



KidCareCanada Society

**Third Annual Report
2012-2013**

Prepared by:
Executive Director Estelle Paget

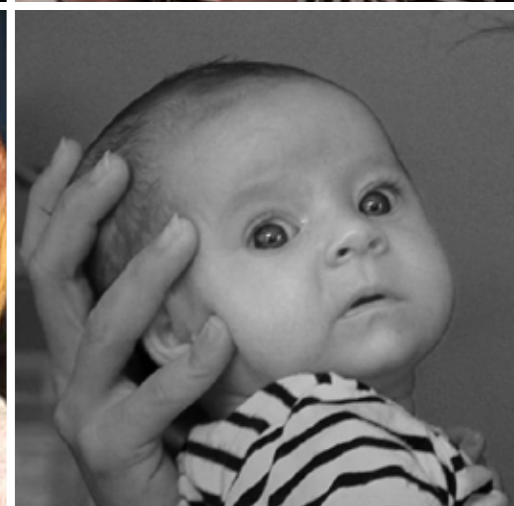


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Message from our Board Chair,

Mr. Carl Nilsen

From KidcareCanada's first breath as a charitable society, progress can only be described as remarkable. The past year has been one of significant achievement in a number of important areas. It is particularly encouraging to have enjoyed increasing recognition by health providers and organizations focused on early childhood support. This is key to the Society's core goal of expanding accessibility of our educational resources so that all children can experience the best possible start in life.

As a result, we have experienced a growing number of requests for our resources from across the country. We also know that our material is being used and appreciated in a variety of educational contexts. This increased awareness has led to numerous requests for our Executive Director, Estelle Paget, to offer presentations to a wide variety of groups. We have also been able to explore new ways of using social media to connect with the growing number of people who benefit from the Society's work.

This has been a stimulating year for the Board and we are enthused at the way in which our community has responded so positively to the hard work of all involved. We look forward with much excitement to the year ahead.



At a glance **from our Executive Director**

Ms. Estelle Paget

The past year, 2012-2013, was a highly productive year.
Guided by our Vision, Mission and Values, we:

- Created and distributed new evidence-based resources for individual and societal benefit
- Fundraised for a new video that will teach safety and injury prevention
- Extended our support to vulnerable populations through collaborations with like-minded organizations
- Engaged in community leadership through presentations, events and community outreach



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 supports new and expecting 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 = 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 expecting 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 providers, organizations and others who support families
- The public, because well-nurtured children grow up to be contributing members of society

<p>Babies who have been well-nurtured tend to be prepared in adult life to...</p> <ul style="list-style-type: none"> 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 	<p>Babies who lack a good start in life tend to be vulnerable in adult life to...</p> <ul style="list-style-type: none"> 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](http://www.kidcarecanada.org/donations)

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.

Please contact 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 Elliott
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 Evans
Director

KidCareCanada Society



The Team: Honorary Members

Ms. Dana Brynelsen
Honorary Member

Dr. Adele Diamond
Honorary Member

Dr. Stefanie Green
Honorary Member

Dr. Tim Oberlander
Honorary Member

Ms. Diana Safarik
Honorary Member

Dr. Janet F. Werker
Honorary Member



KidCareCanada Society



Acknowledgements

We are 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.



We especially thank **the parents** who selflessly share their experiences so others can benefit. They allow us to film them and their children, and bravely tell their personal stories, trusting we will respect their motivations for participating in our work. We take this trust to heart.



Experts who work with us behind-the-scenes and in our film shoots are guided by the same desire – to make current research on infant and child development accessible to all parents and caregivers. They generously donate their time in many ways – as advisors, ambassadors, researchers, and on-camera educators. They can be counted on to review our materials, provide feedback and recommend additional colleagues and resources to include.

See Appendix A



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

See Appendix B



Funders and donors enable us to continue our work. They like our original and inclusive approach: we use technology to translate current research into accessible videos for new parents, health providers and caregivers.



We acknowledge the **Province of British Columbia**, the **Victoria Foundation**, **Success by Six**, the **University of British Columbia**, **community organizations**, including local grocery stores, such as **Tru Value Foods**, **Penna & Co** and others who prefer to remain **anonymous**. **Jason Manning**, **Station Manager for Jackfm 103.1** and **Ocean 98.5** donated the recording studio so that we could record in-house twice - with parents **Deanna and Dave Hyldig** and **musicians Aaron Ellingsen and Megan Boddy** whose exquisite singing and playing (fiddle, piano, mandolin) can be heard in the video *Early Nurturing Lifelong Benefits*.

We thank the many **individuals** who donate to KidCareCanada Society. These donations fund the development of new resources.

Our **Board of Directors**, all of whom are volunteers, contribute hugely to our success. Their talent, expertise and hard work shape KidCareCanada. They provide leadership and elbow grease.



Educational Videos

The name of our educational series is **Hugs for a Brighter Future**. Over the past year, we added 30 new videos to our educational program, exceeding even our own expectations! All of the videos can be found on our website www.kidcarecanada.org along with helpful descriptions for each video, and key words so that viewers can use our new “Search” function.

See Appendix C



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.



Reaching new audiences

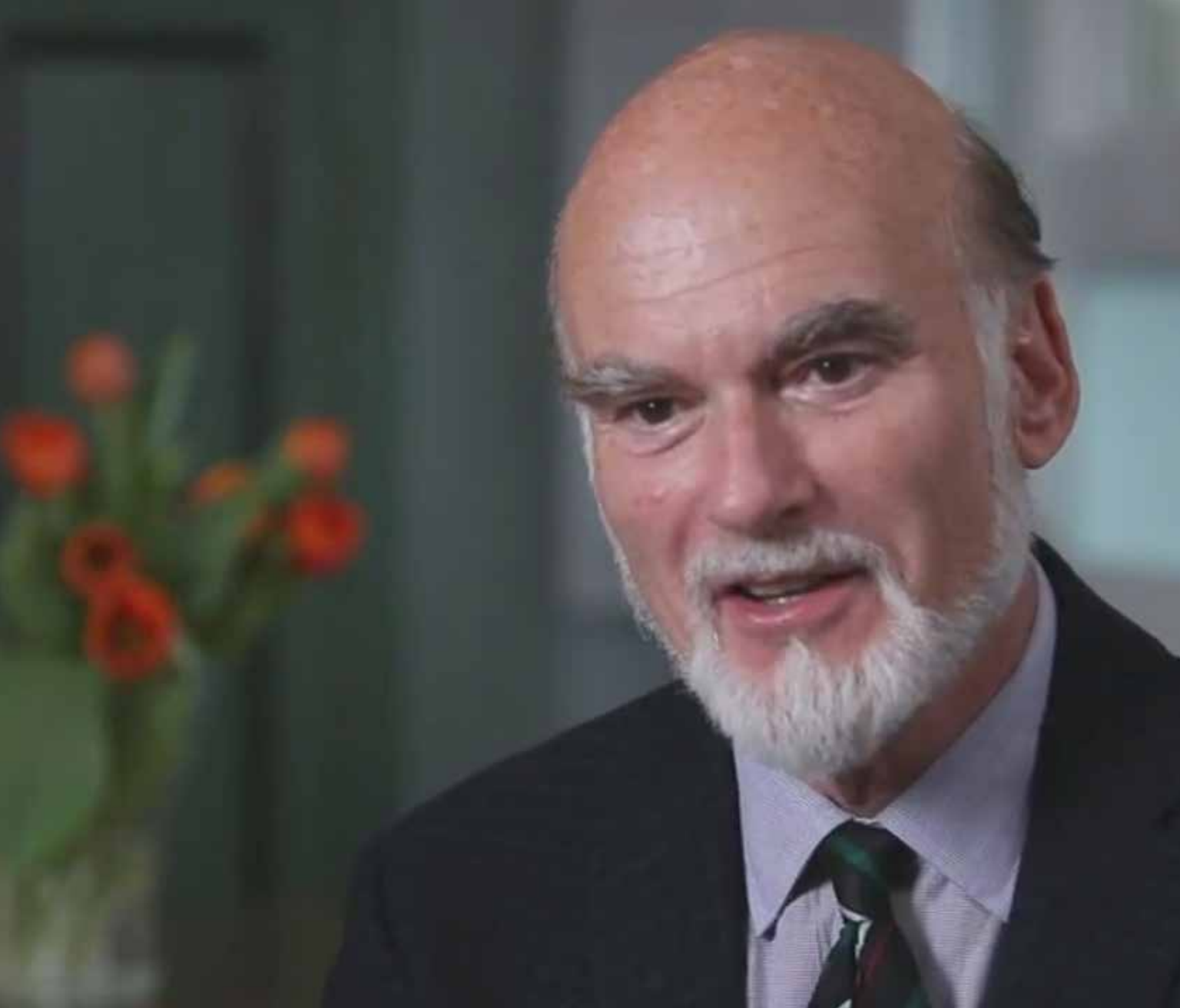
We receive regular requests for our videos. Word is spreading that emotional and social development are key to lifelong mental and physical health and happiness, and that parents play the key role in developing this in their young infants and children. Our videos provide the underlying science in a friendly way and illustrate nurturing behaviours parents can implement. We hear from Aboriginal communities throughout the province, librarians in many cities and maternal and childcare organizations who are keen to use our resources.



Our videos are available at no cost via the website. We send DVDs to organizations requesting them, and gratefully accept funds to cover copying and shipping costs, when organizations are able to cover these.

A new direction we are taking is to create customized DVDs for organizations wishing to “pick and choose” the videos that are most helpful for them. We combine them into a DVD that has Public Performance Rights. This enables librarians, educators, caregivers and health providers to use them freely in educational contexts. We ask only that our costs for downloading, compiling into a DVD, copying and shipping be covered.

See Appendix C.



The year in review

Video screening Victoria: July 4th Video Screening

July 4, 2012 we screened two videos – our brand new *Early Nurturing Lifelong Benefits and Emotional Safety*. The event was sponsored by **Success by Six** and co-hosted by **PLAY Victoria** (the Partnership for Learning and Advocacy for Young Children), **CCRR** (Child Care Resource and Referral Victoria) and **Saanich Recreation** who provided the venue. Sponsors and hosts participated in this interactive event, and put their muscles to work helping with set-up and take-down.

Dr. Andrew Macnab, lead Paediatrician for KidCareCanada, spoke movingly,

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

Ms. Elizabeth Cox, Infant & Child Development Consultant and Instructor, and strong supporter of our work, facilitated discussions.

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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.



Attendees provided insights about effective nurturing and rich feedback for our *Early Nurturing Lifelong Benefits* video that we subsequently implemented. They suggested we create a permanent reminder of the key messages in the video in the form of fridge magnets.

The key messages can be viewed on the left.

KidCareCanada Society

Like Send Be the first of your friends to like this.

Log In Log in to get started being the best parent you can be!



Click a Bar

Helping Your Baby to Communicate



Watch a Video



See the World Through Your Baby's Eyes :

2:55

Understanding Your Baby's Needs



Fill a Bar..



Get a Badge!



Facebook app

We were delighted when four graduate students in the Simon Fraser University *Master of Technology and Business Administration* Program chose to work with us on a project for their degree: create a Facebook App that could be used by parents who follow KidCareCanada. The app is almost ready to try out in a pilot project that we will conduct in the upcoming months. It will provide a framework and an incentive for Facebook “fans” to view our videos.



Ask the Doctor, Ask the Public Health Nurse

This new feature enables parents to write in with questions that are answered by specialists in the field. We feel fortunate that Dr. Lionel Traverse, MD, FRCPC, Clinical Associate Professor Paediatrics, UBC Paediatrician, has accepted to be our “in-house” specialist. Barbara Selwood, BSN and MS Health Services Planning, renowned for her contributions to public health in BC, is the author of the excellent response to the questions about breast feeding.

We have received a good number of questions and look forward to posting responses on a regular basis in the months ahead.

KidCareCanada Society

Welcome to our FIRST NEWSLETTER! KidCare E-News





You are receiving this newsletter because you have shown interest in or actively supported our work. Or you have a personal connection with Estelle Paget, our Executive Director.

Since July 2010 KidCareCanada has been active and productive.

Here is a 4-minute taster of what we've been up to – and why we do the work we do.

Early Nurturing, Lifelong Benefits- KidCareCanada



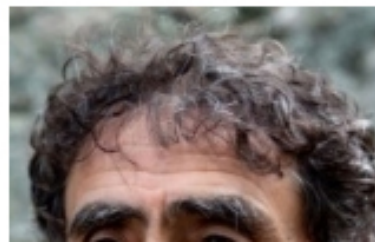
-  [Friend on Facebook](#)
-  [Follow us on Twitter](#)
-  [Youtube Channel](#)
-  [Forward to a Friend](#)



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!



E-newsletter

Our first E-newsletter went out to 800 recipients in November 2012. It highlighted activities and provided information about ways to become involved with KidCareCanada. The right-hand margin summarizes the key messages from our video *Early Nurturing Lifelong Benefits*. Our original goal, expressed in last year's Annual Report, was to provide 2 E-newsletters a year, but we receive requests for more frequent information and so will send out quarterly newsletters in the upcoming year. Our Spring E-Newsletter will be sent out in June 2013.

KidCareCanada Society



KidCareCanada in the Media

Our Executive Director was interviewed three times in 2012, twice by C-Fax Radio on Shirley Broback's "Real Parenting" show in Victoria and once on the Bill Good Show CKNW Radio in Vancouver. There is great interest in learning about nurturing behaviours and their impact on children throughout their lifespan.



KidCareCanada Society



Presentations

Our executive director is frequently invited to give presentations in informal and more formal settings. Some examples over the past year include:

- Talks at Fernwood Community Centre, the “Best Babies” program
- The Baby Fair, September 29-30, 2012 where Estelle presented on the Main Stage “Babies Don’t Need Us to Be Perfect”
- The Public Health Association of British Columbia, Conference, where Estelle introduced the *Emotional Safety* DVD
- Peninsula Connections for Early Childhood
- The Welcome Wagon Baby Shower

She also attended conferences, such as the Human Early Learning Partnership “Fall Expo” and Vancouver Island Parent Conference.



These events enable us to meet expecting and new parents, learn of their concerns and inform them of our trustworthy resources.

We connect with organizations with shared values and goals and learn of current research in the field.

KidCareCanada volunteers play an important role in this outreach. For example, ten volunteers hosted our booth at the Vancouver Island Baby Fair. To our delight, we were visited by a constant stream of enthusiastic parents and organizations, even though we had nothing to “sell”.



Fundraising Event

“What’s Cooking with KidCareCanada?”

December 7, 2012 Fundraising Event

We are indebted to University of British Columbia **Dean Murray Isman** for his leadership and support and to three terrific experts who volunteered their time and expertise. Together, we created a memorable, fun and educational fundraiser, “What’s Cooking with KidCareCanada?” Food scientist, **Dr. Christine Scaman**, shared “Fun Facts about Cheese”. **Dr. David McArthur**, Agroecologist, led an in-depth and highly participatory session on wine-tasting. **Chef Eric Arrouzé**, an accomplished French Chef, entertained guests as they learned to make a delicious nut-crusted brie with orange honey dip.

While we did not reach our ambitious goal of \$50,000, we made sufficient funds to begin work on *Baby 911*, informed others of the work of KidCareCanada and gained new supporters.

KidCareCanada Society



Operational Efficiency

In our previous Annual Report we included the goal to improve our operational efficiency by creating a database. Our database has been operational for many months, and enables us to reach out to our many supporters.



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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.

Ask the Doctor, Ask the Public Health Nurse

How long can a new baby go without getting nutrition? My baby is 2 days old. I really want to breast feed but am having difficulty making this work. My baby is losing weight.

My mother had her baby in a hospital she is likely now at home. In BC all new mothers are expected to receive ...

[Read More](#)

[Dr. Traverse Bio](#)

[Ask your questions](#)

Lionel Traverse
FRCPC, Clinical Associate Professor Paediatrics, UBC Paediatrician

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. Guiding this effort with the most current information from child health experts

Dr. Andrew Macnab

MD, FRCPC, FRCPC Paediatrician



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.

[Subscribe](#)

Recent News.

[Brain Development and Learning Conference July 24-28](#)

Monday, February 11, 2013 - 02:08

[Early Bird Special ends Feb 15!](#)

Website

Our website receives kudos from many quarters. Our creative web designer and developer keeps us current with web design and features, and tracks visits to our site (see Google Analytics). In the past year, in addition to his ongoing web work he developed a search function to enable visitors to more easily locate videos they want to view and modified our site to make it hand-held friendly.

Google Analytics

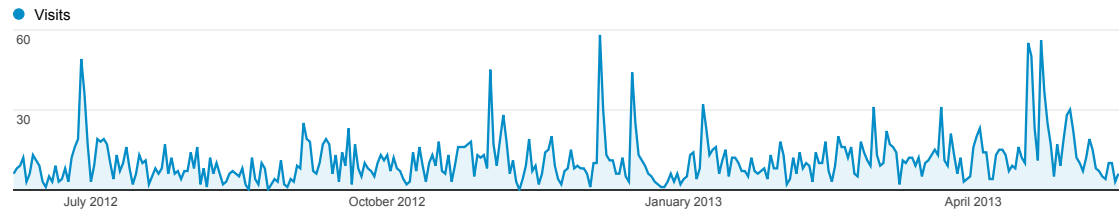
Website Overview

Audience Overview

Jun 7, 2012 - May 16, 2013

● % of visits: 100.00%

Overview



2,547 people visited this site

Visits

3,800

Unique Visitors

2,547

Pageviews

11,629

Pages / Visit

3.06

Avg. Visit Duration

00:02:59

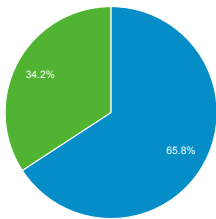
Bounce Rate

51.05%

% New Visits

65.74%

■ New Visitor ■ Returning Visitor



Google Analytics

Website Views on a Mobile Device

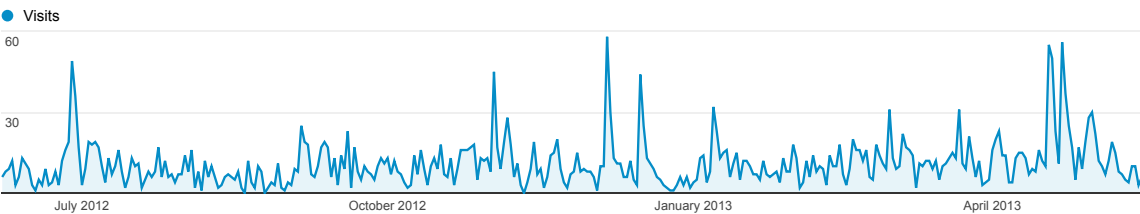
Overview

Jun 7, 2012 - May 16, 2013

● % of visits: 100.00%

Explorer

Site Usage



Visits

3,800

% of Total: 100.00% (3,800)

Pages / Visit

3.06

Site Avg: 3.06 (0.00%)

Avg. Visit Duration

00:02:59

Site Avg: 00:02:59 (0.00%)

% New Visits

65.74%

Site Avg: 65.74% (0.00%)

Bounce Rate

51.05%

Site Avg: 51.05% (0.00%)

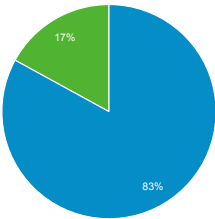
Mobile (Including Tablet)

Visits

Visits

Contribution to total: Visits

1.	■ No	3,153	82.97%
2.	■ Yes	647	17.03%



Google Analytics

Audience by Location

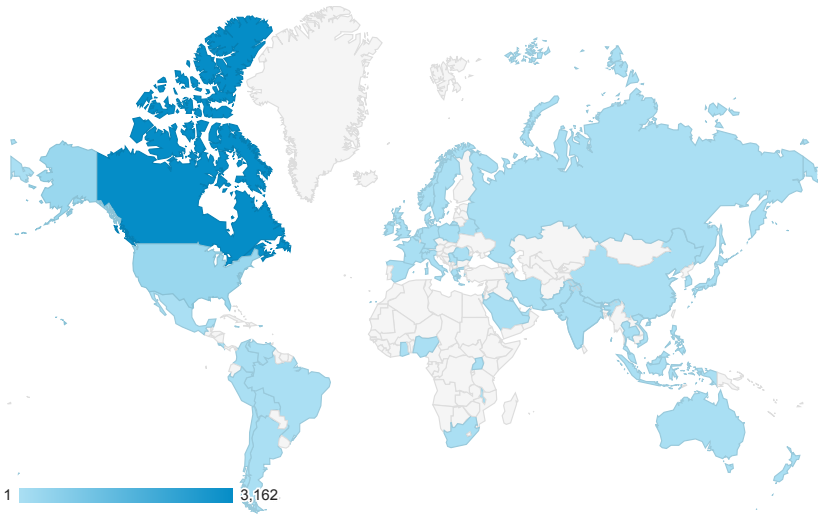
Location

% of visits: 100.00%

Map Overlay

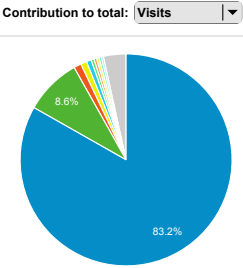
Site Usage

Jun 7, 2012 - May 16, 2013



Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
3,800	3.06	00:02:59	65.74%	51.05%
% of Total: 100.00% (3,800)	Site Avg: 3.06 (0.00%)	Site Avg: 00:02:59 (0.00%)	Site Avg: 65.74% (0.00%)	Site Avg: 51.05% (0.00%)

Country / Territory	Visits	Visits
1. Canada	3,162	83.21%
2. United States	328	8.63%
3. United Kingdom	43	1.13%
4. India	35	0.92%
5. (not set)	28	0.74%
6. Philippines	17	0.45%
7. Australia	15	0.39%
8. Switzerland	15	0.39%
9. France	14	0.37%
10. Chile	12	0.32%



The traffic to our website has almost doubled in the past year. As reported in The 2012 Annual Report, our website had 2,134 separate visits. This year 3,800 people visted the website.

The Google Analytics for hand-held devices indicates that in the past year over 17% of all visitors to the website are using a hand-held device. This justifies our decision to develop a mobile-friendly website.

Using Google Analytics we can see how far-reaching our website has become. Our site www.kidcarecanada.org has been viewed in 58 countries. The top 10 are listed on the left.



Social Media

Facebook and Twitter

As per our goal for 2012/13, we activated our social media last summer. The following report summarizes our activities and trends.

Social Media Analytics

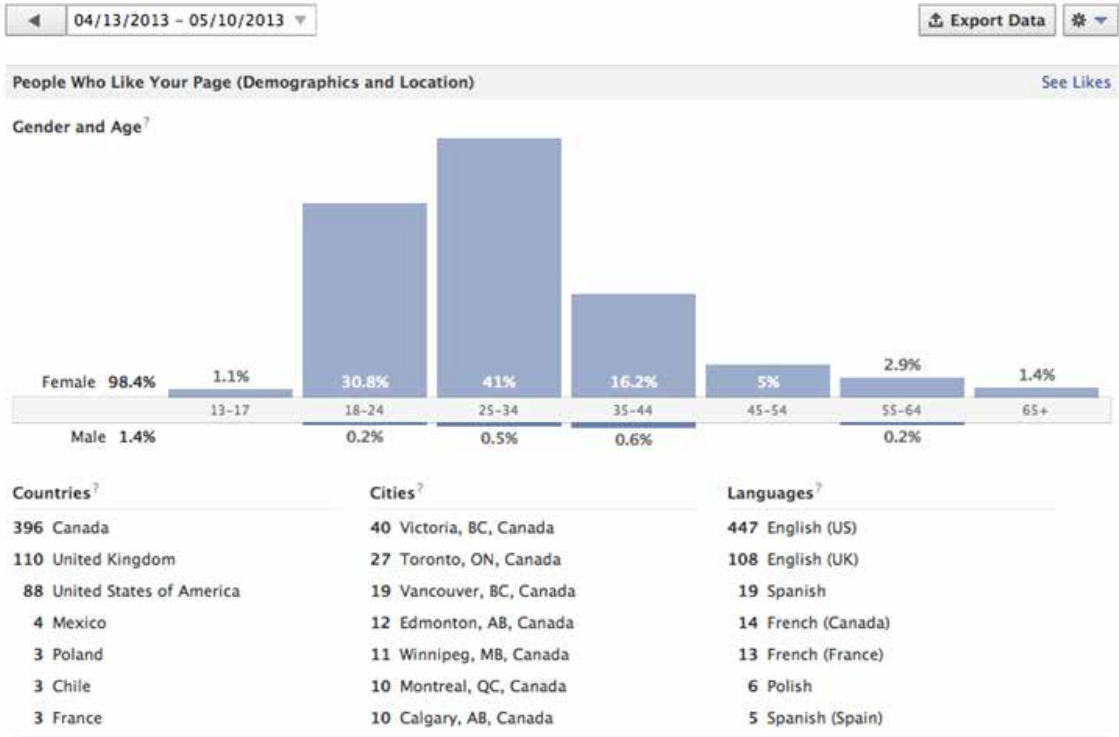
Twitter Overview

- Created profile July 2012 to share relevant links, resources, and updates on our work and others who fit into our field and approach.

Facebook overview:

- Established Facebook page in July 2012 with varied and interesting content- photos, videos and links to resources for new parents
- Expanded our online community by becoming fans of all Facebook business pages on our own Resource list, and others that fit into our field of interest
- Stayed connected to complementary organizations by liking, commenting, and sharing their content when possible
- Increased individual Fans who “like” Facebook page to over 620.
- Designed and maintained a Facebook ad to generate new Likes- targeting parents of young children and pregnant women

Demographics of current Likes:





Social Media - Rave Reviews

“I am enjoying the videos that you are posting on your facebook page. So timely and important. The latest on PPD and family was great.” –message from AH (*Facebook*)

“VERY important video from Dr. Gabor Maté: Fathers and #Postpartum Dynamics. Pls RT youtube.com/watch?feature=...! via @KidCareCanada” -Retweet from Healthy Baby (*Twitter*)

“This is a great site for parents to get accurate information. Check it out.” -Recommendation from SB (*Facebook*)

“Kudos on the incredible list of accomplishments and gorgeous photos featured in your coffee table book, I mean annual report! Very moving to see the power of brilliant minds at work, led by the indefatigable Estelle. What an asset to the community. We at the Victoria Foundation are proud of this stellar project and investment we made.” – post by MR (*Facebook*)

KidCareCanada Society



Goals

Upcoming Videos

In 2013/14 we will be publishing:

- Additional videos in the Postpartum Depression series, *Not the Baby Blues*
- New video on Baby Massage
- Yoga breathing for expecting parents
- Baby Yoga
- A new video series on “Intimate Partner Violence”



We have had many requests for two specific educational videos that we are calling *Fun in the Tub* and *Baby 911*.

Fun in the Tub will teach parents and others how to safely bathe a baby and use bath time as an opportunity to enhance social and emotional development.

As mentioned, we have begun fundraising for *Baby 911*. This important video will teach parents, grandparents, babysitters, daycare providers and other caregivers how to prevent, recognize and handle a medical emergency with an infant.



Other Educational Resource Goals

To meet our mandate to reach as many new parents as possible in the province, including new Canadians and people who are hearing impaired, we are seeking ways to translate our videos into British Columbia's key languages and include closed captioning.



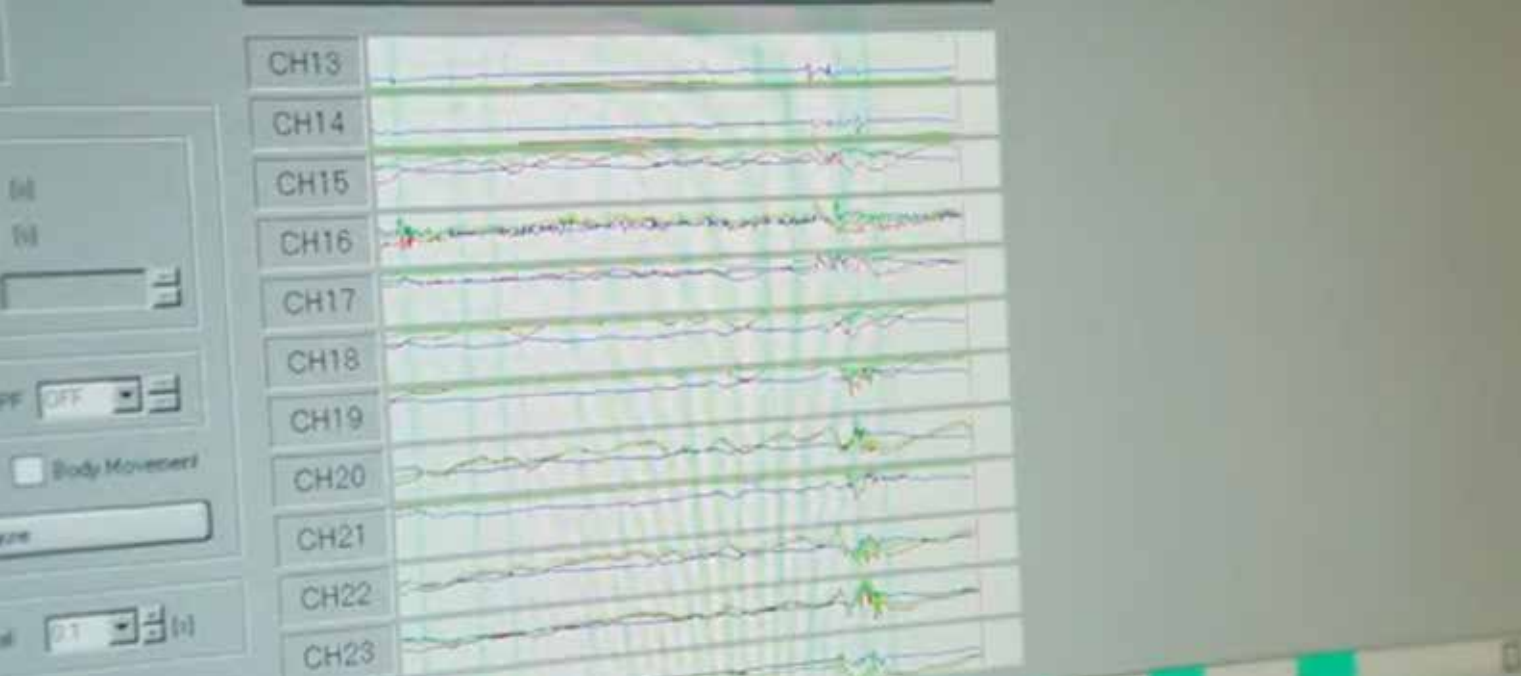
Website

To keep abreast of the new technologies for viewing web sites, we are further modifying ours to enable it to expand or retract on an as-needed basis. We are also updating it to load faster, so that it can be more readily available across the widely growing range of mobile devices.

Social Media

We will continue to expand our reach through social media, and are looking forward to launching our Facebook App and measuring it's impact.

To increase our accessibility we are open to exploring new platforms such as Pinterest for sharing our resources.



Research

Our website attracts a wide spectrum of visitors. To meet their needs, in the upcoming year we will increase our research resources.

We are excited that our website will become a hub for current research in the field of infant and child development. Research underpins every video we make. Over the upcoming years we will make this research available to others wishing to see the source material. In advance, we thank our researchers and practitioners for providing links to their work and readable summaries of their research.

We are also determining effective ways to measure the impact of our videos and will be designing a new research study beginning in 2014.



Ambitious long-term goal – “Baby Clubs”

We are working to partner with an educational institution that trains Infant Development and Early Childhood specialists – so that the students may gain practicum experience and we may connect new parents in remote communities via online “Baby Clubs”. Parents would view a video and, guided by an online facilitator, connect with other new parents, discuss the video and relate it to their experience. We believe this will reduce the isolation many new parents experience and also reduce the likelihood of postpartum depression.



Governance

Our achievements have been made possible by stable governance through a very talented board of directors and Honorary members who consistently provide high-level and hands-on guidance and support. In the upcoming year we are looking to:

- Expand our in-house expertise through the development of an Advisory group
- Formalize our strategic directions in a written Strategic Framework Document



In Conclusion

If we compare our progress to child development, 2007-9 was conception and pregnancy. We conducted a needs assessment and learned from physicians, health providers and social service organizations of the great need to reach new parents, especially vulnerable new parents. Parents don't always realize the important role they play in their child's social and emotional development or the lasting impact of the early months and years of life.

In 2010 we were rapidly developing infants. We created a preview DVD and engaged in a research study through UBC Faculty of Medicine and BC Children's Hospital. It taught us that new parents changed their behaviours after viewing our DVD.

By 2011, we were capable toddlers who knew how to walk, learn and reach out to others. We were awarded our charitable designation.



Last year, in 2012/13, we affirmed our identity, expanded our interests and abilities and built meaningful relationships.

We are now poised to extend our reach through exciting collaborations so that our resources can be used in a wide variety of contexts by like-minded organizations. Together we can help more families more fully enjoy their babies and more babies have a solid foundation for social and emotional development.



How We Do It?

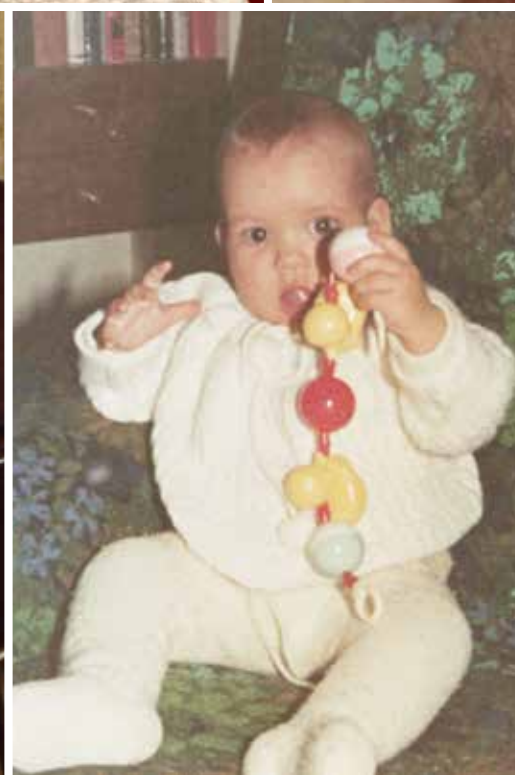
We receive many compliments on this Annual Report, its format, content and appearance. You may be wondering how we can afford to produce it. Others have asked! We use photos from our own film shoots and from families who send them to us, distribute this report electronically, and benefit from the support of **Printorium Bookworks**, Victoria, who generously print a small number of Annual Reports for us, at much reduced cost. Our thanks also go to **Trenholme & Company** for supporting our work and contributing toward our publication costs.

Our overhead is low, no offices or buildings to maintain, and our amazing 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.

Printorium Bookworks is proud to be a part of KidCareCanada Society



KidCareCanada Society



Core Creative Team

Our creative and administrative team work with KidCareCanada on a part-time basis, yet their professionalism and commitment to the work we do is 100%.

Chad Galloway, Camera

Alisa Kerr, Graphic Designer, Camera, Editor

I love technology and creative uses of technology, I love how media is evolving with all the major advances in cameras, applications and plugins. You could say I am a bit passionate about creative media.

Majid Baghera, Camera, Editor

Jenny Mendoza, Editor

Shane Robinson, Web Development and Design

Melanie Furtado, Social Media Coordinator

KidCareCanada Society



Administration

Edie Dittman

I enjoy organizing business processes to maximize effort, and co-creating compelling proposals for grants and donations

Ruthild Ohl

I love working with people who recognize the best in themselves and in others. I enjoy creating systems and processes that support growth and improvement of the organization.

Inesa Yali

Is responsible for Bookkeeping

Willow Rupert & Ken Yao - Trenholme & Company, are our Accountants, and Pat Trelawny, Jones Emery, Hargreaves, Swan, provides legal advice.

Photography

Chad Galloway, Aaron Rose, Andy Zoltay

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
Ms. Sandra Herbison

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. Pamela Nicholls
Ms. Teresa Norquay
Dr. Tim Oberlander
Dr. Frank Oberklaid
Mr. Kevin O’Brien
Mr. Dennis Padmore
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
Ms. Danielle Smith
Ms. Crystal Star
Dr. Carolyn Steinberg
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 Islnad Health Authority



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

Hugs for a Brighter Future Educational Program

FOUNDATIONAL VIDEO

- Explains the rationale for the work of KidCareCanada Society
- Title: Early Nurturing Lifelong Benefits

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*
 - (soon to be posted – chapters 5 and 6)
- 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* - Currently re-editing to create overview chapters
 - *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?*

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*

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*



KidCareCanada Society

Third Annual Report
2012-2013

Prepared by:
Executive Director, Estelle Paget
Approved by:
The Board of Directors



We acknowledge the financial assistance of the
Province of British Columbia