



**KidCareCanada Society**

**Second Annual Report**

**2011-2012**

Prepared by:  
President Carl Nilsen  
Executive Director Estelle Paget



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## At a glance

During the past year, 2011-2012, we continued to build our reputation as a trustworthy, content-rich educational organization in British Columbia, Canada and internationally.

Our accomplishments:

- New educational resources
- Expanded pool of experts
- Improved awareness and profile
- Stable board governance
- Increased funding resources



## Our Vision

KidCareCanada Society's commitment is to improve society through well-informed parents and lovingly-nurtured babies who grow up to reach their full potential.

We are recognized as a trustworthy portal for new parents and health practitioners for educational resources on infant development.

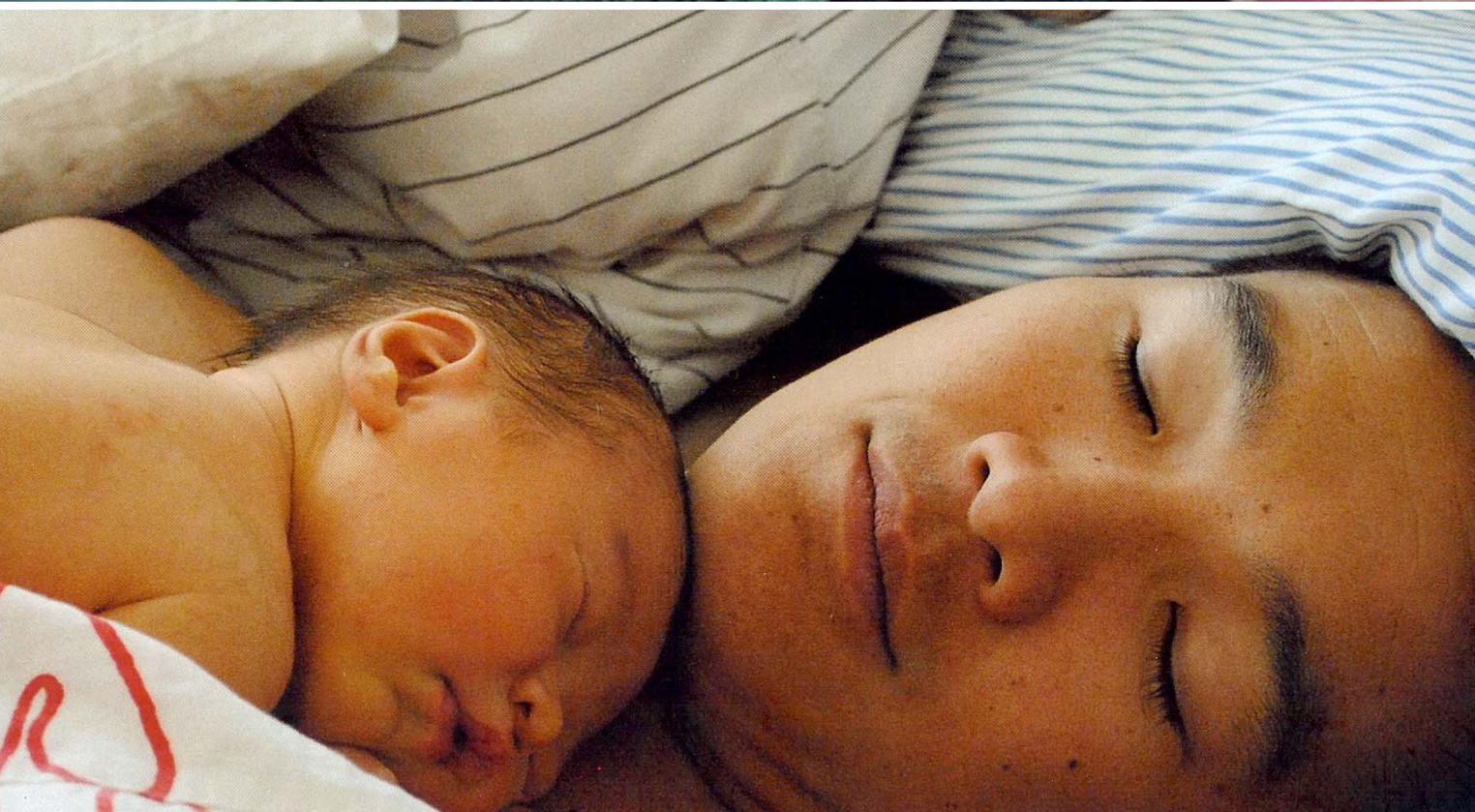
We collaborate with like-minded organizations to help us build this body of knowledge.

It is our goal to create a positive cycle where parents pass on healthy and safe parenting practices to the next generation.



## Our Mission

KidCareCanada Society translates current research and applies technology to produce appealing educational resources that are relevant to the 21st Century new parent. The wide accessibility of these resources enables all children to have equal opportunity to the best possible start in life, and promotes the health, happiness and well-being of future generations.





## Our Values

We are guided by the following values:

- Evidence-based resources
- Equality of opportunity
- Safety and injury prevention
- Accessibility of resources (relevant, understandable, widely available, free)
- Individual and societal benefit (healthier infants lead to healthier adults and a healthier society)
- Support for vulnerable populations
- Respectful (of all stakeholders)
- Community Leadership

# KidCareCanada Society



## KidCareCanada Society supports new and expectant parents so that they can give their baby the best possible start in life.

Our DVD's are evidence-based, captivating, easy-to-understand and distributed free of charge.

### Did you know ...

*The first moments -- days, weeks and months -- of a baby's life can affect that child's life-long physical and mental health, and happiness?*

### Early months are crucial because ...

*"Once a child falls behind, he or she is likely to remain behind"*  
- James Heckman, Nobel Laureate

- Early experiences shape the brain. Once neural connections are formed, they can be difficult to modify
- Early nurturing is pivotal to brain development and affects learning, behaviour and health into the adult years
- Early infancy is the optimal time for language development -- a strong predictor of school success

**Societies with well-nurtured children enjoy improved economic prosperity and growth.**

Estelle Paget *Founder and Executive Director, KidCareCanada Society*  
[estelle.paget@kidcarecanada.org](mailto:estelle.paget@kidcarecanada.org) ■ [www.kidcarecanada.org](http://www.kidcarecanada.org)



# KidCareCanada Society

## The KidCareCanada Society videos...

- Model how to build the loving bond between parent and baby
- Teach how to recognize medical emergencies, and what to do
- Demonstrate parenting skills traditionally handed down from previous generations
- Reduce the isolation many new parents experience
- Visually explain the science of infant development for new parents

## Who benefits ...

- New and expectant parents, grandparents, babysitters and especially: visual learners, teen parents, other vulnerable parents, new Canadians, new parents in remote communities, and those who struggle with literacy
- Health practitioners who support families
- The public, because well-nurtured children grow up to be contributing members of society

## Babies who have been well-nurtured tend to be prepared in adult life to...

- Explore new opportunities
- Develop their potential
- Learn well - pay attention, process and retain information, recognize patterns
- Enjoy physical and mental well-being
- Build and maintain healthy relationships
- Be economically self-sufficient
- Cope with change
- Face adversity with resilience

## Babies who lack a good start in life tend to be vulnerable in adult life to...

- Mental and physical health problems
- Poor learning and challenges with literacy
- Family violence and aggressive/anti-social behaviour
- Become perpetrators and/or victims of crime
- Economic dependency
- Substance abuse
- Obesity and its associations

**Ensuring all infants have a good start in life is one of the best investments society can make!**

## You can help ...

KidCareCanada Society is a Canadian Registered Charity that relies on financial support from individuals and organizations. All donations greater than \$20 are eligible for a CRA charitable tax receipt. [RN 85761 5314 RR0001](https://www.cra.gc.ca/charitable)

## You may donate ...

By cheque payable to the:  
KidCareCanada Society,  
5361 Parker Avenue, v Victoria, BC  
V8Y 2N1

Online through CanadaHelps at:  
<http://www.kidcarecanada.org/donations>

KidCareCanada Society can also accept donations of securities. Donors receive a tax receipt for the market value of the stock and will be exempt from Capital Gains tax.

Please contact [estelle.paget@kidcarecanada.org](mailto:estelle.paget@kidcarecanada.org)

Learn more about us at <http://www.kidcarecanada.org>

## The Team: Board Members



**Ms. Estelle Paget,  
née Estelle Geller**  
Executive Director



**Mr. Carl Nilsen**  
Board President



**Dr. Andrew Macnab**  
Director



**Ms. Diana Elliioth**  
Director



**Dr. Julie Paget**  
Director



**Mr. Kevin Koch**  
Board Treasurer



**Dr. Tisha  
Gangopadhyay**  
Board Vice-President



**Ms. Mary Ann  
Cummings**  
Board Secretary



**Mr. Ned Goodman**  
Director



**Ms. Sally Geller**  
Director



**Ms. Susan EvUns**  
Director





**The Team:  
Honorary  
Members**

**Ms. Dana Brynelsen**  
Honorary Member

**Dr. Adele Diamond**  
Honorary Member

**Dr. SteZanie Green**  
Honorary Member

**Dr. Tim Oberlander**  
Honorary Member

**Ms. Diana Safarik**  
Honorary Member

**Dr. Janet F. Werker**  
Honorary Member

**KidCareCanada Society**

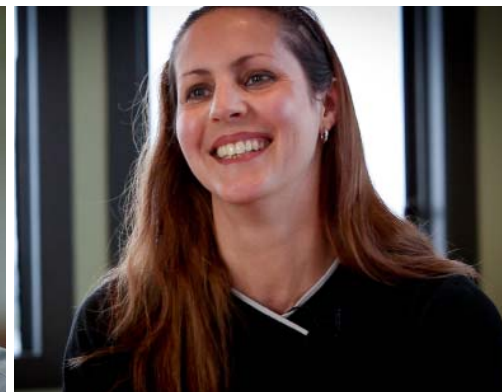


## Acknowledgements

Our work is made possible through the generous sharing of expertise and time by our parents, experts and organizations.



**Parents and other family members** volunteer their time to speak with us on and off camera. They share their personal journeys, wait around for hours during film shoots, speak from the heart and inspire us with their demonstrations of loving parenting. Our participants' experience in their parenting role ranges from one day to many years and from first baby to seven children.



**Our experts** include a spectrum of internationally renowned researchers, health-care experts and practitioners, service providers, public and private sector leaders and consultants focused on maternal and infant care. They continue to generously contribute to our work. Some meet with us behind-the-scenes to share their expertise and make recommendations. Others also appear on camera, in interviews on our website, or in our videos. Still others act as advisors and review our materials. All donate their time. We acknowledge the key role these enthusiastic individuals play in our work. We are indebted to their commitment. *See Appendix A*



**Organizations** play a key role. They facilitate our film shoots by generously providing on-location space, at no cost, often securing permissions for us to film in hospitals, offices and labs and ensuring ease of access to their premises. In every instance we have felt warmly welcomed. Organizations whose focus is maternal and infant care willingly share their expertise and advise us. *See Appendix B*



**These collaborations** come from a spirit of shared vision where everyone is focused on the same goals and goes the extra mile. They enable us to consistently achieve results that extend beyond anything any one of us could accomplish alone.

These combined efforts help us achieve our mandate:

To support new and expecting parents so that they can give their baby the best possible start in life.



# Educational Videos

## Hugs for a Brighter Future

Is an educational series that we are building year by year. Our progress during 2011/12 includes:

- Emotional Safety
- Born to Communicate
- Post-partum Depression



## Emotional Safety

Compelling research confirms that stress negatively impacts healthy brain development in infants. This 23 minute DVD provides new parents, caregivers and health providers with a deep understanding of the importance of emotional safety during infancy, and what it looks like. The messages are powerfully delivered through visuals of nurturing parents, their authentic testimonials and easy-to-understand commentary by leading international experts.

*Emotional Safety* was completed in partnership with Vancouver Native Health Society. A first version was evaluated by social service and health practitioners on October 26, 2011 at Sheway in the Vancouver Downtown Eastside. Their comments led to modifications to better meet the needs of our audience.





*Vancouver Native Health Society* hosted the official launch of the final version on November 23, 2011. It was well-attended by participants who contributed to the development of the DVD, representatives of government and other officials, and the family support workers who use the DVD in their work.



## **Born to Communicate**

This DVD is in effect five videos ranging in length from 10 to 20 minutes each. We meet brand new parents and observe how their infants are born ready to learn. By watching parents with older infants at the Infant Studies Centre at UBC we learn how language develops and how parents are baby's first teachers. Exciting new information is shared about infants living in multi-lingual environments.

*Born to Communicate* was developed thanks to the leadership of Dr. Janet Werker and in collaboration with other leading experts in infant and language development.

Several launches are planned in Vancouver and Victoria with anticipated release over the upcoming months.



## Post-partum Depression (working title "*Not the Baby Blues*")

Filming is almost completed for this comprehensive DVD. It will enable families and health practitioners to hear how mothers who have experienced perinatal or post-partum depression (PPD) and anxiety, have recovered through a variety of professional interventions.

These touching testimonials help us learn how to recognize the varied symptoms of PPD and how to respond. This video provides a balanced overview of available treatments.

Professionals working in the field of PPD describe the range of treatments available and the individualized nature of each treatment. They also encourage families to consider how alternative approaches such as yoga, massage, acupuncture, diet and exercise may complement their treatment.



Key messages include the importance of seeking professional help early and overcoming the stigma associated with PPD.

This video is being developed thanks to the generous support of the *Victoria Foundation*.

Anticipated completion date is by the end of 2012.



## Developing our educational videos

We are guided by our values and three principles in developing our videos. We want to ensure they are:

1. evidence-based, current and present a balanced viewpoint
2. inclusive and appealing to our diverse audience that includes families, other caregivers, health and other professionals
3. high-quality to meet the expectations of today's media-savvy viewers

We achieve these principles by following a rigorous and consistent process for each principle.





## Expanded pool of experts

Our reputation has grown as an organization. We are recognized for our guiding principles of evidence-based, inclusive and professional audio-visual media. Our track record enables us to expand our team of experts who have heard of us and our work. We share a vision to provide all families with free access to leading edge and current research in a format they can apply. These experts tell us they appreciate seeing their research and knowledge “translated” into easy-to-understand language for all families.



## Outreach

While we had a number of outreach goals for 2011/12 we quickly realized we needed to focus our efforts on the development of educational resources for our **Hugs for a Brighter Future** series. We also learned from our research study that our initial goal to distribute a DVD to every new parent was better accomplished through collaborating with organizations. Concurrently, we reached outreach goals that complemented these primary goals.



## KidCareCanada “Promo” videos

Given that our work is to produce videos it seemed only natural to introduce viewers to our vision and rationale by way of a short video. This video will be included at the beginning of each new DVD in the Hugs for a Brighter Future Series. It can be found here [kidcarecanada.org](http://kidcarecanada.org), on our website and in the electronic newsletter we are sending to our supporters and participants.

A 30 second “spot” video provides a short introduction to KidCareCanada Society and can also be found on our website and Facebook.





## Shaw Publicity

### The Daily

Journalists at The Daily, Shaw South Vancouver Island Community TV, highlighted our upcoming video on Post-partum Depression. Their video can be found <http://www.youtube.com/watch?v=GQc68BhHdfs> Shaw chose to focus on alternative therapies that can complement professional treatment. They interviewed one of “our” mothers in her home and also used footage from our film shoots. We are grateful for the exposure this story gives us and foresee potential future stories.

### Shaw television network

Through our interactions with Shaw Cable TV they learned about our *Emotional Safety* DVD and requested and received our permission to broadcast it on their TV station, Channel 4, commencing in June.



## Sharing our Resources

### Healthy Women, Children and Youth Secretariat, Ministry of Health, BC

The Executive Director and Manager, Maternal and Women's Health, are advising us on our PPD video. They have reviewed our *Emotional Safety* DVD and will be posting it to their website and linking to ours. We anticipate this relationship continuing for the benefit of BC families.

### Human Early Learning Partnership (HELP) blog

The *Emotional Safety* "Promo", featuring Dr. Tom Boyce and other leading researchers, was picked up and published on the Human Early Learning Partnership (HELP) blog <http://earlylearning.ubc.ca/blog/2011/nov/17/kidcarecanada-launches-new-video/> We look forward to working again with this esteemed group in the upcoming years.



### **BC Public Libraries**

Greater Victoria Public Library now has four copies of our DVD *Emotional Safety*. Greater Vancouver Public Library has 12 copies.

### **BC Healthy Child Alliance**

We were invited to become a member of the Alliance and look forward to working with this group and sharing our resources. During an initial teleconference we learned about the work of others in the province and informed them about our educational resources.



### **Camosun College**

Our videos are now being used by Camosun College in their pre-natal classes. We are particularly thrilled that our mandate to reach expecting parents is being achieved through this collaboration.

### **Victoria General Hospital Maternity**

Discussions are underway to ensure all new mothers giving birth in the hospital and their families have the opportunity to view *Emotional Safety* while mothers are in the hospital.



## Presentations

### Health Literacy

In July, 2011 we participated in the Public Health Association of BC Summer School, held at the University of Victoria and teleconferenced to various sites in BC. The focus of the 3 day conference was health literacy. Excerpts of our educational resources were broadcast to demonstrate how families in BC who struggle with literacy can still access current research.



## **Making Tomorrow Conference**

This annual conference is a hub for Early Childhood Educators and practitioners, students, parents and others who come from all parts of BC. The 35th conference in April, 2012 focused on Diversity. Our invitation to participate was a direct result of our outreach to members of this group. Elizabeth Cox, an early childhood educator, Child Development Consultant, and one of our advisors presented *Emotional Safety* on our behalf. The video received positive and comprehensive feedback. *See Appendix C*



## **Success By Six, Childcare Resource and Referral (CCRR) and Partnership in Learning and Advocacy for Young Children (PLAY)**

We are exploring ways to jointly launch *Emotional Safety* in Victoria with these highly respected organizations, dedicated to supporting early childhood programs, and look forward to future collaborations.



## **Aboriginal infant and Supported Child Development Provincial Steering Committee**

We presented *Emotional Safety* to this provincial group in January, 2012. Since then, 49 Aboriginal Infant Development Programs and 46 Aboriginal Supported Child Development Programs are using the *Emotional Safety* DVD. As word spreads, additional instructors learn about the DVD and use it in their work (e.g. a colleague teaching infant mental health).

## **Victoria Baby Fair**

KidCareCanada will have a booth at the Victoria Baby Fair to be held September 29th-30th.





## International Outreach

Our reputation has extended beyond BC and Canada. Requests to use our educational resources have come from Northern Aboriginal Communities, the Royal Hospital in Saskatoon Maternity, and UK National Health. At the request of Dr. Mitch Blair, Paediatrician and director of a multi-professional group developing e learning for the UK Department of Health, we sent copies of *Emotional Safety* in European PAL format for their review.

Another copy of *Emotional Safety*, in European PAL format, is currently being used by midwives and prospective parents through a doctor's office in a London, UK suburb.



## Website

Our website is becoming a recognized source for those who are looking for evidence-based information about infant development.

We now regularly receive positive feedback about our site and work, and requests for permission to use our educational resources.

Over the past year we posted the *Emotional Safety* "promo" and full video as well as excerpts from our interview with Dr. Tom Boyce. From time to time we post "news". This positive start confirms how important it is for us to grow this significant resource.

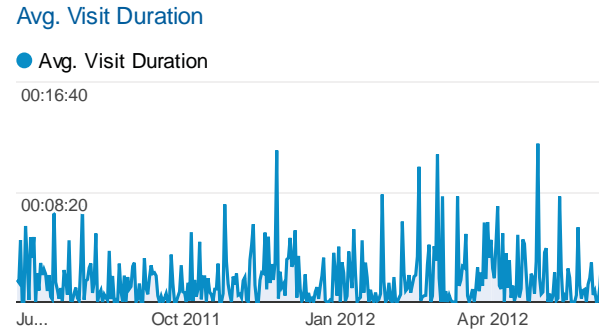
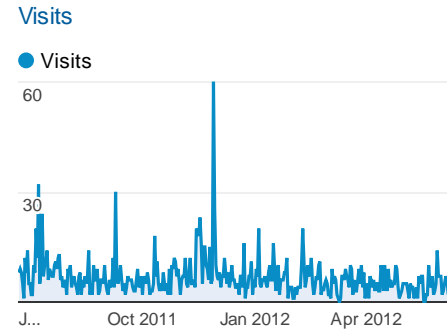
The following graph shows how many visitors have visited the KidCareCanada site and how many of them are new visitors since June 2011. We anticipate that next year's graph will show at least twice as many visitors.

**KidCareCanada Society**

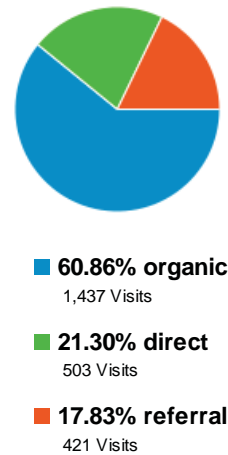


# Google Analytics

## Website Overview



Visits by Traffic Type

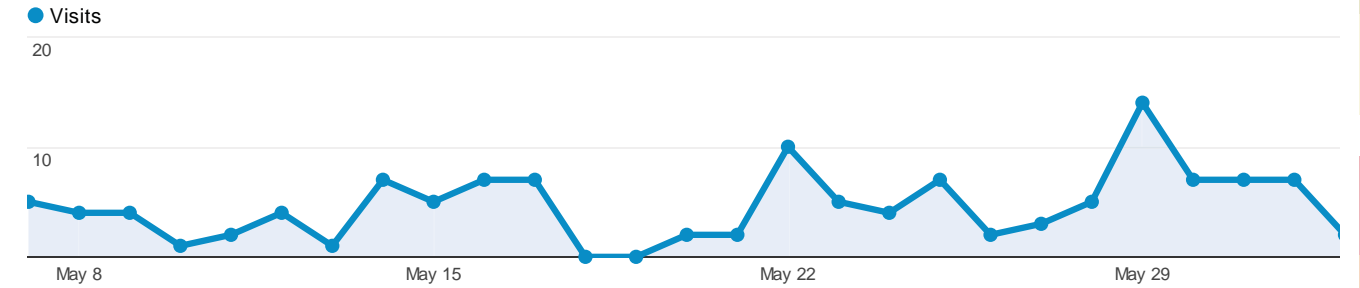


Visits and Avg. Visit Duration by Country/Territory

Country/Territory	Visits	Avg. Visit Duration
Canada	1,394	00:02:25
United States	526	00:00:57
United Kingdom	71	00:00:53
Brazil	40	00:00:34
France	24	00:01:51
Australia	23	00:00:48
India	20	00:00:43
Germany	19	00:02:15
Spain	15	00:00:02
South Africa	14	00:00:59

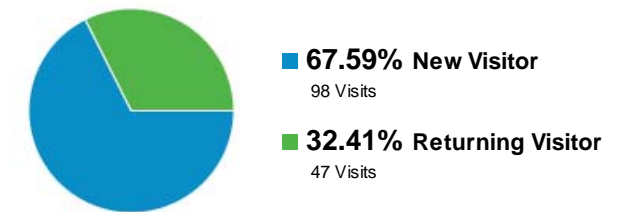
# Google Analytics

## Website Views on a Mobile Device



116 people visited this site

- Visits: 145
- Unique Visitors: 116
- Pageviews: 422
- Pages / Visit: 2.91
- Avg. Visit Duration: 00:01:42
- Bounce Rate: 56.55%
- % New Visits: 67.59%





The Google Analytics for hand-held devices indicates that on average two people visit our site every day through their hand-held devices. We are currently modifying our website for hand-held devices to make us even more accessible.





## Social Media

### YouTube, Facebook and Twitter

Our YouTube and Facebook accounts are live and linked to our website. YouTube is performing well and frequently accessed. Facebook is positioned to take a more active role. Similarly, our Twitter account is ready to be activated.



## Grants and Donations

The investment of our time during the past year to pursue grants and donations led to more financial stability and a higher profile in the community.

### Victoria Foundation

We applied for and received \$15,000 for the project to develop our new DVD on PPD. Our application aligned with the Victoria Foundation's *Vital Signs* Health and Wellness issue area. Embedded in this grant is a designated donation from a member of the Victoria community to the Victoria Foundation. Victoria Foundation's grant has particular meaning for us as they were early supporters of our vision.



## **BC Community Gaming Grant**

We were gratified when our application for a Community Gaming Grant of \$100,000 was successful. Our application met the Human and Social Services criteria: "...significantly contributes to the quality of life in a community, including assisting the disadvantaged or distressed, promoting health ..." This grant substantially supports our operations and enables us to focus on our mandate.

We were disappointed when our applications for funding from Special Populations Fund, UBC (\$40,000) and CIBC Community Grants (\$25,000) were unsuccessful. While we did not meet their criteria this year we are hopeful to meet them in the future.



## **Personal and Corporate Donations**

We are grateful to the individuals and corporations who support our work through donations. We accept donations by cheque and through our website, and issue charitable receipts for donations greater than twenty dollars. One walking group chose to forego giving each other birthday cards and donated the money saved to KidCareCanada Society. We also received a generous donation in the form of securities and set up a process so that we may receive additional gifts in this format.

## **Other Community Support**

Tru Value Foods in Cordova Bay, Victoria BC donate 1% of sales to charity. They have chosen to include KidCareCanada Society as a recipient of these funds.





## Governance/Legal

Our organization has benefited from the stable and supportive leadership of the Board of Governors. We enjoyed a productive year where we were able to focus on our mandate and accomplish many goals. In addition, we increased our membership to 45 and established our risk-management policies.



## Goals

Our approach now is to take a longer view at setting and prioritizing our goals, while at the same time building in flexibility to make the most of unexpected opportunities. Now that we have the benefit of experience we are re-prioritizing some of our earlier goals to give them a more realistic time frame. Our priorities include work that is in progress as well as new goals.



## Educational Resources

- Complete and continue to promote all current DVDs
- Post our portfolio of interviews to our website.
- Re-purpose some of our extraordinary footage to meet specific learning needs.
- Have DVDs translated into major language groups in BC.
- Enter video to Council on Foundations Annual Film and Video Festival
- A longer-term goal is to develop facilitator guides for our educational resources.
- An ambitious long-term goal is to create online “Baby Clubs” to enable new parents to meet online in facilitated discussions around our educational resources.



## Outreach

- Expand our collaborations with agencies and organizations in BC to widen our distribution of educational resources and learn the needs of the community.
- Continue to build our pool of experts.
- Update our supporters via an electronic newsletter to be delivered twice a year.

## Website

- Modify site to be hand-held device friendly
- Keep our website dynamic and current
- Improve our role as a portal to leading edge research



## Facebook and Twitter

- Leverage our organization's ability to reach more people through social media. Work towards developing Facebook as a conduit for regular updates to our Friends, and increase their number by at least 200.
- Activate and use our Twitter account to meet the needs of our changing audience.

## Fundraising

- We plan to hold a fundraising event in the upcoming year. Details are under discussion.

## Governance

- Modify our by-laws so that we may send Notices to our members by email.



## Operational Efficiency

- Design and develop a data base to help us keep in touch and follow up with our supporters.
- Develop a system so that specific individuals and organizations may receive a link to download our video clips with our permission. This important information will be tracked in our data base.



## In Conclusion

It has been exciting for us to realize that our hard work in envisioning a charitable organization that could develop educational resources for expecting and new parents that are: evidence-based, captivating, easy-to-understand and distributed free of charge, is now becoming a reality. There is much to do. However, we are confident that we will be able to meet the growing demands on our Society thanks to new operational efficiencies and collaborations with other organizations who share a similar vision.



## Thanks

No one ever succeeds alone. In addition to the parents, experts and organizations acknowledged earlier in this document, we have a **terrific creative team.**

Located in Vancouver and Victoria, they seamlessly collaborate. They capture and translate into marvellous images "our" parents, modelling nurturing parenting and our experts, presenting their evidence-based messages. Their dedication to KidCareCanada Society goes beyond any normal job description. We are indebted to them and greatly appreciate their talent, work ethic and personal qualities.





### **Core Creative Team**

**Chad Galloway**, Camera

**Alisa Kerr**, Graphic Designer, Camera, Editor

**Jenny Mendoza**, Editor

**Shane Robinson**, Web Development and Design

Brian Park, Second Camera, Victoria

Nick Wemyss, volunteer Camera, Victoria

Jennifer Strom, Second camera, Vancouver

A specialist we wanted to film, located in Nelson BC, was eight months pregnant and unable to travel to us. Local filmmaker, Nate Smith, The Vacuum, jumped in and filmed our interview there instead of the acrobatic snowboarders he usually shoots.



## **Photography**

Chad Galloway, Aaron Rose, Andy Zoltay

## **Administration**

Edie Dittman provides part-time administrative support, and so much more! Ruthild Ohl, is improving our organizational efficiency through a data base. Inesa Yali is responsible for Bookkeeping, Willow Rupert, Trenholme & Company, is our Accountant, and Pat Trelawny, Jones Emery, Hargreaves, Swan, provides legal advice.

## **Board of Directors**

Finally, our talented and hard-working board of directors share a passion to support families so that all babies may have the best possible start in life. The accomplishments of this society are testament to their commitment. We look forward to 2012-2013 as an opportunity to further serve families and their communities.

# Appendix A

Please find below some of the names of health professionals in traditional medicine, psychiatrists, physicians, paediatricians, researchers, leaders in infant and early childhood development, lactation consultants, doulas, dieticians, post-partum depression support organizers and facilitators, acupuncturists and baby massage specialists who along with other members of government and the community have advanced our work. Our apologies to those whom we may have inadvertently neglected to include

Dr. Evan Adams	Ms. Julia Dascalescu
Ms. Diane Ash	Ms. Lynda Dechief
Dr. Nils Bergman	Ms. Josie DeGreef
Ms. Eva Bild	Ms. Raina Delisle
Dr. Lesley Bainbridge	Ms. Joan Dick
Dr. Mitch Blair	Professor Adele Diamond
Dr. Tom Boyce	Ms. Sheila Duffy
Ms. Janice Brown-Duncan	Ms. Kathryn Eagleheart
Ms. Dana Brynelsen	Ms. Diana Elliott
Dr. Helen Burt	Dr. Enid Elliot
Dr. Joanna Cheek	Ms. Catherine Fenn
Ms. Elizabeth Cox	Ms. Nadine Gagne

Ms. Faith Gagnon	Ms. Elizabeth Poag
Dr. Hillel Goelman	Ms. Daphne Raymond
Dr. Stefanie Green	Dr. Michal Regev
Ms. Hollie Hall	Ms. Debbie Reid
Dr. Jean Hlady	Ms. Karen Ringstead
Ms. Sheila Hobbs	Ms. Amber Roake
Ms. Colleen Hobson	Ms. Marg Rose
Ms. Sue Johnson	Ms. Pippa Rowcliffe
Dr. Jon Kabat-Zinn	Dr. Deirdre Ryan
Dr. Padmapriya Kandhadai	Ms. Diana Safarik
Tracy Kendrick	Dr. Indira Samarasekera
Ms. Marianne Kettlewell	Ms. Swati Scott
Ms. Barb Komar	Ms. Danielle Smith
Ms. Paula Littlejohn	Ms. Crystal Star
Dr. Andrew Macnab, "our" leading Paediatrician	Dr. Carolyn Steinberg
Ms. Mary Lou Matthews	Ms. Carole Taylor
Dr. Carol Matusicky	Dr. David Turpin
Ms. Cathy Moss	Mr. Horacio Valle Torres
Dr. Pamela Nicholls	Dr. Janet Werker
Ms. Teresa Norquay	Ms. Jan White
Dr. Tim Oberlander	Dr. Sarah Williams
Dr. Frank Oberklaid	Women's and Maternal Health BC
Mr. Kevin O'Brien	
Mr. Dennis Padmore	
Perinatal Services BC	



## Appendix B

Our thanks to the following organizations that have opened their doors to us for film shoots or research studies

BC Women's Hospital  
Cortes Island Health Centre  
Cowichan Band, Duncan, BC  
Moksana Yoga Studio, Victoria, BC  
Mothering Touch, Victoria, BC  
Pacific Post-partum Society  
Richmond Hospital  
Sooke Family Resource Programs  
UBC Human Early Learning Partnership (HELP)  
UBC Faculty of Medicine  
UBC Infant Studies Centre  
UBC Developmental Cognitive Neuroscience Lab  
University of Stellenbosch – audio lab  
Vancouver Native Health Society  
Victoria Native Friendship Centre  
West Side Family Place, Vancouver, BC

# Appendix C

## “Making Tomorrow” Conference

April 28, 2012, held at the University of Victoria

### Participant Comments

#### Statements made by participants after viewing Emotional Safety

- Let them learn at their own pace.
- Nice to see fathers taking on an active part; taking cues from baby; modeling positivity, love and gentleness.
- The idea of just relaxing and being in the moment with baby.
- Babies feel your stress and emotions. Reminder to parents that babies sense their parent’s anxiety and that increases baby’s anxiety. This anxiety be can with child throughout life.
- When you do things by the textbook but not with the right intention, they don’t work. When you do things wrong but with the right intention, they can still work.

- Trust your instincts. New parents are scared. Just relax.
- Importance of supportive relationship without judgement. It is okay to need help and support sometimes. You will get tired and stressed sometimes. Nobody is perfect.
- All babies need is love. You can’t spoil baby. Love is what matters. Age, race, and socioeconomic status are not relevant to baby.

#### Uses for the KidCareCanada DVD, suggested by participants

- Father discussion groups
- Book lending library (give some to parents)
- Show in class to parents - infant toddler program (revisit themes)
- Best Babies + Baby Talk
- Hospital
- Triple P-avenue for distribution
- Baby Welcome
- Midwife Centers/Doulas
- Nurse Practitioner

- Evening-weekend workshop
- Training in video for childcare providers (messaging – reminder)
- CCRR agencies
- Prenatal programs
- Use intro of summary of points – especially for educators
- A lot of attention on vulnerable population
- Every parent needs this
- Positive – no shame

### **Suggestions for Future DVDs**

1. Child development – what is normal?
2. Temperament
  - a. “the f t”
  - b. Sibling differences
3. Father involvement
  - a. Simple touch, singing, interaction
  - b. Role of fathers
4. Singing/Reading – early
  - a. “How to” ideas for literacy
  - b. Being playful
5. Bonding with non-genetic child
  - a. Different types of families

- b. Grand parenting

6. Same gender parents (L.G.B.T.)

7. Adoptive Parenting

8. Parenting more than 1 child

- a. Twins

- b. 2nd babe

### **Evaluation of the Emotional Safety DVD:**

- Information shared in a positive and non-judgmental way
- Helpful to watch before birth (pre-birth anxiety, not knowing what to expect)
- Length of video (25 min.) is good. Not too long
- The presenters in the video spoke softly and gently. They were easy to listen to.
- The summary (3 minute Promo of Emotional Safety) is helpful if there is no time to watch the entire video.
- Wonderful to hear how people felt changed by having their child.

# KidCareCanada Society

Second Annual Report  
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[kidcarecanada.org](http://kidcarecanada.org)



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