

A black and white close-up photograph of a child's face, focusing on the eyes and nose. The child's eyes are looking directly at the camera with a slight smile. The lighting is soft, highlighting the texture of the skin and the details of the facial features.

KIDCARE **CANADA**

Fourth Annual Report

Prepared by: Executive Director Estelle Paget

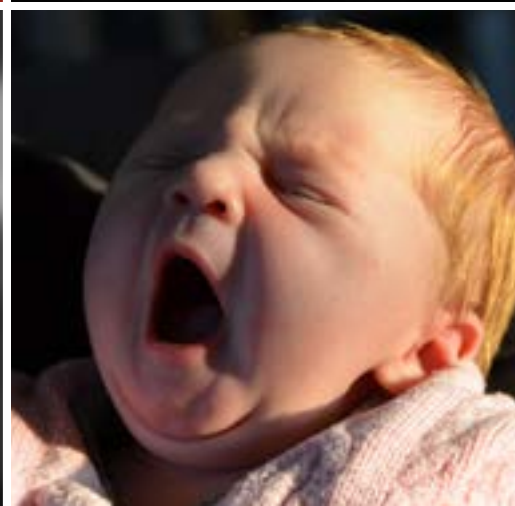


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Who are we?

KidCareCanada Society is a Registered Charity Incorporated in the Province of British Columbia, Canada.

RN 85761 5314 RR0001

Early nurturing is pivotal to mental and physical health and has an impact throughout the lifespan. We support new and expectant parents by focusing on early nurturing, healthy brain development and social and emotional development. Our evidence-based educational videos bridge the gap between the science of early childhood development and the practice.



Message from our Board Chair

Mr. Carl Nilsen

Looking back over the past year, KidCareCanada can be truly proud of its role as one of the country's leaders in the support of new and expectant parents. Nurturing during the early years is increasingly recognized as one of the key components of a solid foundation for sound mental and physical health throughout life.

As an organization, we are very proud of the role we have played in advancing new tools to help parents by focussing on early care and its relationship to social, emotional and mental development. During the last nine months we have expanded the availability of audio-visual educational resources and solidified our relationships with an increasing number of organizations. The high quality of our work has enhanced our reputation as a trustworthy and innovative organization. Our resources are now recommended by various levels of government as well as a growing number of medical and parent support groups.



It is important to emphasize that these achievements would not be possible without the dedication and skill of the remarkable group of experts who so generously donate their time. It is only through them that we can continue to provide the first rate resources for which we are now known.

The Board has been greatly impressed by the work of everyone who has contributed to our success; we remain eager to continue our role in encouraging the development of new ways in which to foster the important goals of KidCareCanada.



At a glance from our Executive Director

Ms. Estelle Paget

We are delighted to report that from June 2013 to March 2014, we have again been highly productive. We extended our reach in the province of British Columbia and globally. Our work continues to be guided by our Mission, Vision and Values. Highlights:

- Created and distributed new evidence-based resources for individual and societal benefit
- Received funding from Government and other sources
- Supported vulnerable populations through collaborations with like-minded organizations
- Engaged in community leadership through presentations, events and community outreach



Our Mission

KidCareCanada Society translates current research and applies progressive technology to produce appealing educational videos 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 Vision

KidCareCanada Society's commitment is to contribute to 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 and service providers for our educational resources on infant development.

We collaborate with like-minded organizations to help us build and disseminate 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 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

The Team: Board Members



Ms. Estelle Paget, née Estelle Geller
Executive Director



Mr. Carl Nilsen
Board President



Dr. Andrew Macnab
Director



Ms. Diana Elliott
Director



Dr. Lionel Traverse
Director



Mr. Kevin Koch
Board Treasurer



Dr. Tisha Gangopadhyay
Board Vice-President



Ms. Mary Ann Cummings
Board Secretary



Mr. Ned Goodman
Financial Director



Ms. Sally Geller
Director



Ms. Susan Evans
Director

The Team: Honorary Members



Ms. Dana Brynelsen
Honorary Member



Dr. Stefanie Green
Honorary Member



Ms. Diana Safarik
Honorary Member



Dr. Adele Diamond
Honorary Member



Dr. Janet F. Werker
Honorary Member



What Makes KidCareCanada Unique?

We are leaders in producing evidence-based educational videos in which experts “translate” the science of infant development and real parents model nurturing behaviours. Our videos bridge the gap between the theory and the practice of raising emotionally healthy babies. We empower parents to give their baby the best possible start to life.

We focus on social and emotional development

It can be a challenge for parents who did not experience nurture themselves to know how to nurture their child. Yet, social and emotional development are key to lifelong mental and physical health, and happiness. A baby’s first relationships affect every subsequent relationship in the child’s life. Our videos inform about and illustrate ways for parents to connect with their baby and build a strong foundation.



Our videos are designed for parents and educators

An on-going challenge for health professionals and educators has been how to “teach” nurturing behaviours. Our videos are valued by both parents and professionals who use our videos as educational tools.

We make the science accessible

Research is generally embedded in academic journals and institutions where it is not accessible to most parents or others who could use this information. Our videos enable parents to hear the rationale for early nurture and see ways to build a warm and trusting relationship with their baby. They “meet” world-renowned experts who “translate” key scientific findings in a friendly way. They see other parents nurture their babies. In this way parents who are unfamiliar with nurture learn to implement nurturing behaviours; and parents who already nurture their baby report feeling more confident in their role as parents, and encouraged to learn more.



We believe all parents need to know about early brain development

Our research shows that once parents realize the connection between nurture, healthy brain development and their child's lifelong health, they engage in more nurturing behaviours. The ideal is to **reach parents during the critical formative period of their child's life**. A key message parents learn in our videos is the importance of early experiences. Early experiences form the architecture of the child's brain and establish the patterns for emotional processing used in later life.

We raise awareness about the importance of emotionally healthy parents

Parents' emotional health affects their ability to nurture their child. Their stress can change their child's biology. Parents learn the importance of managing stress and seeking support.



Hugs for a Brighter Future Educational Series

Unfortunately, many of the babies I've seen were not wanted or nurtured by their parents --with tragic consequences for the child and society

Dr. Andrew Macnab,
Lead Paediatrician for KidCareCanada

Our goal is to help more parents enjoy their baby -- with positive consequences for the child, the family and society.

Our educational series, HUGS FOR A BRIGHTER FUTURE, now has over 93 videos. All of the videos can be found on our website www.kidcarecanada.org along with descriptions. Viewers can input key words into our helpful "Search" function on the "Multimedia" page of our website to locate videos of interest to them.

A summary of the videos included in HUGS FOR A BRIGHTER FUTURE can be found in *Appendix A*.



A Tool for Educators

In the past year requests from educators have doubled. They come from all parts of British Columbia, many provinces in Canada and beyond. This growth confirms that we are successfully fulfilling our mandate to make our resources widely accessible. *Please see Appendix B for a list of recent requests.*

All videos have Public Performance Rights and may be used in educational contexts at no cost. Individuals and organizations may obtain copies of DVDs by contacting estelle.paget@kidcarecanada.org. We gratefully accept, on a cost-recovery basis, reimbursement for copying and shipping expenses. We can also create, on a fee-for-service basis, customized DVDs for organizations wishing to “pick and choose” the videos that are most relevant for them.



A Trustworthy Resource

Our resources are being used throughout the province and elsewhere. Some organizations and individuals now request permission to post our videos to their sites as well.

The following are among the organizations that recommend our resources: BC Healthy Child Development Alliance, British Columbia Association for Child Development and Intervention, Child Care Resource and Referral (CCRR), Association of Neighbourhood Houses of British Columbia, Family Resource Programs, Aboriginal Infant Development Programs, Victoria Foundation, Success by Six, Human Early Learning Partnership (HELP), BC Council for Families, Pacific Postpartum Depression Society and the BC Ministry of Health. Our videos are used by thousands of parents and educators.



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.

KidCare E-News

Fall 2013

Writing this newsletter has special meaning for me. Since our last fall newsletter I've not only been working on the theory of early childhood development – but living the practice.

Since the end of January 2013 my daughter, her husband and their toddler have been living with me, in a separate suite. In late February their second son was born. His older brother was 19 months old. Every day – and several times a day – I've interacted with the family and spent time with one or both children.



-  [Friend on Facebook](#)
-  [Follow us on Twitter](#)
- [Youtube Channel](#)
- [Forward to a Friend](#)



Website

Visit our website
kidcarecanada.org
for many resources.

We're happy to say that we are now mobile-friendly and you can connect with us on the go!



HOW YOU Can Be Involved

Below are FOUR WAYS you can support this work.

1. Donate:

We depend on, and greatly

Highlights June 2013 - March 2014

e-Newsletter

In the fall of 2013 we published our second newsletter. People related to the personal story our executive director shared and took to heart the recommendations for new parents to seek support, and for communities to offer it. It also announced two new videos in the Postpartum Depression series.

<http://goo.gl/PQaPNK>



Conferences

Brain Development and Learning Conference

From July 24 to 28, we participated in three ways at this outstanding international conference. We attended as many sessions as possible, interviewed on-camera four outstanding researchers and/or practitioners, and were exhibitors.

We thank Dr. Adele Diamond for organizing this important conference, where speaker after speaker confirmed that early nurturance is key to lifelong mental and physical health.

We also thank Dr. Moshe Szyf, Dr. Karen Pape, Dr. Helen Neville and Dr. Dan Siegel who all graciously agreed to be interviewed by us on camera for KidCareCanada videos.

FALL 2013 OCTOBER 21 RESEARCH Robson Square EXPOSITION UBC

KIMBERLY
SCHONERT-
REICHL

PRINCIPAL INVESTIGATOR
THE MIDDLE YEARS DEVELOPMENT
INSTRUMENT



HELP Fall Expo

This was an outstanding event and opportunity to hear from leading researchers about recent findings regarding British Columbia's youngest residents. Three interesting messages:

- From a molecular viewpoint, early nurturing, maternal warmth, and father's stress during pre-school years have an epigenetic impact on children that reveals itself throughout the life course
- Our culture of material wealth has psychological costs that impact affluent families and can be expressed as high substance abuse levels, especially in boys, and depression
- Today's children suffer from sleep deprivation and the resulting cognitive functioning looks like ADHD.



University of Victoria

In early March, as part of Ideas Fest, the Centre for Early Childhood Research and Policy hosted a one-day update on recent research on Early Childhood development. An exciting link was made between early language development and higher order cognitive processes. Children as young as three exhibited:

- Higher functioning working memory
- Improved inhibitory control
- Enhanced cognitive flexibility

This research confirms the importance of our “Born to Communicate” series on language development.



Presentations

Early Years Conference

Dr. Tom Boyce was the keynote speaker at this prestigious conference that took place at the end of January. KidCareCanada led a session, “Visual Media, a Tool to Teach Social and Emotional Development”. Dr. Padmapriya Kandhadai and Estelle Paget co-facilitated this session that was well attended, representing the spectrum of our key target audience. We received strong evaluations for the content and presentation, with requests for resources following the conference.

KidCareCanada Society

www.kidcarecanada.org

1. Early nurturing has lifelong benefits for babies, families and society
Dr. Tom Boyce
2. The first moments... days, weeks and months of a baby's life can affect a child's physical and mental health and happiness for a life time
Dr. Tim Oberlander
3. Early experiences shape the brain
Dr. Tom Boyce
4. When we talk to and play with baby we promote learning and positive behaviour in childhood, and physical and emotional health in later life
Dr. Andrew Macnab
5. Early nurturing provides a foundation for social and emotional development
Dr. Nils Bergman
6. Babies learn language by listening and watching. Our interactions from early in life help launch them on the road to successful development
Dr. Janet Werker
7. Managing significant stress in the home will make nurturing easier
Dr. Tom Boyce
8. Babies don't need us to be perfect
Dr. Carolyn Steinberg
9. Babies need our smiles, our songs, our stories, our affectionate play and loving touch
Dr. Adele Diamond
10. Ensuring ALL infants have a good start in life is one of the best investments society can make
Human Early Learning Partnership

www.kidcarecanada.org

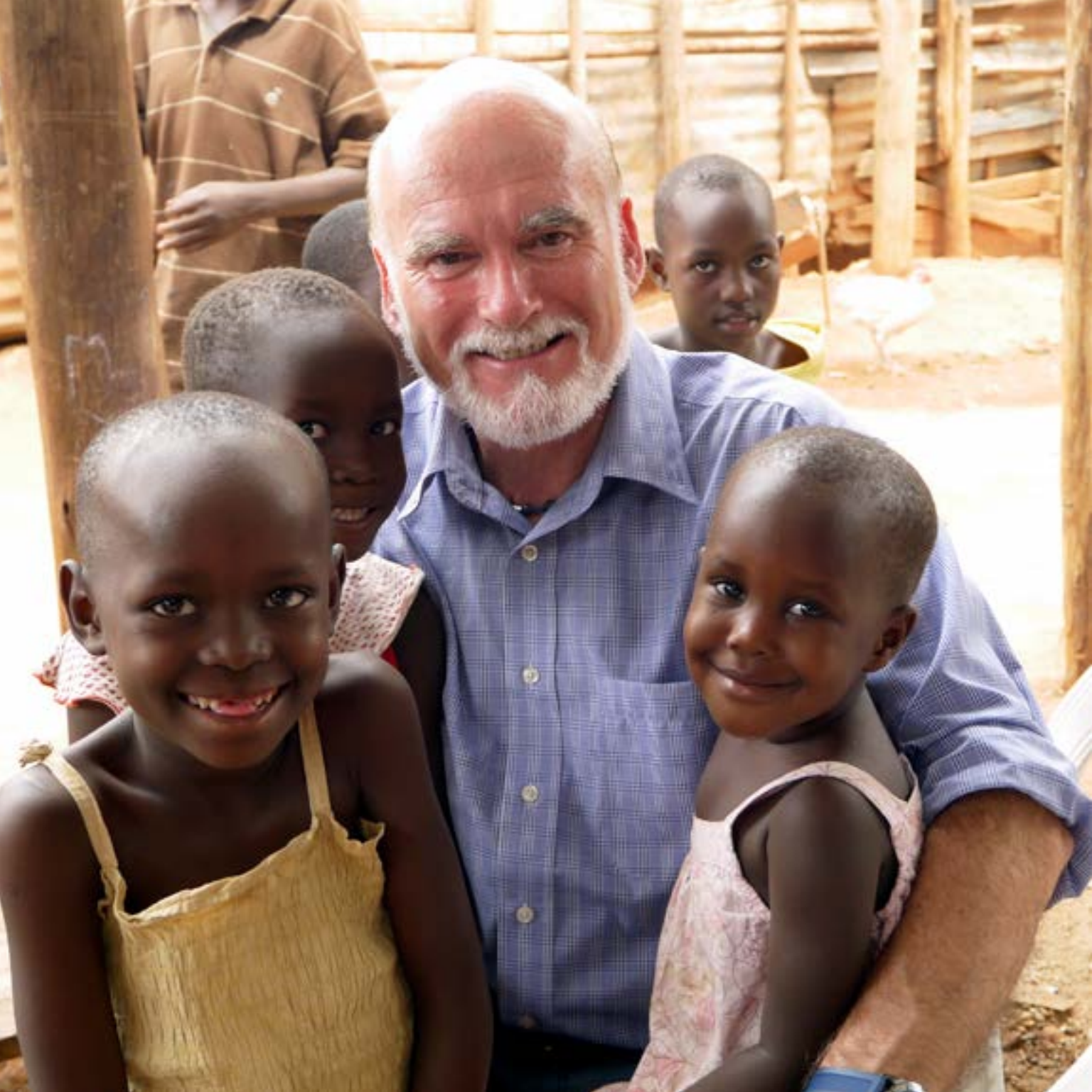
5361 Parker Avenue, Victoria BC V8Y 2N1
Contact: Executive Director Estelle Paget
estelle.paget@shaw.ca
Tel: 250.479.7587 | Mobile: 250.818.0639
RN 85761 5314 RR0001

KidCareCanada Society makes trustworthy videos about infant development.
Check out our website, "like" us on Facebook, follow us on Twitter.



Best Babies

Our Executive Director enjoyed the opportunity to again work with families and health practitioners at the Fernwood "Best Babies" program. During this highly interactive session parents discussed the ten quotes from KidCareCanada experts found in our "Early Nurturing Lifelong Benefits" video. They openly shared their wisdom around parenting. Some of their comments were later posted on our Facebook page.



Outreach

Mother Child Prison Health Guidelines

Dr. Andrew Macnab was invited to contribute his expertise at a Provincial workshop to develop Mother Child Prison Health Guidelines. The final document which is based on World Health Organization principles, now includes KidCareCanada videos as recommended educational resources for Mothers in Prison and their care providers.

KidCare Canada Society

KidCareCanada Society translates current research and applies technology to produce appealing educational resources that are relevant to the 21st century new parent.

OUR IMPACT Why We Exist



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 STORY What We Do



KidCareCanada was conceived in 1987 by Estelle Paget who wanted to create a television program to inspire and inform parents about their important role. She approached Dr. Andrew Macnab, Pediatrician at BC Children's Hospital. He agreed with the need and enthusiastically came on board. They received provisional acceptance by CBC Television but unfortunately, no funding. They put the project on [Read More >](#)

OUR PROGRAMS How We Do It



Dr. Stefanie Green
Maternity Physician

CONTACT
Estelle Paget
Executive Director
250.479.7587
estelle.paget@kidcarecanada.org
Charitable Number: 857615314RR0001

DONATE NOW
[DONATE](#)

FINANCE & GOVERNANCE
Annual Operating Budget: \$ 142,592

- [Annual Report](#)
- [Financial Statements](#)
- [Board of Directors](#)

CONNECT

Victoria Foundation Community Knowledge Centre

We are now profiled on this local and national platform that highlights organizations making impactful solutions in Greater Victoria.

<http://ckc.victoriafoundation.bc.ca/org/kidcare-canada-society>



Photo by: www.franceslitman.com

Inclusivity

In our goal to reach all audiences we have begun transcribing our videos so that they may be translated into BCs most frequently-used languages, and be closed-captioned. We require additional funding to complete this work.





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 Registered Charity in the province of British Columbia that relies on financial support from individuals and organizations. All donations greater than \$20 are eligible for a **CRA charitable tax receipt**.

You may donate...

By cheque payable to the:
KidCareCanada Society,
5361 Parker Avenue, 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.

All videos have Public Performance Rights and may be used in educational contexts at no cost. Individuals and organizations may obtain copies of DVDs by contacting estelle.paget@kidcarecanada.org

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



Estelle Paget Founder and Executive Director, KidCareCanada Society
www.kidcarecanada.org
[@kidcarecanada.org](https://www.instagram.com/kidcarecanada)

KIDCARE CANADA

Trustworthy videos that empower parents to give their baby the best possible start to life



www.kidcarecanada.org

Did you know ...

- Babies' first relationships affect their future relationships
- Feeling overwhelmed as a parent is natural, and there is no shame in asking for help
- Parents can learn to nurture their child

Early months are crucial because ...

Early relationships and early experiences form the architecture of the child's brain and establish the patterns for emotional processing used in later life.

Who benefits...

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



New brochure

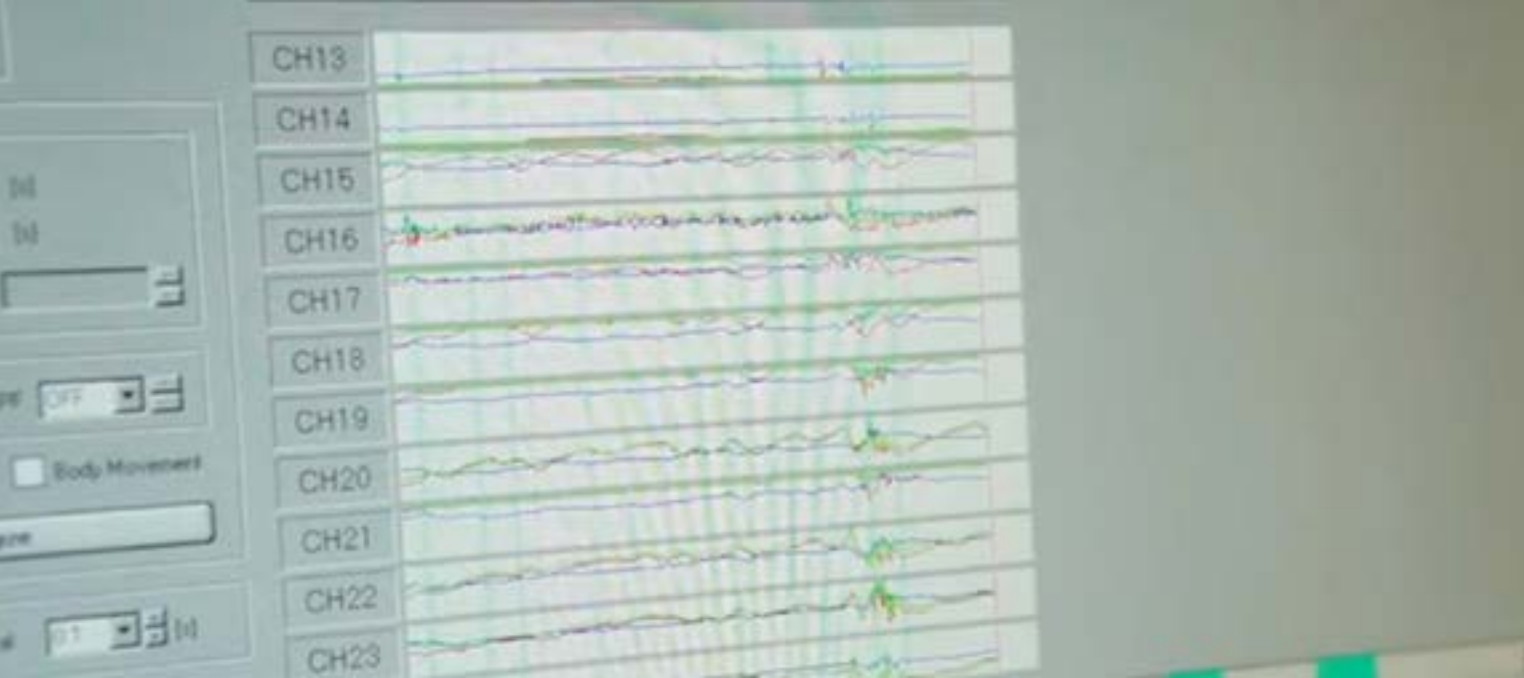
In response to requests from health units and Victoria Child Care Resource and Referral, we have created a new brochure that will fit in the standard Plexiglas display holders. Our goal in the upcoming year is to distribute these widely.

"Early nurturing has lifelong benefits for babies, families and society"
~ Dr. Tom Boyce

KidCareCanada in the Media

CHEK TV created a 2-minute video as part of the “Vital People” series, funded by the Victoria Foundation. The video profiles the work of KidCareCanada, features Executive Director Estelle Paget with her little grandsons, Dr. Stefanie Green, Maternity Physician and Honourary Member and our Web Developer Shane Robinson. It also includes excerpts from our film shoots. Thanks to both Vee Cooper of CHEK TV and the Victoria Foundation.

<http://www.kidcarecanada.org/media/vital-people>



New Videos

- Postpartum Depression
 - Chapter 5 “Group and Phone Support”
 - Chapter 6 “Treatments: Self-care”
- Born to Communicate – Version 2 – Developed a new version for each of the 5 videos in this series with key messages interspersed within the videos
- Interviews from the Brain Development and Learning Conference (20 new videos):
 - Dr. Daniel Siegel
 - Dr. Karen Pape
 - Dr. Moshe Szyf



New and Renewed Partnerships

BC Healthy Child Development Alliance

We have become active participants in BCHCDA and value the excellent work this group accomplishes in supporting and promoting social and emotional development.

Ministry of Children and Family Development and Ministry of Health

During several meetings with representatives from these ministries Diana Elliott, Provincial Advisor for Aboriginal Infant Development Programs, and Director KidCareCanada Society, and Estelle Paget, discussed ways to collaborate and share educational resources going forward. This resulted in establishing a new connection with Jason Gordon, Provincial Advocate, BC Association for Child Development and Intervention (BCACDI).



BC Association for Child Development and Intervention (BCACDI)

BCACDI is a provincial association of agencies that provide child development and therapy services to children and youth with special needs. This relationship is important as it enables us to further our mandate to reach all families.

BC Council for Families

We are exploring ways to collaborate with the new director of this organization.



International Reach

Our resources appeal to new parents, irrespective of their ethnic background. While there are cultural differences to the way parents raise their infants, our key messages about the importance of early nurture defy geographical borders.

India

We entered a video sharing agreement with MediBizTV, who requested permission to broadcast our Born to Communicate series. Medi BizTV is a free satellite TV channel based in India and focused on health education to the global public.

Afghanistan

We submitted a proposal to the 2014 Grand Challenges Canada competition. The purpose is to improve maternal child health and parenting skills, and address gender inequity amongst refugees in camps in Afghanistan. The project concept is to build on 'Community Cinema' with 'focused discussion' of films and educational videos produced in the camps. Partners include local midwives and health care workers.



Expanding Our Reach

We are heartened to see that our videos are used by thousands of parents and educators. In the past year our videos have been watched by over 42,000 viewers.

Social media and our web site play a critical role in expanding our reach. As our “Social Media Report” indicates, we made progress over the past 9 months. However, we recognize that we still have much to learn to make more effective use of these technologies.



Social Media - Facebook and Twitter

June 2013 - March 2014

Our focus is British Columbia. Nevertheless, we are pleased to see that our resources are used in other parts of Canada and in countries around the world, significantly in the US and the UK. Last year we noted increased website traffic from other provinces and countries. This may explain our increased Facebook and Twitter reach beyond BC.

Facebook

We are gradually gaining a social media presence and recognize that it requires constant and consistent attention from us.

In December 2013 we changed our social media approach. As can be expected with any transition we lost a little momentum.

We are not yet reaching the number of new parents we had hoped. However, we are pleased to report significant increases. Since June of last year we have increased our Facebook fans to 1,687 (as of March 21, 2014) from 628 last year.



We have also strengthened our presence in the Prairie Provinces which probably is a result of the very positive reception of our work and materials by their Health Authorities and maintained growth in other Canadian urban centres.

Fan Base

Our fan base currently is 97% female, and 40% of those are in the 18 to 24 year old category, 37% are between 25 and 34 and 14% between 35 and 44 years of age. We are reaching the right demographic.

Engaged Fans

Of our fans, 93% are engaged fans. In other words, they have liked, commented on or shared our posts. This indicates that we are providing applicable and valuable information for this demographic. Of the engaged fans, 61% are in the 18-24 age group and 17% come from the 25-34 age group.



KidCareCanada Society shared a link.

Posted by Katharine Holmes [?] · April 1

Recently, Estelle and Dr. Andrew Macnab presented at UBC Interprofessional Continuing Education's Early Years Conference. We've uploaded their presentation on our website. Click the link to download & watch!

<http://www.kidcarecanada.org/news/early-years-conference-2014>



Power Pt from Early Years Conference 2014 | KidCareCanada Society
www.kidcarecanada.org

Click to download the KidCareCanada Power Point presentation. Developed by Dr. Andrew Macnab, Dr. Priya Karthasalai and Estelle Paget for the 2014 Early Years Conference. The conference was a valuable...

Like · Comment · Share



305 people saw this post

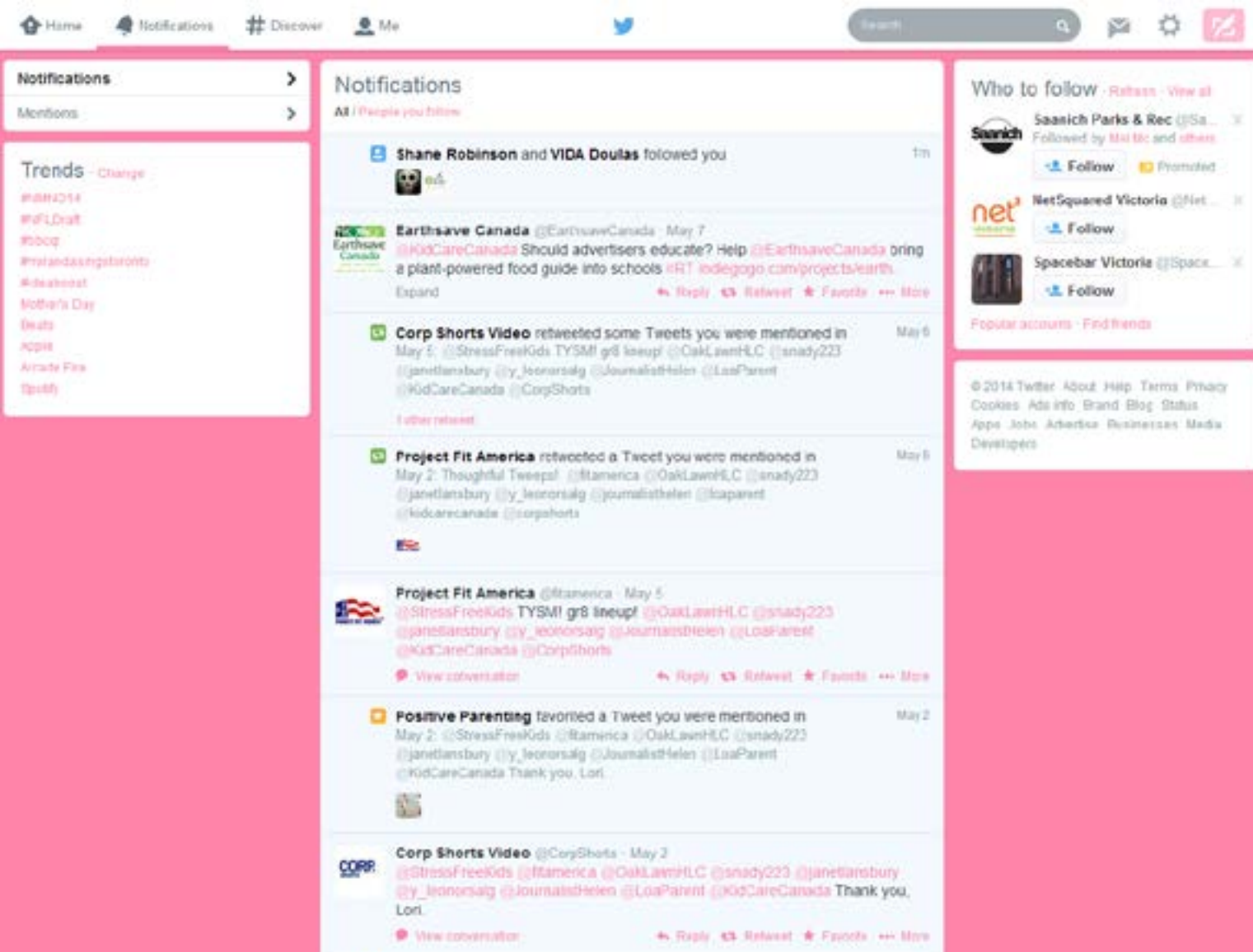
Boost Post

KIDCARE
CANADA

Facebook Goals for the Upcoming Year

Locally, our numbers have not increased as significantly as in other areas. Consequently, in the upcoming year will try to:

- Reach more new parents living on Vancouver and the Gulf Islands, the Coastal mainland region and elsewhere in the province.
- Increase our reach to male Facebook fans – new dads, grandfathers, uncles.
- Increase the number of engaged fans in the 25 – 34 age group. A question we are asking ourselves is why are these fans not as likely to share or comment on a post as the younger age group? – is it an age-related phenomenon or related to the content of our posts?
- Write and disseminate our posts to maximize our reach and engagement.
- Adapt our strategies to Facebook's new way of calculating their algorithms.



Twitter

We share our Facebook posts and website news items through Twitter. We follow people in our target demographic and organizations with a similar Early Childhood Development focus.

- Number of Following increased from 376 to 508.
- Number of Followers increased from 229 to 287.

We regularly receive “Follow Friday” tweets. This means that other organizations recommend us to their followers.



Other organizations retweet us.



Other Comments indicate that our resources provide value.





Social Media Conclusion

Many new parents are socially isolated or find it difficult to leave the house. We recognize how important it is for new parents to feel connected and supported. It has been a significant “eye-opener” for us to realize that our current social media approach needs to be modified if we are to reach the thousands of new parents in the province and those supporting them.

In reviewing our social media impact it has become clear that our current strategies are not sufficient in helping us achieve our goals. In the upcoming year we will consider taking a new approach to social media.



Home About Projects Research News Media Ask the Doctor Donations Blog Contact



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.

Discover what we are all about



0:47

Dr. Lionel Traverse

MD, FRCPC, Clinical Associate Professor Paediatrics, UBC Paediatrics



Dr. Traverse argues that domestic violence, neglect, poverty and substance abuse are concerning issues in our society that are interrelated. Parents that have been subjected to such violence ... read more

Video in English

Early Nurturing Lifelong Benefits



4:04

Most new parents want to do the "right thing", but few are trained to know what that is. After all, babies don't come with a manual.

Parenting is a learned skill that is often passed on inter-generationally. Combine this fact with the massive amount of

Dr. Andrew Macnab

MD, FRCPC, FRCPOS Paediatrics



Concerned about those parents who do not enjoy being with their baby or neglect their child due to lack of information which may cause harm to the baby and bring guilt to the parents ... read more

Watch the video

Subscribe to our quarterly newsletter.

email address

Subscribe

Recent News

Power Pt from Early Years Conference 2014

At: 23/08/2014 11:20



Click to download the KidCareCanada Power Point presentation. Developed by Dr. Andrew Macnab, Dr. Ravi Kantharaj and

Website

Our creative web designer and developer, Shane Robinson, has been hard at work this past year to keep our site robust and current with web design and new features. The web site now re-sizes itself to adapt to mobile devices. Please see Shane's report below for more details.

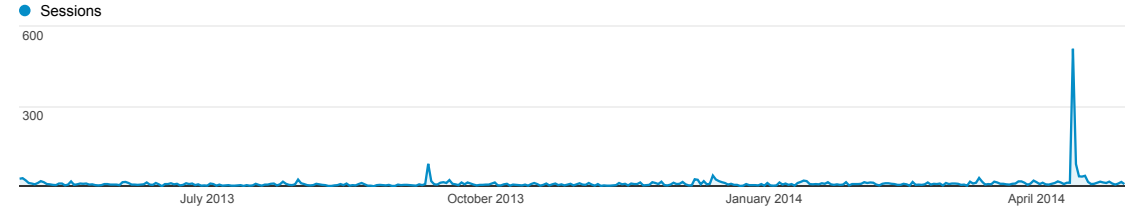
Google Analytics - Website Overview

Audience Overview

Apr 30, 2013 - Apr 30, 2014

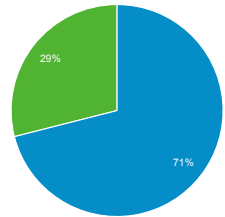
All Sessions 100.00%

Overview



Sessions 3,756	Users 2,750	Pageviews 10,360
Pages / Session 2.76	Avg. Session Duration 00:02:31	Bounce Rate 60.73%
% New Sessions 70.98%		

■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	3,116	82.96%
2. en-gb	224	5.96%
3. en-ca	146	3.89%
4. de-de	43	1.14%
5. en	31	0.83%
6. fr	27	0.72%
7. pt-br	19	0.51%
8. fr-fr	18	0.48%
9. es	12	0.32%
10. zh-cn	10	0.27%

Google Analytics - Website Views on a Mobile Device

Overview

Apr 30, 2013 - Apr 30, 2014

All Sessions 100.00%

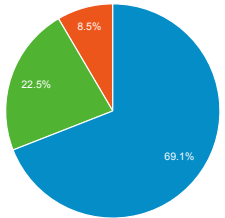
Explorer

Summary



Device Category	Sessions	Sessions
	3,756 % of Total: 100.00% (3,756)	3,756 % of Total: 100.00% (3,756)
1. desktop	2,594	69.06%
2. mobile	844	22.47%
3. tablet	318	8.47%

Contribution to total: Sessions



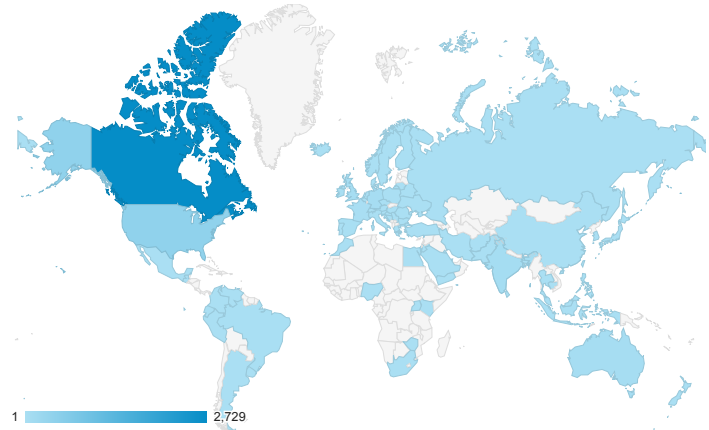
Google Analytics - Audience by Location

Location Apr 30, 2013 - Apr 30, 2014

All Sessions 100.00%

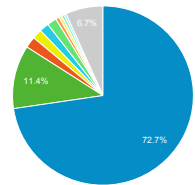
Map Overlay

Summary



Country / Territory	Sessions	Sessions
	3,756 % of Total: 100.00% (3,756)	3,756 % of Total: 100.00% (3,756)
1. Canada	2,729	72.66%
2. United States	430	11.45%
3. India	76	2.02%
4. United Kingdom	65	1.73%
5. Australia	64	1.70%
6. Germany	64	1.70%
7. France	24	0.64%
8. Singapore	20	0.53%
9. Brazil	17	0.45%
10. Spain	15	0.40%

Contribution to total: Sessions



On Sunday, April 13, 2014 the site had approximately 515 sessions. This means that over 500 people were viewing the site that day.

The number of users viewing the site from mobile devices increased dramatically over the last year. Almost 31% of all users viewing the site are using a phone or a tablet.

It is also interesting that we have reached more countries than last year, most notably, more African countries. In the past year we were viewed in 76 countries.

Website Goals for next year

- Make the site even more mobile friendly using modern techniques and trends.
- Bring more modern webdesign trends into the site to make the site even more appealing.
- Add microdata to the site so that search engines and social media websites can collect more data from the site.
- Make Video Playlists.
- Increase the traffic to the site by 200%.



Photo by: www.franceslitman.com

Governance

Since last year we created policies and the structure for our new advisory group. This will enable us to fill positions on an as-needed basis.

Our achievements have been made possible by stable governance through a very talented board of directors and Honourary members who consistently provide high-level and hands-on guidance and support.

Changes to the Board

Dr. Lionel Traverse joined our board in 2013. In addition to a European flair, he brings his vast expertise in Paediatrics and Neonatology. Lionel has been practising in Abbotsford since 1986, he has held many senior leadership roles in medical organizations and currently serves as Secretary of the Board of Directors for the Fraser Valley Child Development Centre Foundation.

In January 2014 Dr. Julie Paget stepped down from the board to return full-time to her medical residency in Anaesthesia. We thank her for her many contributions to KidCareCanada since its inception.



Shifting our reporting time-frame

You may be surprised to notice that this year's annual report covers the time-frame June 1, 2013 to March 31, 2014. We are gradually shifting our reporting year so that it aligns with our financial reporting, which in turn aligns with the calendar year. Next year's annual report will cover the period April 1, 2014 to December 31, 2014. We will then reach our goal to synchronize our annual report with the financial report in 2015.



Goals

Last year we specified the goals for this year, especially the anticipated publication dates for new videos. We did not anticipate that world politics would intervene! Our film editor who was taking the lead on these returned to Iran to visit his mother, and was unable to leave the country. We await his return and look forward to picking up where we left off.

As this report indicates we have nonetheless accomplished many of our goals from last year and successfully engaged in directions we had not foreseen.

The publication of other videos remains outstanding due to insufficient funding.



Goals for the upcoming year can be summarized as follows:

- Consult with successful business and community leaders to identify strategies to raise awareness about KidCareCanada and promote our resources in British Columbia
- Develop a comprehensive communications strategy to inform our planning process
- Complete videos in progress and develop new ones
- Work toward our long-time goal of creating online “Baby Clubs” by partnering with an academic institution
- Explore the development of user-guides and “Train the Trainer” type workshops to support our educational goals



In Conclusion

A brief history

- 2007/9 - conducted a needs assessment with physicians, health providers and social service organizations
- 2010 - created a preview DVD and conducted a research study through UBC Faculty of Medicine and BC Children's Hospital
- 2011- became a registered charity, commenced our "Hugs for a Brighter Future Educational Series"
- 2012 - expanded our resources, created collaborative partnerships with like-minded organizations
- 2013 – extended our reach to parents and educators, engaged with partners, continued to build our resources, grew our online presence and reputation

We're grateful for the collaborations that have enabled us to build our resources and reputation and eagerly look forward to the year ahead.



How We Do It?

Acknowledgements

We remain indebted to many individuals and organizations who believe in us and the work we do. They contribute their talent, time, intellectual and financial resources, and often secure the talent of others on our behalf.

As always, we especially thank the parents who allow us to film them and their children so others may learn nurturing behaviours.

We thank the many experts who generously donate their time – as advisors, reviewers, ambassadors, researchers, and on-camera educators. They are motivated by a shared commitment, to make current research on infant and child development accessible to all parents and caregivers so that more children can begin life with a strong foundation for social and emotional development.



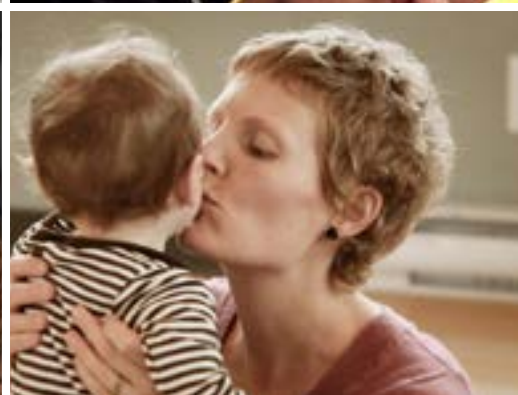
We are honoured to collaborate with many organizations whose goal is to improve life for families by providing education, health care and support. Some provide us with financial resources and advice; others use our audio-visual resources in their educational and family support programs.

Key early mentors to Estelle Paget in developing KidCareCanada have been Carol Matusicky, former Executive Director of the BC Council for Families and Pippa Rowcliffe, now the Knowledge Translation Director at Human Early Learning Partnership (HELP). Carol influenced several of the themes we have developed and recommended some of our leading experts.

Funders and donors tell us how important it is that we have found an innovative, effective and appealing way to “translate” current research into accessible videos for new parents, health providers and caregivers. Their generosity enables us to continue our work and develop new resources. We thank them wholeheartedly.

This past year we applied for funding from four different sources:

- Island Health, Early Intervention Program
- Children’s Health Foundation of Vancouver Island
- Province of British Columbia
- Greater Victoria Savings and Credit Union



We are pleased to report that we have once again received funding from the Province of British Columbia. Unfortunately, we were not successful in our proposal to Children's Health Foundation of Vancouver Island. We have yet to hear back from Island Health, and the Greater Victoria Savings and Credit Union, and remain cautiously optimistic.

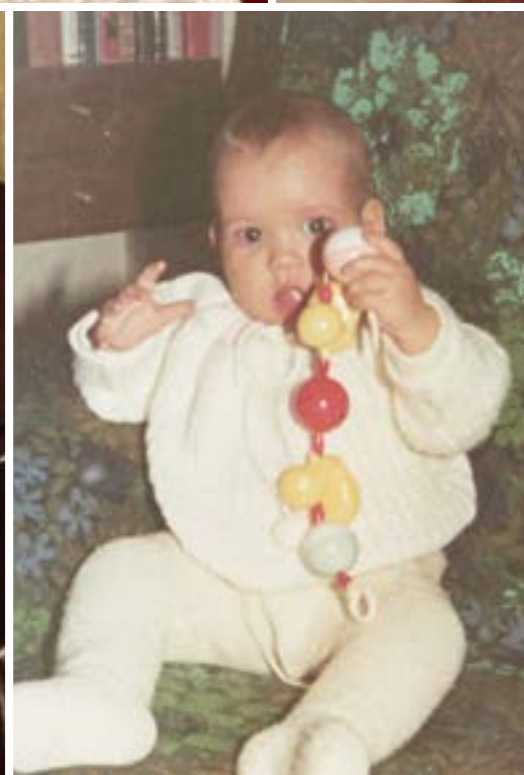
We acknowledge the financial support of the Province of British Columbia and community organizations, including local grocery stores, such as Tru Value Foods who support our work. We also thank individual donors and those who prefer to remain anonymous.

The Directors on our Board provide leadership and the elbow grease that contribute hugely to our success. All are volunteers. Their dedication shapes KidCareCanada.

You may be wondering how an organization such as ours can produce an Annual Report that looks like a professional publication. Others have asked! We produce this inhouse through our talented web and graphic designer. We use photos from our own film shoots and from families who send them to us, distribute this report electronically, and benefit from the support of Printorium Bookworks, Victoria, and our accountants, Willow Rupert and Ken Yao at Trenholme and Company, who generously enable us to print a small number of Annual Reports.



Our overhead is low, no offices or buildings to maintain, and our amazing technical, creative and administrative team is comprised of part-time, talented individuals who all have other jobs and work with us on a contract basis. Their loyalty to KidCareCanada is second to none. Several of them also volunteer with us or provide their services at reduced costs.



Core Creative Team

Our technical, creative and administrative team.

Chad Galloway, Camera

Alisa Kerr, Graphic Designer, Camera, Editor

Majid Baghera, Camera, Editor

Jenny Mendoza, Editor

Shane Robinson, Web Development and Design

Katharine Holmes, Social Media Coordinator

Administration

Edie Dittman

Ruthild Ohl

Inesa Yali

Willow Rupert & Ken Yao - Trenholme & Company

Pat Trelawny, Jones Emery, Hargreaves, Swan

Photography

Chad Galloway, Aaron Rose, Andy Zoltay, Frances Litman

Cover Photo by Frances Litman

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. Kim Adamson
Ms. Diane Ash
Dr. Nils Bergman
Ms. Eva Bild
Dr. Lesley Bainbridge
Dr. Mitch Blair
Ms. Liz Bloomfield
Dr. Tom Boyce
Ms. Susan Boyle
Ms. Janice Brown-Duncan
Ms. Dana Brynelsen
Dr. Helen Burt
Dr. Joanna Cheek
Ms. Elizabeth Cox
Ms. Julia Dascalescu
Ms. Lynda Dechief

Ms. Josie DeGreef
Ms. Raina Delisle
Ms. Joan Dick
Professor Adele Diamond
Ms. Sheila Duffy
Ms. Kathryn Eagleheart
Ms. Diana Elliott
Dr. Enid Elliot
Ms. Catherine Fenn
Ms. Nadine Gagne
Ms. Faith Gagnon
Dr. Hillel Goelman
Dr. Stefanie Green
Ms. Hollie Hall
Dr. Jean Hlady
Ms. Sheila Hobbs
Ms. Colleen Hobson

Ms. Donna Jepsen
Ms. Janis Johnson
Ms. Sue Johnson
Dr. Jon Kabat-Zinn
Dr. Padmapriya Kandhadai
Ms. Tracy Kendrick
Ms. Marianne Kettlewell
Ms. Barb Komar
Ms. Paula Littlejohn
Dr. Andrew Macnab
Dr. Gabor Maté
Ms. Mary Lou Matthews
Dr. Carol Matusicky
Ms. Cathy Moss
Ms. Joanne Murrell
Dr. Helen Neville
Dr. Pamela Nicholls
Ms. Teresa Norquay
Dr. Tim Oberlander
Dr. Frank Oberklaid
Mr. Kevin O'Brien
Mr. Dennis Padmore
Dr. Karen Pape
Perinatal Services BC
Ms. Elizabeth Poag
Ms. Daphne Raymond
Dr. Michal Regev
Ms. Debbie Reid

Ms. Karen Ringstead
Ms. Amber Roake
Ms. Marg Rose
Ms. Pippa Rowcliffe
Dr. Deirdre Ryan
Ms. Diana Safarik
Dr. Indira Samarasekera
Ms. Swati Scott
Ms. Barbara Selwood
Dr. Daniel Siegel
Ms. Danielle Smith
Ms. Crystal Star
Dr. Carolyn Steinberg
Dr. Moshe Szyf
Ms. Carole Taylor
Dr. Lionel Traverse
Dr. David Turpin
Mr. Horacio Valle Torres
Dr. Janet Werker
Ms. Jan White
Dr. Sarah Williams
Women's and Maternal Health BC
Ms. Janet Wright
Vancouver Island Health Authority



Appendix B

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

Aboriginal Infant Development Programs

Association of Neighbourhood Houses of British Columbia

BC Association for Child Development and Intervention

BC Council for the Developing Child

BC Healthy Child Development Alliance

BC Ministry of Health BC Women's Hospital

Child Care Resource and Referral Cortes Island Health Centre

Cowichan Band, Duncan, BC

Family Resource Programs

Ministry of Children and Family Development

Moksana Yoga Studio, Victoria, BC

Mothering Touch, Victoria, BC

Pacific Post-partum Society

Richmond Hospital

Sooke Family Resource Programs

Success By Six

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 Foundation

Victoria Native Friendship Centre

West Side Family Place, Vancouver, BC

Appendix C

Hugs for a Brighter Future Educational Series

FOUNDATIONAL VIDEO

- Explains the rationale for the work of KidCareCanada Society
- Title: Early Nurturing Lifelong Benefits
- CHEK TV “Vital People Series”

INTRODUCING OUR KEY IN-HOUSE MEDICAL EXPERTS

- Video with Dr. Andrew Macnab explaining how parents who do not enjoy being with their baby, or neglect their child due to lack of information, may cause harm to the baby or experience guilt.
 - Interview - *Perspectives from lead Pediatrician of KidCareCanada Society*
- Videos, in French and English, with Dr. Lionel Traverse, Pediatrician, explaining how domestic violence, neglect, poverty and substance abuse are critical and interrelated issues in our society.
 - Interview - *Perspectives from KidCareCanada “Ask the Doctor”*

POSTPARTUM DEPRESSION SERIES (NEW VIDEOS UNDER DEVELOPMENT)

- Developed in two formats that provide 1) overviews of key topics and 2) in-depth treatments of the same topics
- Title: *Not the Baby Blues*
 - Overview Chapter 1 – *Postpartum Depression: Not the Baby Blues*
 - Overview Chapter 2 – *New Mothers Need Support*
 - Overview Chapter 3 – *The Myth of Motherhood*
 - Overview Chapter 4 – *Treatments: an Introduction*
 - Overview Chapter 5 – *Group and Phone Support*
 - Overview Chapter 6 – *Treatments: Self-care*
- Additional overview chapters are under development. When these are completed all topics will be expanded into in-depth videos and published as a DVD.

THE IMPORTANT EARLY HOURS AND MONTHS OF LIFE

- In a series of three interviews Dr. Nils Bergman, Public Health physician and Ph.D. based in South Africa, highlights the importance of an infant’s first relationships and skin-to-skin touch for the child’s physical, intellectual and social development.
 - *Dr. Nils Bergman on the Social & Emotional Intelligence of Infants*
 - *Dr. Nils Bergman on Skin to Skin Contact*

- *Dr. Nils Bergman - What We Can Learn From Horses*

SOCIAL AND EMOTIONAL DEVELOPMENT

- DVD developed in partnership with Vancouver Native Health Society
- Two formats, overview of key messages and in-depth treatment of each message
- Modified, divided into teachable chapters in 2012
- Title: *Emotional Safety*

LANGUAGE DEVELOPMENT

- Five separate in-depth videos that treat important aspects of language development in infants. Developed in partnership with Infant Studies Centre, UBC and Newborn Lab, BC Women's Hospital under the leadership of Dr. Janet Werker
- Title: *Born to Communicate*
 - *Chapter 1 – How do Babies Learn Language*
 - *Chapter 2 – Parents are Baby's First Teachers*
 - *Chapter 3 – Babies are Born Ready to Learn: the research*
 - *Chapter 4 – Babies Can Manage More than One Language*
 - *Chapter 5 – Communication Matters*
- *Born to Communicate - Version 2 with Key Messages Interspersed within the videos*
 - *Chapter 1 – How do Babies Learn Language*

- *Chapter 2 – Parents are Baby's First Teachers*
- *Chapter 3 – Babies are Born Ready to Learn: the research*
- *Chapter 4 – Babies Can Manage More than One Language*
- *Chapter 5 – Communication Matters*

BUILDING RESILIENCE

- Twelve short videos that demonstrate how to build an infant's all-important first relationship with a parent.
- Developed with Dr. Carolyn Steinberg, Clinical Associate Professor UBC
Medical Leader Infant Child & Adolescent Psychiatry
Richmond Hospital, Department of Psychiatry, Richmond
Early Childhood Mental Health Program
 - *Interview 1 – Prenatal and Postpartum Disorders*
 - *Interview 2 – Personal History and Perinatal or Postpartum Disorders*
 - *Interview 3 – Parent-infant Relationship and Psychiatric Services*
 - *Interview 4– Postpartum Depression and Responsibilities of the Family Members*
 - *Interview 5 – Joys of Being a Parent*
 - *Interview 6 – See the World Through Your Baby's Eyes*
 - *Interview 7 – Parenting Skills and Fear of Failure*
 - *Interview 8 – Managing Panic Attacks*

- *Interview 9 – Rejection and its Impacts on a Child’s Development*
- *Interview 10 – Pregnancy and the Role of Fathers*
- *Interview 11 – Pregnancy and Changes in a Couple’s Relationship*
- *Interview 12 – What is Psychodynamics?*

- Five interviews with geneticist Dr. Moshe Szyf, Professor Department of Pharmacology and Therapeutics, McGill University
 - *Interview 1 – Introduction*
 - *Interview 2 – DNA*
 - *Interview 3 – Home Life*
 - *Interview 4 – Society*
 - *Interview 5 – Loving Environment*

MANAGING STRESS

- Eight interviews with Dr. Tom Boyce, Professor, Sunny Hill Health Centre/BC Leadership Chair in Child Development, College for Interdisciplinary Studies and Faculty of Medicine, UBC, Researcher, Human Early Learning Partnership, Member of Council, Harvard Center for the Developing Child.
- Dr. Boyce explains how stress negatively impacts a child’s development, and what parents can do to provide their child with a strong foundation that will prepare them for life-long wellness
 - *Interview 1 – Introduction*
 - *Interview 2 – Three Foundations of Life-long Health*
 - *Interview 3 – Quality Time with Children*
 - *Interview 4 – Toxic Stress*
 - *Interview 5 – Babies Recognize Conflict*
 - *Interview 6 – Nurturing Relationships*
 - *Interview 7 – Early Experiences Last a Lifetime*
 - *Interview 8 – Epigenetics Explained*

MINDFUL PARENTING

- In a series of three interviews, Dr. Jon Kabat-Zinn, Professor of Medicine Emeritus and founding director of the Stress Reduction Clinic and the Center for Mindfulness in Medicine, Health Care, and Society at the University of Massachusetts Medical School, encourages new parents to view their infant as a “zen master” who can teach them to love and listen.
 - *The Joy and Miracle of Parenthood*
 - *What Babies Can Teach Us*
 - *You Cannot Spoil a Baby*
- *In this series of nine interviews with Dr. Daniel Siegel, clinical professor of psychiatry at the UCLA School of Medicine and Executive Director of the Mindsight Institute, parents learn that making meaning of experiences is key to mental wellbeing.*
 - o *Interview 1 Introduction*
 - o *Interview 2 Books*

- o *Interview 3 Unresolved Trauma*
- o *Interview 4 Presence*
- o *Interview 5 Kindness*
- o *Interview 6 Postpartum Depression*
- o *Interview 7 Anxiety*
- o *Interview 8 Community*
- o *Interview 9 Self-reflection*

PERSPECTIVES OF A NEW MOTHER

- Eleven short interviews with a new mother, who is also a Ph.D. in Psychology specialized in infant development. Dr. Padmapriya Kandhadai shares her early experiences and insights covering a spectrum of issues that affect all new parents.
 - *Perspectives from a new mother - Part 01 – Surprises*
 - *Perspectives from a new mother - Part 02 - Dad's role*
 - *Perspectives from a new mother - Part 03 - First impressions*
 - *Perspectives from a new mother - Part 04 - First bath*
 - *Perspectives from a new mother - Part 05 - Emotions are contagious*
 - *Perspectives from a new mother - Part 06 – Feeding*
 - *Perspectives from a new mother - Part 07 - After a feed*
 - *Perspectives from a new mother - Part 08 – Crying*

- *Perspectives from a new mother - Part 09 – Sleeping*
- *Perspectives from a new mother - Part 10 – Concerns*
- *Perspectives from a new mother - Part 11 - Conflicted feelings are normal*

PERSPECTIVES OF A LEADING PHYSICIAN AND AUTHOR

- In this video series Dr. Gabor Maté provides his personal and professional understanding of the critical importance of the early months and years of life.
 - *Video 0 – Introduction: Perspectives of a Renowned Physician and Author*
 - *Video 1 – Love is not enough: Early Childcare and Emotional Development*
 - *Video 2 -- Fathers and Postpartum Dynamics*
 - *Video 3 – Resilience*
 - *Video 4 – Postpartum Depression is Multigenerational*
 - *Video 5 – Touch and Connection*
 - *Video 6 – Supporting Parents with Postpartum Depression*
 - *Video 7 – The Roots of Addiction*
 - *Video 8 – No Two Children Have the Same Parents*

POSITIVE APPROACH FOR TREATING NEUROLOGICAL DISORDERS

- In this series of six interviews Dr. Karen Pape, an experienced pediatrician, neonatologist and medical innovator, provides a message of hope for parents of children with disabilities.
 - *Video 1 – Introduction*
 - *Video 2 – Rethinking*
 - *Video 3 – Understanding*
 - *Video 4 – Water Program*
 - *Video 5 – Surgery*
 - *Video 6 – Second Window*

KIDCARE
CANADA



Appendix D

REQUESTS TO USE OUR RESOURCES

Communities throughout British Columbia use our resources in various programs. This list represents examples of additional requests we receive and respond to from organizations that support parents and caregivers:

Organization	City + Prov. Country
St. Tammany Parish Hospital	Covington, LA USA
VIHA - Child, Youth & Family Community Health	Victoria, BC Canada
Greenstone Family Health Team	Geraldton, ON Canada
Developmental Disabilities Association	Vancouver, BC Canada
Aimhi - IDP Northern Region	Prince George, BC Canada
Sooke Family Resource Society	Sooke, BC Canada
Saskatoon's Royal University Hospital	Saskatoon, SK Canada
Merritt Public Library	Merritt, BC Canada
Ksi Xy'ans Daycare Head Start	Laxgalts'ap, BC Canada
Coast Tsimshian Academy	Laxkwalaams, BC Canada
Agassiz Library (Fraser Valley Regional Library)	Agassiz, BC Canada
Alberta CAPC CPNP Coalition	AB Canada
Camosun College/Prenatal Education	Victoria, BC Canada
Saanich Health Unit	Saanich, BC Canada
Every Mother Inc.	Greenville, MS USA

Organization

Leeds, Grenville and Lanark District Health Unit
 West Edmonton Parent Link
 Middlesex-London Health Unit
 KidsFirst Saskatchewan
 NONA Child Development Centre
 Medi BizTV
 Books for Babies Group
 Tumbler Ridge Children's Center Society
 "Reading Bear" – Early Literacy Initiative
 East Van Power Mamas
 Gitxaala Nation
 Health Canada

City + Prov. Country

Brockville, ON Canada
 Edmonton, AB Canada
 London, ON Canada
 SK Canada
 Vernon, BC Canada
 India
 Queen Charlotte, BC Canada
 Tumbler Ridge, BC Canada
 Vancouver, BC Canada
 Vancouver, BC Canada
 Kitkala, BC Canada
 Ottawa, ON Canada



KIDCARE
CANADA

KIDCARE CANADA

Fourth Annual Report
2013-2014

Prepared by:
Executive Director, Estelle Paget

Approved by:
The Board of Directors

www.kidcarecanada.org

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We acknowledge the financial assistance of the Province of British Columbia