

# Moms, Boobs & Babies

## INSIDE THIS ISSUE:

Support Meetings	2
Telephone Support Line	2
Post Natal Classes	2
2013 Breastfeeding Challenge	3
BFI Training/Implementation	3
Secretarial Update	4
Financial Report	5-6
Breastfeeding Kits	7
Photo Project	7
Resource Development	7

## Message from the Co-chairs

### Candace DeCoste

This was another busy year for MBB, we continued our peer support role in Yellowknife and took on a variety of special projects that are described in this report. One of our greatest achievements in 2013-14, was our outreach into the communities of the NWT. We accomplished this through our special projects and by participating in the territorial breastfeeding committee. MBB has also been present during discussions on how our NWT hospitals and health centres can achieve

certification under the Baby Friendly Initiative.

This is going to be my last year as co-chair for MBB, it has been a busy three years and I have enjoyed working with so many dedicated and

innovative volunteers. I am certain that the organization will continue to grow to support more new moms across the NWT!



### Melissa Tokarek

Thanks again for another exciting year! Lots of new moms with wonderful babies and helpful tips and advice on how to establish successful breastfeeding teams! What a great community of moms we have to help support one another. I am continually inspired by you all and look forward to seeing you all again next year!

Let's continue our work in promoting breastfeeding!



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## Monthly Support Meetings

Our monthly support meetings continue to be our main networking for moms, and the numbers of moms attending our meetings reflects that. It is great to see so many moms coming monthly just to be part of the discussions, even if there are no breastfeeding challenges being experienced. I think that speaks to the value of having meetings such as these.

This year we were fortunate enough to have Helen Vanughn Barrieau join our team in facilitating our meetings. She brings with her extensive peer support knowledge on lots of breastfeeding topics, and we look forward to her continued involvement with MBB in the following year!

Melissa Tokarek



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## Telephone Support Line



This year MBB added a new toll-free number for our peer support phone line. This will help us to reach new moms outside of Yellowknife. They can now reach our peer-support volunteers at 1-844-33-BOOBS(26627). The toll-free number works the same as our previous number, callers need to leave a message and the volunteer will call them back to answer any questions related to their breastfeeding concerns.

The phone line had very few calls (0-2 a month) and was well tended by the volunteers. Thank you everyone!

Rickie Smith

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## Post Natal Classes

Susan and I worked well together coordinating what needed to be done. To set up the class: the mats needed to be put out, the baby scale and bottle of sanitizer put on a table in the corner. Introduce the speaker, and then the class was from 1-3. Then we put the mats, scale and sanitizer away. Sometimes the topic and speakers changed from what was on the schedule but aside from that it was very straightforward.

Susan Fitzky and Jessica Strothard

## 2013 Breastfeeding Challenge

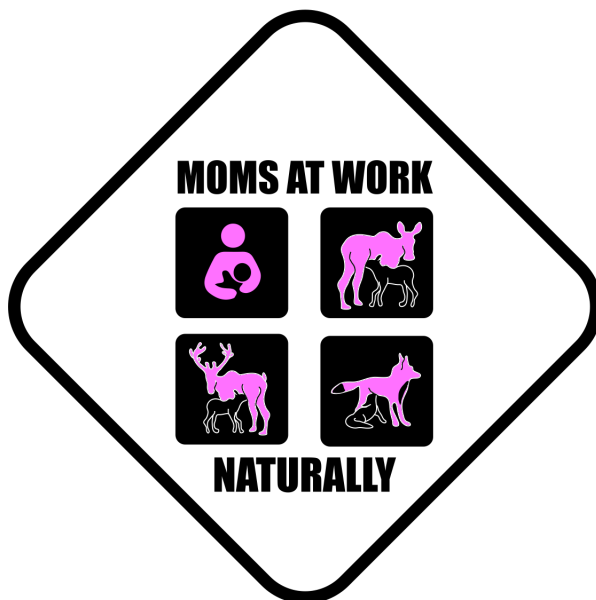
Moms, Boobs and Babies hosted the annual Breastfeeding Challenge and Parenting Resource Fair event in Yellowknife on October 5, 2013. The event was well attended, with 29 breastfeeding pairs. The honourable Mark Heyck, Mayor of Yellowknife attended the event and shared stories of his own experiences as a parent.

The event had a silent auction (thank you to all the organizations who donated), childrens' activities (thank you to Suzanne Smith for sharing her musical talents with us), healthy snacks and a parent resource fair. MBB commissioned Erasmus Apparel to design tank tops that have a design supportive of breastfeeding, with a local flair. These shirts were given to participants of the challenge.

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

MBB would like to send out a big thank you to all the volunteers that helped out this year to make this event such a success. We couldn't have done this without your support! You are all Wonder Woman in my books!

Melissa Tokarek and Heather Scott



*"Breastfeeding. It's Natural"*

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## Baby-Friendly Initiative Training and Implementation

MBB was fortunate again in 2013 to bring Marianne Brophy, IBCLC back to Yellowknife to meet with hospital and community staff who are working towards implementing the Baby-Friendly Initiative in the NWT. The Baby-Friendly Initiative helps health care providers implement practices that protect, promote and support breastfeeding. MBB continues to work with providers by participating on several committees including the NWT Territorial Breastfeeding Committee, the YHSS-STH Joint Maternal Care Committee and the Breastfeeding Committee of Canada.

Candace DeCoste

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## Secretarial Update

2013-2014 was another busy and exciting year for Mommies, Boobs and Babies! Secretarial duties for this year focused on sharing information with our group members, particularly around the planning of monthly support meetings, but also announcements of special projects, presentations, and activities of interest around related organizations such as NWT Citizens for Midwifery. MBB members are increasingly using our Facebook page for posting interesting articles, seeking breastfeeding and general parenting advice, and planning MBB events. The Facebook group currently has 177 members.

Lindsey Oosenbrug

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## Notes

*“The Baby-Friendly Initiative helps health-care providers implement practices that protect, promote and support breastfeeding.”*

**Yellowknife Breastfeeding Support Group  
Statement of Operations  
2013-14**

	<b>2013-14 Actuals</b>
<b>Opening Balance as at March 28, 2013</b>	<u><b>\$33,440.57</b></u>
 <b>Revenue</b>	
GNWT Contributions	\$240.31
	\$10,580.00
	\$10,580.00
BFC Auctions/Tables	\$1,120.00
Grocery Bagging (May 2013)	\$647.47
 <b>Total Revenue</b>	<u><b>\$23,167.78</b></u>
 <b>Expenses</b>	
Materials & Supplies	\$12,751.58
Training & Coordination	\$3,709.70
Travel	\$26,754.07
Other	\$943.75
 <b>Total Expenses</b>	<u><b>\$44,159.10</b></u>
 <b>Net Income/Loss</b>	<u><b>-\$20,991.32</b></u>
 <b>Closing Balance March 31, 2014</b>	<u><b>\$15,394.70</b></u>

**Yellowknife Breastfeeding Support Group  
Statement of Operations  
April 1 - May 30, 2014**

	<b>April 1 - May 30, 2014 Actuals</b>
Opening Balance as at March 31, 2014	<u>\$15,394.70</u>
<b>Revenue</b>	
GNWT Contributions (April/May 2014)	\$14,050.22
	\$5,158.62
	\$5,749.18
	\$5,409.90
<b>Total Revenue</b>	<u><b>\$30,367.92</b></u>
<b>Expenses</b>	
Materials & Supplies	\$16,206.20
Training & Coordination	\$110.00
Travel	\$0.00
Other	\$7,548.92
<b>Total Expenses</b>	<u><b>\$23,865.12</b></u>
<b>Net Income/Loss</b>	<u><b>\$6,502.80</b></u>
<b>Closing Balance May 30, 2014</b>	<u><b>\$20,562.71</b></u>

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## Breastfeeding Kits

As part of a Contribution Agreement with the GNWT Health and Social Services, MBB developed and distributed Breastfeeding Resource Kits to all the Community Health Representatives (CHRs) around the NWT. The intent of the kits is to aid the CHRs in promoting breastfeeding within their communities. Various written material and breastfeeding support products, such as breastfeeding pillows, breast pads, and nursing bras were included in the kits. These will be kept with the CHRs, and moms who want additional support and information on breastfeeding will be able to access this resource.

MBB will also be hosting a webinar with the CHRs and Public Health to review the products in the kits to increase the confidence of CHRs in promoting breastfeeding in their communities.

We are excited to have participated in this important campaign in promoting breastfeeding around the territory!

Melissa Tokarek

## Photo Project

MBB was fortunate in 2013/14 to receive funding to undertake a photo project featuring NWT's breastfeeding mothers. The photos will be used in a social marketing campaign which focusses on the challenges that face breastfeeding mothers and where they can seek support.

Candace DeCoste



## Resource Materials Development

An important part of breastfeeding success is having reliable, easy-to-use resources. Last year, MBB took on the task of developing resource material on common challenges discussed in our monthly meetings. The brochure, "A Step by Step Guide to a Good Latch" was completed and ready for use.

A good latch is the first step in ensuring a successful breastfeeding journey and we hope this resource can help moms in establishing that!

Contact any of the MBB Board Members or join us at a monthly meeting to get a copy of the brochure.

Melissa Tokarek and Nikki Tews

