



KIDCARE CANADA

nurturing the best possible start

2015

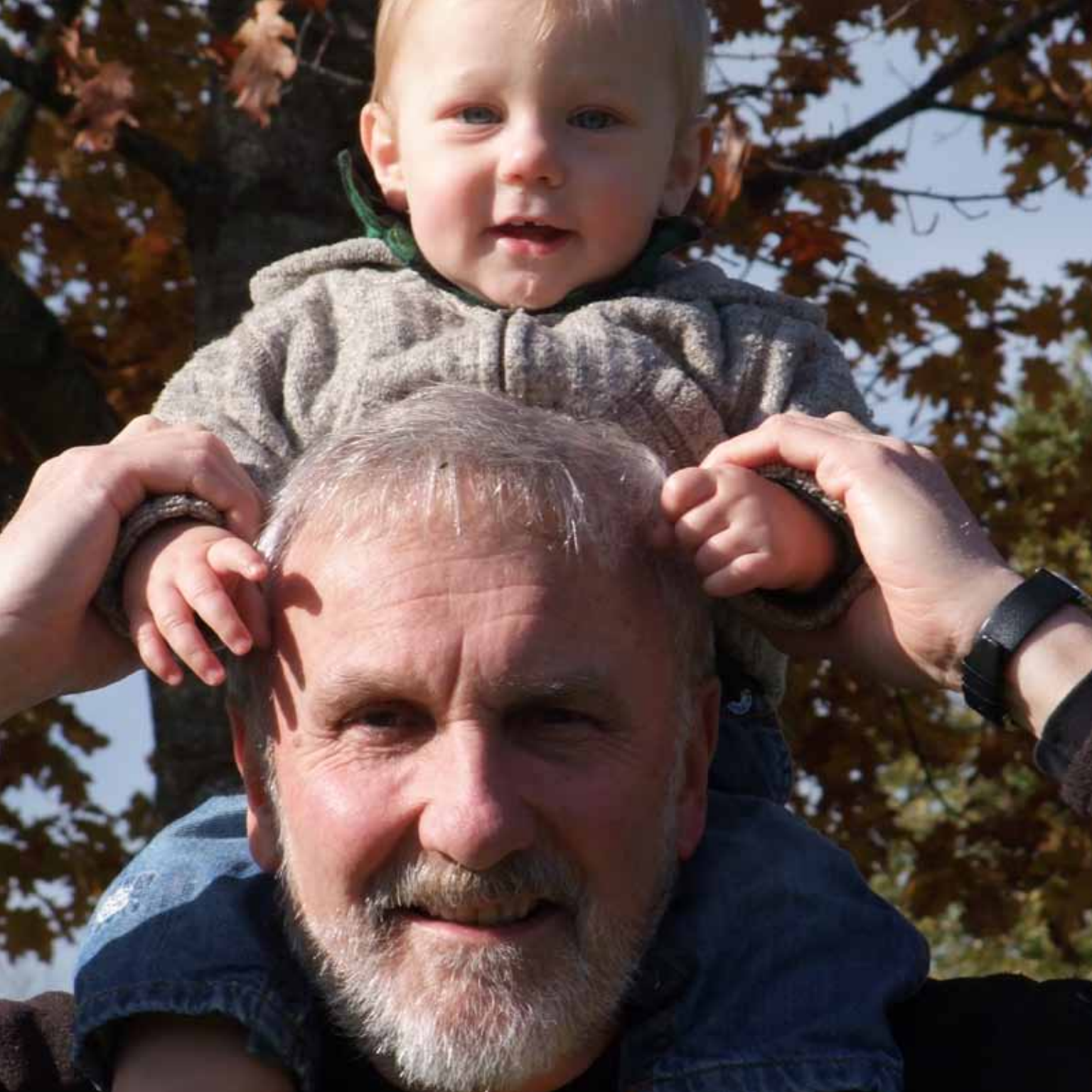
Sixth Annual Report

Prepared by: Executive Director Estelle Paget



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Message from the Board Chair

Mr. Carl Nilsen

As we pass the 5th anniversary of KIDCARECANADA it is appropriate to reflect on the reasons why we, as members, have chosen to become involved in what has become such a dynamic and influential organization. In simple terms it is because the concepts and practical aspects of early nurturing are something about which we all feel so passionate.

The evidence of the benefits of early nurturing has been growing significantly in recent years but no matter how strong this may be, what is of critical importance is effectively communicating that evidence and demonstrating the practical ways it can be applied. KidCareCanada set out to do just that and over the past 5 years can be proud of not only developing a growing number of relationships with many individuals and organizations but of taking advantage of a rapidly evolving technological environment to reach an ever-expanding audience.

It is important to recognize that the successes of the past five years have been due to the many professionals, parents, caregivers and others who have contributed their time and energy to our organization. Our thanks to you all for being so generous with your support and for sharing your many skills.



Message from the Executive Director

Ms. Estelle Paget

"Many small people, who in many small places do many small things, can alter the face of the world." – African Proverb, found on the Berlin Wall

I am frequently asked what motivates me to do this work. For as long as I can recall I have been aware of the inequality of opportunity for children, and have wanted to do something about it.

Working backwards, I tried to find the commonality between people who are incarcerated, suffering from addictions or unable to find stable relationships, work or places to live. The guess-work has been replaced by solid research: an inverse relationship exists between "Adverse Childhood Experiences" (ACE) and healthy, happy and productive citizens.

The research gives glimmers of hope, even for the most destitute families. Babies who benefit from the consistent warmth of a caregiver, over the early months and years of life, can grow to become resilient and healthy.

KIDCARECANADA is intended to give more children a better chance for health and happiness. Related to this, it is also an attempt to heal some of the ills in society.

Our videos inform parents, caregivers and those who support families, about the research, and show how to nurture.

Who would have thought the Berlin Wall would come down peacefully, and yet it did. And it was the "small people" who made it happen. We have been called "the little organization that could." Our hope is that through collaboration with many others working toward similar goals, we can change the outcomes for children, families and society. When asked why we do not sell or monetize our resources, we explain, our goal is to break down barriers, not erect more!



Who we are ...

We are a Registered Charity, RN 85761 5314 RR001, incorporated in the Province of British Columbia, Canada.

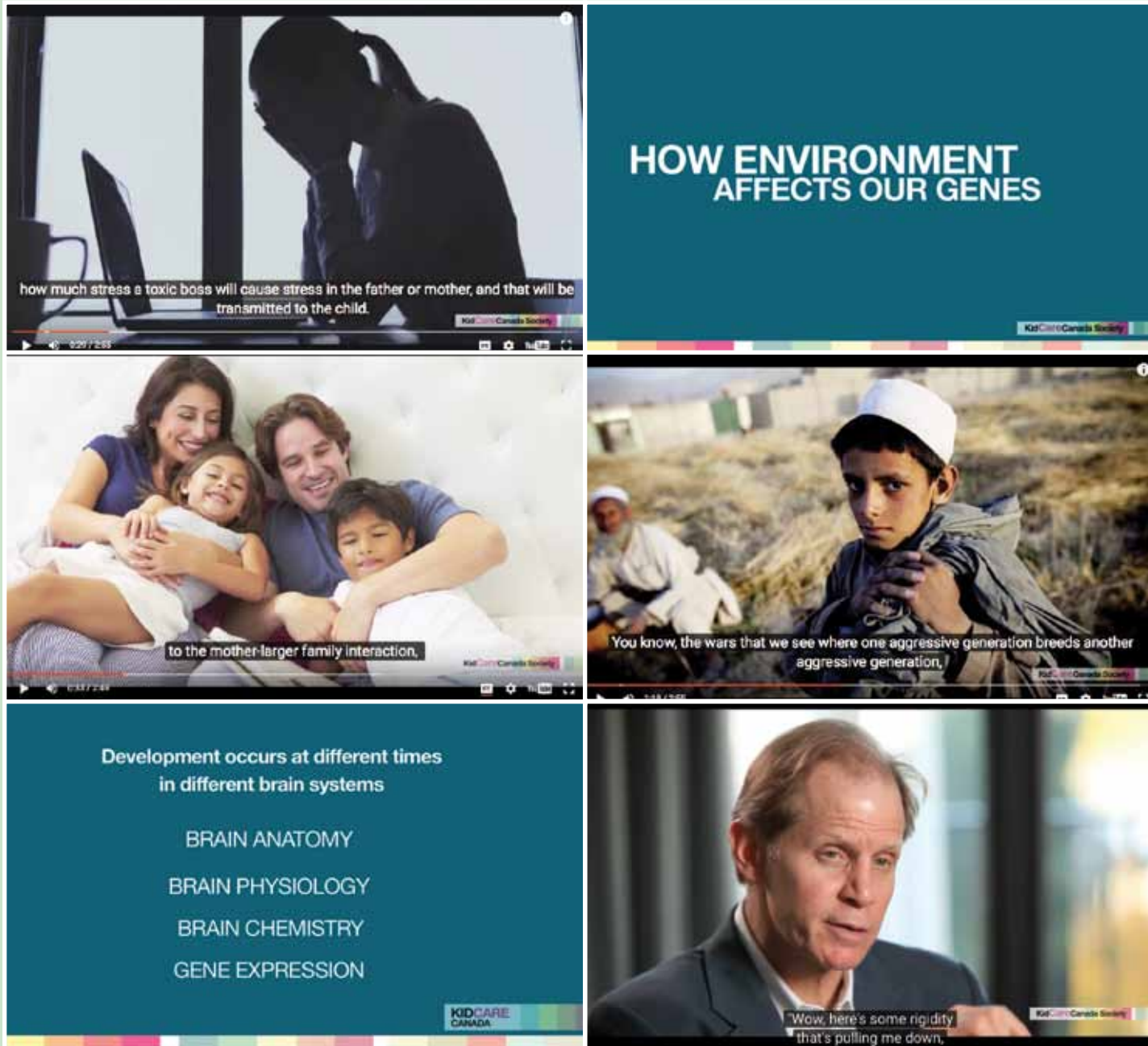
Based in Victoria, British Columbia, KIDCARECANADA Society is a small organization, with BIG goals:

- Empower all families in BC to raise their children to be socially and emotionally healthy
- Ensure families, and those who support them, have easy access to relevant current research, at no cost to the end-user

Our focus is the early months and years of life.

Please see our Vision, Mission and Values on page 67.

These underpin all of our work.



What we do ...

We produce a **trust-worthy** and **evidence-based educational program** called **HUGS FOR A BRIGHTER FUTURE**.

It is currently comprised of over 100 videos of varying lengths, and Learning Guides to deepen understanding and enhance learning.

Our videos bridge the gap between the science and the practice of early childhood development, and **show how to raise emotionally-healthy children**.

This work informs parents, caregivers and professionals about early nurturing, healthy brain development and social and emotional development.

You can access all of our videos and other resources any day, any time, and free of charge, through our website **www.KIDCARECANADA.org**

You can also find our videos on YouTube <https://www.youtube.com/user/KIDCARECANADA>

Our videos are grouped into the following categories:

- Nurturing
- Parenthood
- Postpartum Depression
- Expert Series
- Born to Communicate
- Stress + Adversity
- The Science
- Discover who we are



How we do it ...

We are guided by three principles in developing our visual resources.

1. Our videos are **evidence-based**, current and present a balanced viewpoint.

How? We use highly respected experts in the field to “translate” the science of infant development into easy-to-understand language.

How? All of our videos are vetted for accuracy.

2. Our videos are **inclusive** and **appealing to our diverse audience** that includes families, caregivers, health and other professionals.

How? We use real parents to model nurturing behaviours.

How? All our videos are vetted for cultural sensitivity.

3. Our videos are **high-quality** to meet the expectations of today’s media-savvy viewers.

How? We apply current technology to produce HD videos making them available on multiple platforms.



Why we do it ...

Social and emotional development is vital for health and happiness

Socially and emotionally healthy children have the best chances for mental and physical health throughout their lifespan. They are more likely to develop strong interpersonal skills, resilience, and the ability to learn within and out of school.

All parents need to know about early nurture

Early nurture is THE contributing factor to social and emotional development. It impacts the child, the family and society.

Well-nurtured children are strongly attached to at least one parent or caregiver, and feel safe. They can then explore their world and reach out to others. They tend to become productive citizens and nurturing parents themselves.

Once parents realize the connection between early nurture and the benefits for their child, they are willing to engage in more nurturing behaviours.



Relationships are key to a happy, healthy and productive life

Well-nurtured children learn to trust others.

A baby's first relationships affect every subsequent relationship in the child's life.

Dr. Kimberly Schonert-Reichl

KIDCARE CANADA

DISCOVER MORE WITH
DR. HELEN NEVILLE

NURTURANCE & BRAIN DEVELOPMENT



TRANSFORMATIVE POWER OF SELF-REGULATION



NATURAL BORN SCIENTISTS



We gratefully acknowledge the financial assistance of the Province of British Columbia

DISCOVER MORE WITH
DR. MOSHE SZYF


WHAT DOES DNA TELL US



HOME LIFE AND PHENOTYPES



SOCIETY AND PHENOTYPES



We gratefully acknowledge the financial assistance of the Province of British Columbia

Nurturing is not instinctive

Parents who did not experience nurture themselves often do not know how to nurture their child.

The importance of emotionally-healthy parents

The emotional health of parents affects their ability to nurture their child. The level of stress and adversity parents experience (in the past or in the present) can impact their child's development.

There are critical formative periods in a child's development

Our videos enable parents to understand that different brain systems develop at different times and early experiences matter. Early Experiences:

- Form the architecture of the child's brain
- Establish patterns for emotional processing used in later life.



Parents are a child's model for emotional regulation

Children look to their parents or primary caregiver to learn to “self-regulate” (control their emotions).

Through our videos parents recognize the significance of their own past experiences and the importance of managing stress. Parents who are dealing with past trauma, overwhelming emotions or stress are encouraged to seek support.

We want parents and caregivers to feel empowered

Knowledge empowers people!

Two barriers have prevented many parents from accessing information about early nurture:

- Research on infant brain development and social and emotional development is typically published in Academic Journals where it is hard to locate and often difficult to understand.
- Professionals who work with parents lacked a visual tool to **illustrate** nurturing behaviours.

KIDCARECANADA videos overcome both barriers: they are freely available online and use language and images most parents and professionals find understandable – and appealing.



Who is it for ...

Our resources meet the needs of parents and professionals

KIDCARECANADA Resources are used by:

- Parents and family members – ideal for inter-generational discussions about current child-rearing practices
- Health Professionals and Educators
- Hospitals, Health Units and doctors' offices
- Instructors in Prenatal classes
- Parenting groups in Neighbourhood Houses and Family Resource Programs
- Early Years Centres

KIDCARECANADA videos are also shown on TV monitors in waiting rooms.

We grant permission to organizations to link to our videos or post them to their websites with acknowledgement to KIDCARECANADA Society.

Upon request, we can create customized DVDs for organizations with videos that are most relevant for them, on a fee-for-service basis.

All videos have Public Performance Rights and may be used in educational contexts at no cost.



Highlights of 2015

It was another successful year for our small organization! We achieved many of the goals we identified for 2015.

We continued to pursue ways to have our resources used more widely and more systematically; we collaborated with umbrella organizations with established networks within our target population.

We also ...

Developed an effective and stable **social media strategy**

Published the following **videos**:

- Dr. Helen Neville series
- Dr. Karen Pape series
- Dr. Dan Siegel series
- Dr. Moshe Szyf series
- How to Prepare Your Child for a New Sibling
- How to Help Your Baby Feel Relaxed and Secure

Began editing and did additional film shoots for:

- Baby Massage
- Fun in the Tub



Began **editing** for the video:

- Intimate Partner Violence

Developed and published the **Learning Guides** for the Born to Communicate series. (See page 49)

Captioned and published all of our videos using CRTC guidelines. (See page 51)

Welcomed **new Advisor**. Kristina Verruyt , Shaw TV legislative Bureau Chief, who brings both Media expertise and an understanding of indigenous culture. Kristina vets our videos for cultural sensitivity.

Engaged with the community through:

- **Presentations** to
 - * Best Babies Groups in Victoria
 - * mCentred - A group of 40 Professional Women in Vancouver who support charities
 - * A delegation of Paediatric Specialists from China who were visiting the Child Mental Health Program at Richmond Hospital
- Community **Resource Fairs**
 - * Victoria Native Friendship Centre
 - * Peninsula Connections for Early Childhood
 - * Vancouver Island Parent Conference



BC Healthy Child Development Alliance



- Meetings with **Community Leaders**
 - * Paul Lacerte, CEO of the Native Friendship Centres
 - * Maria LeRose of the Dalai Lama Centre
 - * Judi Fairholm and Shelley Cardinal of the Canadian Red Cross

Continued to build our **network**

- Public Service Announcements (PSA's) play on Shaw TV
- Active participant of the BC Healthy Child Development Alliance
- Active participant in Early Years Tables such as the Peninsula Connections for Early Childhood

Where we fell short:

A goal for 2015 had been to build a dependable donor base. Despite our strong reputation for the work we do we continue to struggle to establish a sufficient base of sustained giving to ensure fiscal stability.

Our resources are highly valued in all quarters, and used by many. However, they are not yet used systematically by all Health and other Professionals who support families.



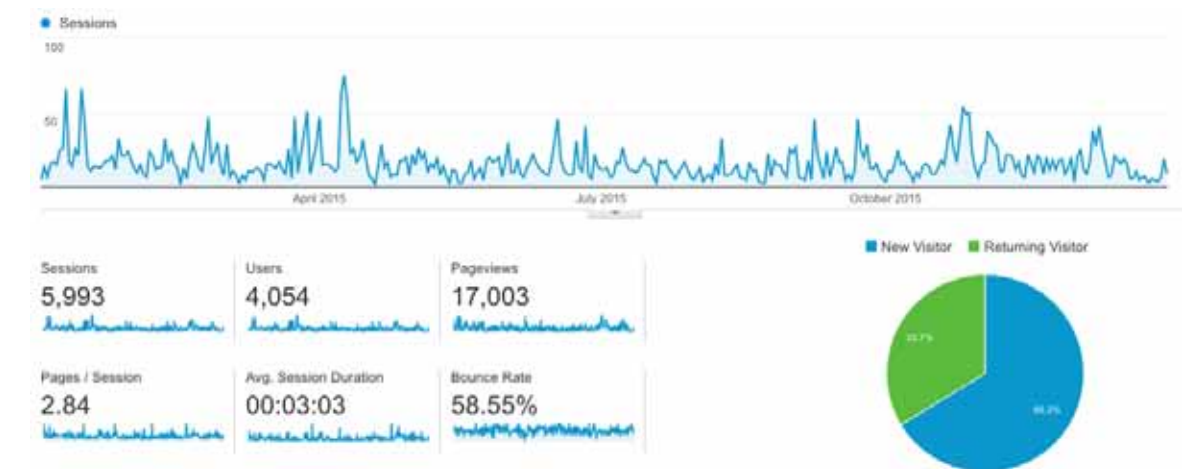
Website and Social Media Analytics for 2015

Share wonderful content and grow our community!

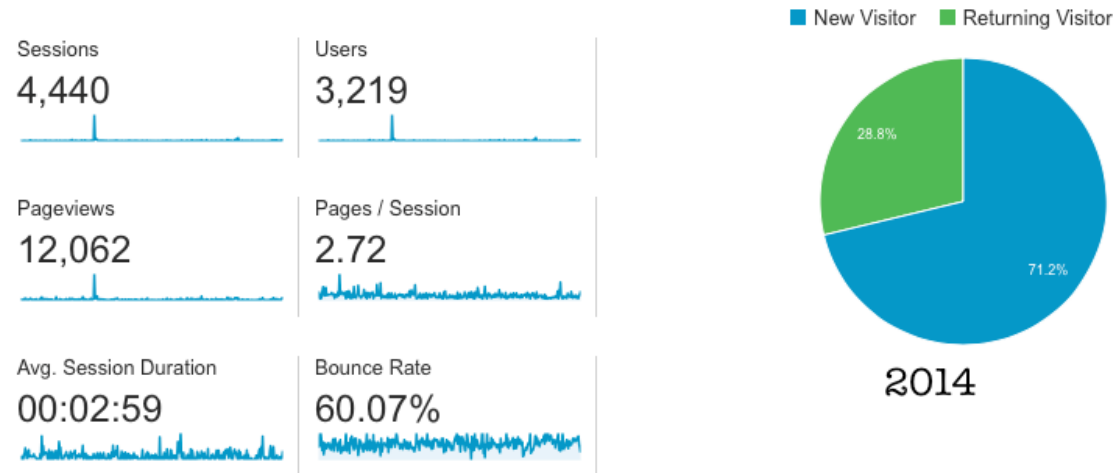
That is our strategy for KIDCARECANADA and 2015 brought significant growth on all our media platforms.

Our Website

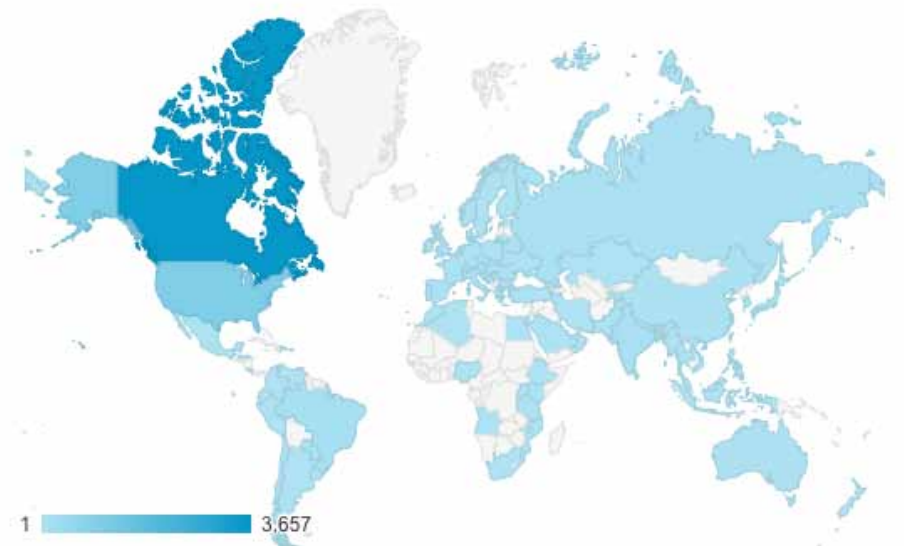
Things we're doing right!



In 2015 there were nearly 6000 sessions on the KIDCARECANADA website, with over 17,000 pages viewed. This is approximately a 35% increase in sessions and a 40% increase in pages views above the results for 2014 (shown below.)

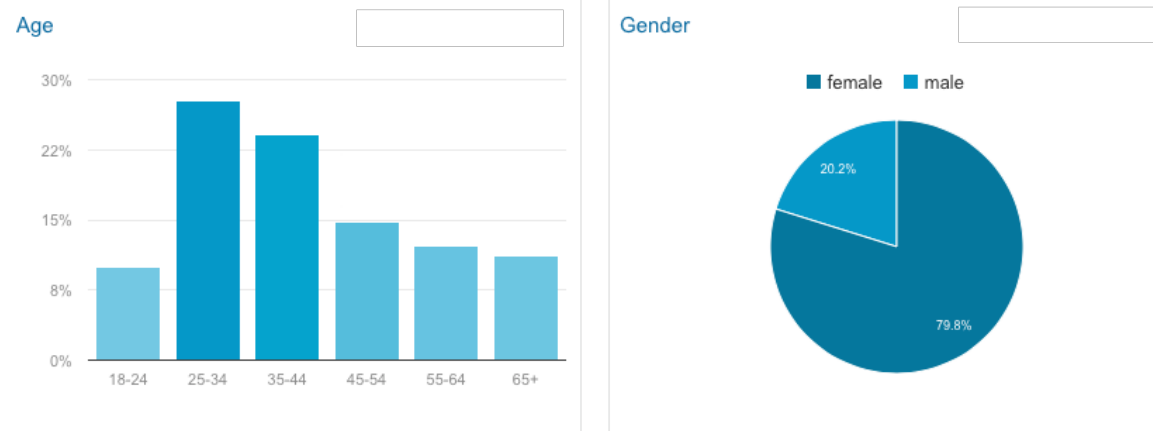


Our percentage of returning visitors has risen slightly, which indicates an increase in loyalty. Visits seem to be fairly consistent throughout the year; with a bit of a decline during the summer months, probably to be expected as people spend more time outdoors and on vacation.



Country	Sessions	% Sessions
1. Canada	3,657	61.02%
2. United States	1,037	17.30%
3. Brazil	192	3.20%
4. (not set)	109	1.82%
5. Serbia	98	1.64%
6. Russia	97	1.62%
7. India	79	1.32%
8. United Kingdom	75	1.25%
9. Italy	45	0.75%
10. Germany	39	0.65%

Our focus is Canadian, and the demographics of our users reflect this, with 61% of our audience viewing our material from Canada. We do attract other visitors though, with over 1000 from the U.S. and many other countries represented in smaller numbers.



Top 10 videos:

Skin to Skin Contact – Dr Nils Bergman – 23,453 views

Born to Communicate – Chapter 05 – 10,504 views

The Roots of Addiction – Dr. Gabor Maté – 15,125 views

Dr. Nils Bergman on the Social & Emotional Intelligence of Infants – 21,006 views

Love is not enough: Early Childcare and Emotional Development – Dr. Gabor Maté – 11,885 views

Dr Jon Kabat-Zinn – What Babies Can Teach Us – 13,299 views

Postpartum Depression: Not the Baby Blues – 5,427 views

See the World Through Your Baby's Eyes – 8,106 views

Dr Nils Bergman – What we can learn from horses – 7,784 views

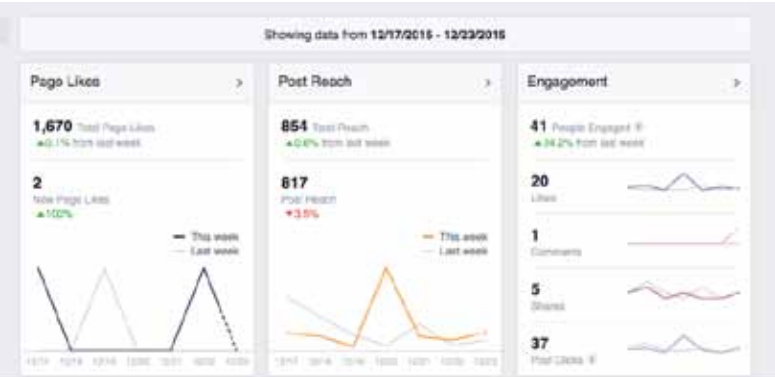
Dr. Jon Kabat-Zinn – You Cannot Spoil Baby – 11,553 views

The age and gender of our audience is right on target as well. We expect that mothers and childcare workers would be interested in our content. Both groups are typically females in the 20-30-something age group and that is what is seen as the main demographic for our website.

Facebook

Things we’re doing right!

Throughout 2015 we have been posting either new content or sharing relevant posts from others on Facebook on a daily basis. We also work to find child nurturing Canadian pages to like and have probably added 2 or 3 per week to the list of pages we “follow” in this way. This provides us with an awareness of who is “out there” and what they are doing.



Our number of “likes” on Facebook (this number indicates the number of people who have “liked” the page and will therefore see our postings) has been significant (usually

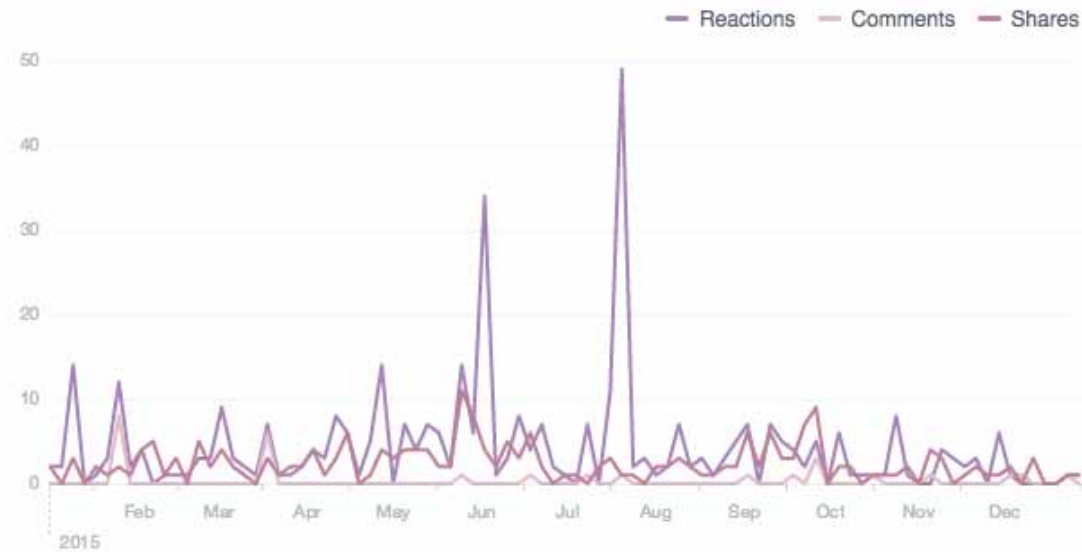
around 1650) but Facebook policies are ever-changing and during the year a number of Facebook accounts were automatically “pruned” for being inactive, so the overall net gain does not look all that impressive. “Likes” wavered throughout the year – up a bit at some times and down a bit at others.

The charts below show that 2015 had more posts and greater engagement than 2014, all organic, none “paid for.”



Likes, Comments, and Shares

These actions will help you reach more people.



KidCareCanada Society
Published by Elizabeth Wellburn [?] · October 22 at 6:18pm · 🌐

Do you love those warm moments with your baby or young child? Would you like to have more of these? Dr. Carolyn Steinberg talks about psychodynamics - reminding us that warm parent-infant interactions significantly affect a baby's development -- in our captioned video here: <http://www.kidcarecanada.org/media/what-psychodynamics>

192 people reached

Boost Post

Like Comment Share

Andree Crowsley, Elvire BA and Beth MacQuarrie like this.

KidCareCanada Society
Published by Elizabeth Wellburn [?] · October 2 · 🌐

Dr. Nils Bergman, Estelle Paget, Chad Galloway, Jenny Mendoza and Dr. Adele Diamond are featured in our captioned video: Social Emotional Intelligence of Infants. <http://kidcarecanada.org/.../social-emotional-intelligence-in-...>

267 people reached

Boost Post

Like Comment Share

Andree Crowsley, Patricia Lynn Perez and Desiree Sherris like this.

KidCareCanada Society shared a link.
Published by Elizabeth Wellburn [?] · October 27 at 7:25am · 🌐

Fetal Cells May Protect Mom From Disease Long After The Baby's Born

In 1993, a German scientist made a striking discovery: Cells from a fetus hide out in a mother's body after birth. Scientists say these cells after the risk of breast...

NPR.ORG | BY MORNING EDITION

2,270 people reached

Boost Post

A spike of engagement (likes and comments) came in July from this posting (not necessarily something we can duplicate on demand):

KidCareCanada Society
Published by Elizabeth Wellburn [?] · July 8, 2015 · 🌐

The joys of parenthood, via KidCareCanada videos <http://kidcarecanada.org/video-section/parenthood>

324 people reached

Boost Post

Our typical posts usually reach between about 100 to 400 people, and often receive a few likes and/or comments.

Occasionally we stumble on a topic that reaches thousands of people. For instance, in October, our best reach from a posting came from a shared news item about fetal cells in the mother's body.



Things we could improve

The graph below shows times when people hide our posts. People tend to do this if they feel content is getting repetitive. Fortunately the numbers are small (never more than two for any particular post) and many months this did not happen at all. However, it is a good reminder to keep content varied and fresh.

The positive side of this chart is that nobody reported us as spam and nobody “unliked” our pages. This means that any time our number of followers dropped, it must have been because accounts were terminated rather than a choice on the part of a follower.

Hide, Report as Spam, and Unlikes

These actions will decrease the number of people you reach.



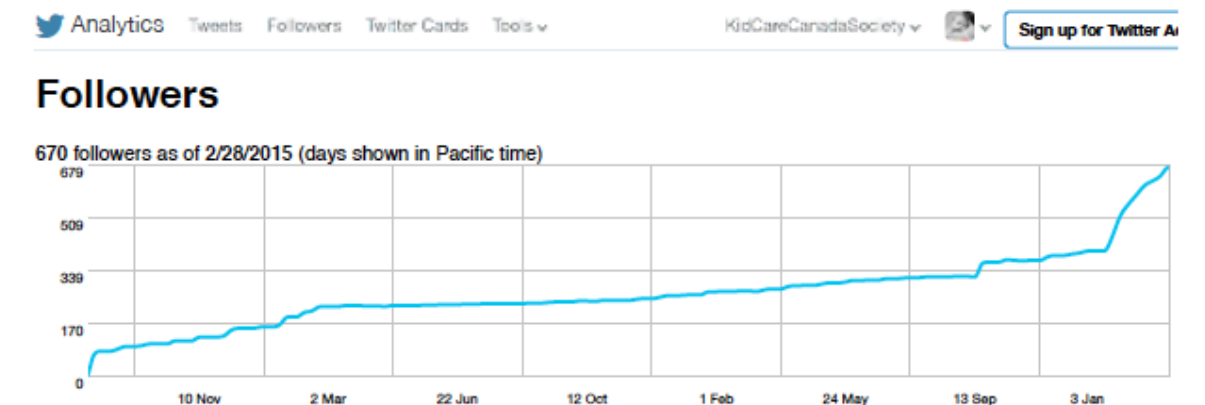
And finally, a November 2015 post that we had shared in hopes that it could help caregivers answer children’s questions about the attack in Paris. This post had a significant reach. In the wake of the tragedy, it is good to see that expert support is available and we are happy to share.



Twitter

In 2015 we used community-building strategies to share our message. The above graph shows the beginning of a rise in Twitter stats for 2015 – a trend that continued throughout the year (and still continues.)

By the end of 2015 the number was close to 1150 followers, an increase of nearly 750 people who follow our tweets. During the year we tweeted over a thousand times and followed well over a thousand new people. Note that those followed are all people whose profiles indicate they are an appropriate part of the type of community we want to build – child care workers, moms who post about their young children, early childhood educators, medical professionals, etc. Almost all are Canadian and we use the “list” feature of twitter to keep track of non-Canadian accounts that are related to our topic, using these lists as a source of information to generate ideas for KIDCARECANADA.



Throughout 2015 we have been tweeting on a daily basis, with a mix of shared content (retweets of postings that are likely to be of value to our audience) and our own KIDCARECANADA content. In approximately half of the tweets, we share a link to a KIDCARECANADA page or video, with an annotation so followers will know what to expect.

During the year we have increased our net gain from one per day to approximately two new followers per day. Also, because of work done in 2015 our account “earned” the right to increase the number of accounts



we follow, and we have been proactive about finding Canadian like-minded accounts to follow. Often they follow us back. As well, everyone we follow adds to the stream of content we see, which increases our chances of finding good information to share as well as increasing our ways of making connections with individuals and

organizations. Over the past few months we have also been making use of lists as a way of following non-Canadian accounts related to child nurturing, child health and child care. This also helps us find some additional interesting content to retweet. We continue to believe that a balance between promoting our own content and sharing content from others is the best way to make the tweeting process interesting and useful to our followers.



How are we doing?

In 2015 the KIDCARECANADA account became one that generated an excellent rate of impressions. Many people saw our tweets each day and we were often retweeted.

Some of our “best” tweets are seen by many hundreds or even thousands of people.

Here are some examples from 2015.



Top media Tweet earned 604 impressions

The Importance of Kindness
Our captioned video with [@DrDanSiegel](#)
explains [kidcarecanada.org/media/importan...](#)
honor & support. [pic.twitter.com/SF2aMF0UXv](#)



Top Tweet earned 715 impressions

[#Nurturing](#) is key to Social and Emotional
Development.
Our captioned videos are here:
[kidcarecanada.org/video-section/...](#)
[pic.twitter.com/9mFgzkZKY5](#)

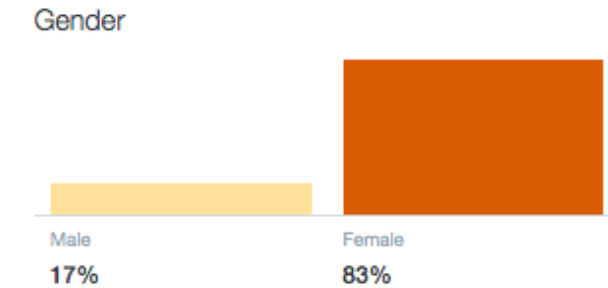


KIDCARE
CANADA

Who is in our community?

Some of the following statistics
are from early in 2016 and show
results of the work done in 2015.

Our followers have always been
mainly female (in November the
female followers were at 80%.)



Our main followers are from
Canada, with the US being in second place. No other country makes up
more than 2% of our audience. We believe this is exactly how we want
it to be as our target is Canada.

Within Canada, the top regions are Ontario and BC.

Finally, we track who “unfollows” us, and this seems to be accounts of
a commercial nature – not our target audience. It is good to know that
the target audience, once they have found us and followed us, tend to
remain loyal.

Region	
State or region	% of audience
Ontario, CA	37%
British Columbia, CA	33%
Greater Vancouver, CA	12%
Alberta, CA	7%
Capital, CA	7%
Toronto, CA	7%
Quebec, CA	2%



The Learning Guides Project

We gratefully acknowledge the Victoria Foundation for their financial support and continued belief in us.

The goal of this project was to develop Learning Guides for the Born to Communicate Video Series.

The Learning Guides are comprised of various resources that enable a novice or experienced facilitator to lead interactive group learning.

Eleven Early Childhood Community Leaders, ranging from Maternity Physicians to Government Policy Analysts, participated in a Focus Group. They reviewed the draft materials and provided outstanding feedback that changed the look and feel of the final product.

Various early childhood educators piloted the Learning Guides that are now freely available to all through our website. The pilot projects confirmed that the Learning Guides support relevant and meaningful discussions with parents and caregivers.





The Captioning and Translations Project

We were thrilled to receive a prestigious three-year grant from the **Vancouver Foundation** to caption and then translate our videos.

Year One of the project (2015):

Caption all of our videos so that they are **accessible to people who are deaf or hard of hearing**.

As an added benefit captioned videos:

- **Increase comprehension** for people whose first language is not English
- **Support literacy**, as people hear and see the spoken word
- Can be shown in **waiting rooms or other locations** where it may be difficult to hear

To vet the accuracy of the captions we reached out to the community and were gratified that over 90 people generously donated their time to review captions and report back to us. It turned into a true **Community Volunteer Project!**





A delightful surprise was hearing from **Amy Cocanour**, a Speech and Language Pathology Professor in Reno, Nevada whose students reviewed our captioned videos as a Community Service Project. They were attracted by the reputation of **Dr. Janet Werker**.

We are also immensely grateful to **Mr. Rob Lyons** for being so technically “savvy” and having such delightful interpersonal skills. Rob ensured that we met all CRTC guidelines and at the same time found ways to dramatically reduce costs.

The captioning paves the way for translating our videos into multiple languages frequently used in British Columbia (see “What’s Ahead for 2016”).



vancouver
foundation



What's ahead?

Goals for 2016

- Continue to Develop a Systematic Approach to the Distribution of our Resources
- Explore the possibility of a Research Project to Measure the Impact of our Resources
- Develop a Community Television Show with Shaw TV
- Update the graphics currently used in our Learning Guides and develop an easy-to-download black+white version
- Translate the captions of selected videos into 11 languages frequently used in BC
- Present to the Early Years Conference in January 2016 in Vancouver, BC
- Intensify our search for new board members with the right skill set
- Utilize Google analytics to fine tune our social media strategy so that we are measuring the correlation between social media and website visits/video views (see page 31)
- Expand our membership and secure additional funding



Website and Social Media Strategy

In 2016 we will continue to grow our online community.

We will find new ways to use Google Analytics to understand which parts of our website are most successful and how social media promotion might add to our success.

We will look at usage patterns related to devices.

		5,993 % of Total 100.00% (5,993)
<input type="checkbox"/>	1. desktop	4,550 (75.92%)
<input type="checkbox"/>	2. mobile	1,004 (16.75%)
<input type="checkbox"/>	3. tablet	439 (7.33%)

Nearly one-quarter of our views take place on a handheld device (mobile or tablet), similar to our stats for 2014 but not quite keeping up with the pattern of use in the general public.

Our website is very effective on phones and tablets and we will develop strategies to grow this audience even further as there are predictions of mobile usage overtaking desktop usage in the near future.

Being on Facebook is a requirement for an organization like KIDCARECANADA. Facebook has made some changes and we will meet the challenge of keeping up.

Twitter appears to be a consistent and stable social media platform and KIDCARECANADA is on a good trajectory within this community.

The Team:

Board Members



Ms. Estelle Paget, née Estelle Geller
Executive Director



Mr. Carl Nilsen
Board President



Dr. Andrew Macnab
Director



Mr. Kevin Koch
Board Treasurer



Dr. Tisha Gangopadhyay
Board Vice-President



Ms. Mary Ann Cummings
Board Secretary



Ms. Sally Geller
Director



Ms. Susan Evans
Director



The Team:

Honorary Members

Ms. Dana Brynelsen
Honorary Member

Dr. Adele Diamond
Honorary Member

Mr. Ned Goodman
Honorary Member

Dr. Stefanie Green
Honorary Member

Ms. Diana Safarik
Honorary Member

Dr. Janet Werker
Honorary Member

The Team:

Advisors

All of our Advisors represent exceptional expertise; and they are highly respected among their peers. They generously share their knowledge and experience with us.

We are very grateful for their contributions.



Dr. Padmapriya Kandhadai

Cognitive Psychologist, Research Associate UBC Infant Studies Centre

Dr. Gabor Maté

Renowned Physician, Speaker and Author

Dr. Julie Paget

Physician (Rural Family Practice, Emergency and Anesthesia)

Ms. Pippa Rowcliffe

Deputy Director of Human early Learning Partnership (HELP)

Dr. Carolyn Steinberg

Medical Leader Infant Child & Adolescent Psychiatry Richmond Hospital, Dept. of Psychiatry

Dr. Lionel Traverse

Clinical Associate Professor Paediatrics, UBC

Ms. Kristina Verruyt

Legislative Bureau Chief, Shaw TV, Indigenous Advisor



We Do Not Work Alone

We recognize the value of collaboration and not “reinventing the wheel.” Our goal is to build community by drawing on the expertise of others and sharing ours for the benefit of families.

We partner with organizations in Government, Academe and the community, including:

Aboriginal Infant Development Programs;

BC Association for Child Development and Intervention;

BC Children’s Hospital;

BC Council for Families;

BC Healthy Child Development Alliance;

BC Ministry of Health;

BC Ministry of Children and Family Development;

BC Women’s Hospital;

Best Babies Programs;

Camosun College;

Child Care Resource and Referral (CCRR);

Canadian Red Cross;

Early Years Centres;

Early Years Tables;

Family Resource Programs;

Human Early Learning Partnership (HELP);

Mothering Touch;

Native Friendship Centres;

Neighbourhood Houses;

Perinatal Health;

Success by Six;

Pacific Postpartum Depression Society;

Peninsula Connections for Early Childhood;

Single Parent Resource Society;

University of British Columbia;

United Way;

Victoria Native Friendship Centre;

YMCA;

Young Parent Support Network



Our Mission

Nurturing the Best Possible Start

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

Governance

Our achievements have been made possible by stable governance through a very talented Board of Directors, Honorary Members and Advisors who consistently provide high-level and hands-on guidance.



To Our Amazing Supporters

The purpose of life is to contribute in some way to making things better.
– Robert F. Kennedy

We remain indebted to you ...

In Memorium: **Faith Gagnon**, researcher and early supporter of our work. Faith played a pivotal role in our 2010 research study.

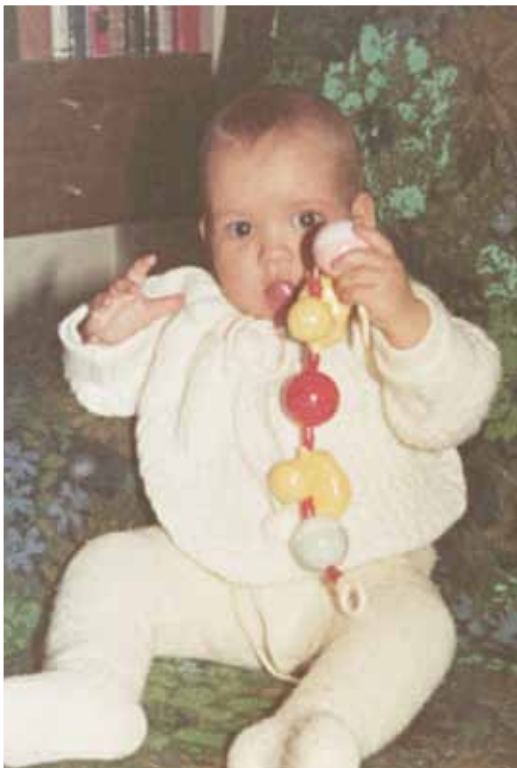
The many **individuals** and **organizations** who believe in us and the work we do. You contribute your talent, time, intellectual and financial resources, and often secure the talent of others on our behalf.

The **parents** who convey to us what is important. You provide invaluable feedback and participate in our film shoots.

The **experts**. You generously donate your time and talent. Your commitment makes a real difference.

Members of the **community**, who deserve a special mention:

- **Tru Value Foods**. Your Community Giving Program enables us to provide nutritious food to participants in our film shoots.



- **Printorium Bookworks, Munro's Books** and **London Drugs**. We appreciate your generous discounts for KIDCARECANADA.
- Our Accountants **Trenholme & Company**
- **Yasser** and **Fig Deli**

The **Directors on our Board** who inspire and shape the direction of KIDCARECANADA. All are volunteers.

Our **society members** who actively promote our work and act as ambassadors of KIDCARECANADA.

Our **technical, creative and administrative team** who have other jobs and only work with KIDCARECANADA on a part-time basis. Yet we have formed a TEAM.

All of the following people make us better!

We thank our lead filmmakers and editors, **Ms. Alisa Kerr** and **Mr. Chad Galloway**.

Thanks also to **Shane Robinson**, our long-time web developer and graphic designer who has taken on full-time work elsewhere. We wish him well with his new professional endeavours.

Finally, we could not manage without **Ms. Ruthild Ohl** and **Ms. Elizabeth Wellburn**.



Historical Timeline

- 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
- 2010 – incorporated in the Province of British Columbia
- 2011– received our charitable designation, 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
- 2014 – recognized that we were at a critical turning point, streamlined our focus and laid the foundation for the next 3 years; developed a comprehensive communication strategy; played a more active role in the Early Childhood Community
- 2015 – received major funding to begin exciting projects:
1) a 3-year project to first caption and then translate our videos and 2) develop Learning Guides to accompany our Born to Communicate Video Series



KIDCARE CANADA

Sixth Annual Report, 2015

Prepared by: Executive Director, Estelle Paget

Approved by: The Board of Directors

www.kidcarecanada.org



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