initiation to weaning. Participants who completed training were invited to be a part of the MBB Volunteer Network Facebook group for continued connection and support within our volunteer network.

We gathered lots of great participant feedback from the three sessions offered last year to further develop and strengthen the program, and we have used this feedback to update the materials. We are hopeful we will be able to secure funding to do so and to offer more sessions in the coming year! A huge thank-you to facilitators Michelle Rees and Kyla Wright who really made this happen!

We also offered a Train the Trainer session this year. Participants joined us from Inuvik, Colville Lake, Norman Wells, Hay River and Yellowknife. Participants went through all training materials and activities, practiced facilitating and were given resources to help them facilitate this training in their own regions.

World Breastfeeding Week Events

Breastfeeding Challenge & Grand Opening

We officially opened our space with a ribbon cutting ceremony on September 29th. The Minister of Health and Social Services, staff from the Indigenous Health and Community Wellness Division, and moms all attended the event. Thank you for helping to warm our space!



Our 2017 Breastfeeding Challenge drew a large number of participants, in fact our space was filled to the brim! We had face painting, colouring and music time with the Yellowknife Public Library. We had lots of food thanks to donations from Birchwood Coffee K'o and Yk Co-op. All latch-on mamas received a tank top designed by Alison McCreesh.

In Yellowknife, we had 33 moms and 34 babies latching on. We also invited moms from around the NWT to participate online, and had another 7 pairs join in!

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



MILK Documentary Screening

This year, we were asked to offer screenings of *MILK* in communities around the NWT. The Yellowknife screening was held during World Breastfeeding Week, at MBB. The film was also shown in Hay River, Tuktoyaktuk, and Inuvik.

Other Special Events

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



For the third year, volunteers set up a “baby-friendly” tent at the Farmer’s Market throughout most of the summer and at Folk on the Rocks in the kids’ area. This provided a shady place for families with babies, featuring comfortable chairs, picnic blankets, breastfeeding pillows, a of course breastfeeding information and support for nursing mothers as needed. What a great way for us to get to meet expecting women and new families, to share information about MBB and the support we offer, while also helping to promote and normalize breastfeeding in every day places!

Thanks to all of our baby-friendly tent volunteers!

Snowking's Chariot Challenge & Snow Castle Nurse-in



Thanks to Alyssa for planning our second annual Snowking Chariot Challenge! After a month of great weather, the night before took a terrible turn, and we had one of the snowiest and windiest days.

Despite this, we still had 4 families come out! In Yellowknife, this is how we roll.

THANK YOU to our Generous Funders and Donors!

Our Funders, Donors and Community Partners

- Colliers International, Centre Square Mall Lower Level (Donation of our meeting space)
- Yellowknife Public Health (Yellowknife Monthly Meetings and our core operating costs)
- Healthy Choices Fund – GNWT Department of Health and Social Services (Peer Support Training and Resource Development)
- Volunteer Training Fund – GNWT Municipal and Government Affairs (Peer Support Training Sessions)
- Yellowknife Co-op (Breastfeeding Challenge Food Sponsor)
- Birchwood Coffee K'o (Breastfeeding Challenge Food Sponsor)
- Glen's Independent Grocer (Breastfeeding Challenge Food Sponsor)
- Versature (Our phone line sponsor)
- Samantha Stuart Photography

Breastfeeding Challenge Local Business Prize Donors

- Baby Sweets (Amber Henry)
- Julu Designs
- Oldtown Glassworks
- Samantha Stuart Photography
- Momzelle
- Sutherland's Drugs
- Dr. Kyla Wright
- Lecia Plamondon
- Forever Always Designs

Financial Report

Moms, Boobs and Babies Statement of Operations 2017-18

	2017-18 Actuals
Opening Balance as of April 1, 2017	\$14054.78
2017-18 Remittances receivable on April 1, 2017	\$4000.00
Revenue	
GNWT- DHSS	\$11,865
YHSSA	\$7,561.16
GNWT- MACA	\$4,000
GNWT- DHSS	\$20,938.89
NWT Literacy Council	\$2,850.00
NWTRPA	\$400.00
Government of Canada- ESDC	\$6,816.00
Visa Cashback	\$89.21
Donations	\$80.00
Total	\$54,600.26
Expenses	
Meeting Snacks	\$1,944.68
Meeting space costs	\$896.50
Operating Expenses (mailbox, insurance etc.)	\$1,548.62
World Breastfeeding Week Events	\$2,999.41
Peer Support and Train the Trainer Training	\$23,957.07
Computer, printer, ink etc.	\$287.31
Staff Expenses	\$22,984.90
Website Maintenance	\$162.20
Program Supplies	\$1,789.32
Client Transportation	\$240.00
Advertising	\$148.06
Other	\$168.63
Total	\$57,126.70
Net Income/loss	-\$2,526.44
Closing balance as of March 31, 2018	\$9,512.46
Investments as of March 31, 2018	\$2,025.06
Visa balance as of March 31, 2018	\$1727.48 Credit
Government Remittances receivable	\$14,469.55

2017-2018 Board of Directors



- Katie Johnson – Co-chair
- Lindsay Arseneau – Co-chair
- Toni Anderson – Treasurer
- Jennifer Broadbridge- Secretary
- Melissa Pink – Director at Large
- Lenora McLeod – Director at Large
- Alyssa Titus- Director at Large

Thank you to all our awesome Volunteers!

- Alana Kronstal – Baby-friendly tent
- Alison McCreesh – Baby-friendly tent, breastfeeding challenge
- Alyssa Titus – Director at large, snow castle event coordinator, peer support volunteer
- Amber Henry – Postnatal class facilitator, peer support volunteer
- Carine Cote-Germain- Baby-friendly tent
- Catherine Babin-Lavoie- Breastfeeding Challenge volunteer
- Chelsea Casson- PPD Support Group, Drop-in
- Gabriel Bernard-Lacaille- Baby-friendly tent
- Gloria Francis- Baby-friendly tent
- Helen Vaughan Barrieau – Peer support volunteer
- Jennifer Broadbridge- Secretary
- Jessica Bourassa – Baby Sleep Session Facilitator peer support volunteer
- Kari Williams-Davenport- Baby-friendly tent
- Kate Mansfield- Drop-In volunteer
- Katie Johnson – Co-Chair, 1-2-3 Rhyme With Me Facilitator, peer support volunteer
- Kyla Wright – documentary screening coordinator
- Lindsay Arseneau – Co-chair, Baby-friendly tent, peer support volunteer
- Lenora McLeod – Director at large, Breastfeeding Challenge volunteer
- Maureen VanOverliw – Baby-friendly tent
- Melissa Pink- Director at Large,
- Michelle Rees – Breastfeeding challenge
- Rhoda Andrews - Peer support vounteer
- Tina Drew – Peer support volunteer
- Toni Anderson – Treasurer, peer support volunteer

Thank you to all our unofficial volunteers as well... setting up and taking down our tent at Farmer's market, clearing up after monthly meetings, watching children while we set up and take down events... it's so appreciated!



Address

Centre Square Mall,
Lower Level
P.O. Box 821
Yellowknife, NT

Toll Free

1-844-33-BOOBS (26627)

E-mail

info@momsboobsandbabies.com

Facebook

facebook.com/groups/momsboobsandbabies/

2018-2019 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!

- Volunteer to open MBB for drop-in or special events
- Attend our training to become a peer support volunteer and support families via our phone line, monthly meetings, or Facebook
- Help organize this year's World Breastfeeding Week events
- Help organize documentary screenings
- Volunteer at our World Breastfeeding Week events (August & October)
- Baby-friendly tent volunteer at Farmer's Market & Folk on the Rocks
- Organize a "Nurse-in" around town or help out with other special events
- Volunteer as a Board member – our Board meets monthly and in addition to co-chair, secretary and treasurer executive positions, we need a team of Directors at Large to help take on roles such as:
 - peer support coordinator
 - volunteer coordinator
 - special event lead
 - training coordinator
 - promotion and design lead
 - community outreach coordinator
 - baby-friendly spaces lead

Thank you so much to Centre Square Mall, Lower Level for your generous donation of our meeting space. We could not support parents the way that we do without this amazing donation.

