

Prepared by:
Executive Director
Estelle Paget

KIDCARE CANADA

nurturing the best possible start

2016

7th Annual Report





TABLE OF CONTENTS

- Message from the Board Chair **5**
- Message from the Executive Director **7**
 - Who we are **11**
 - What we do **13**
 - How we do it **15**
 - Why we do it **17**
 - Who it is for **25**
- Highlights for 2016 **27**
- Website and Social Media Analytics for 2016 **33**
 - The Learning Guides Project **47**
 - The Captioning and Translations Project **49**
- What's ahead: Goals for 2017 **51**
 - The Team **52**
 - We do not work alone **59**
 - Our Vision **61**
 - Our Mission **61**
 - Our Values **63**
 - Governance **63**
- To our amazing supporters **65**
 - Historical timeline **69**





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

“Relationships are all there is” – Margaret J. Wheatley

The foundation for successful learning and happiness in life is social and emotional development. This is shown in study after study and it is the focus of our work at KIDCARECANADA – **to empower parents to raise their children to be socially and emotionally healthy.**

As I write these words it is “back to school” time. Today, the “3 R’s” have been replaced by the “4 C’s:” critical thinking, communication, collaboration and creativity. Behind each of these is a series of high-level skills and attributes that include more “C’s,” such as “cooperation,” “contemplation,” “caring” and “confidence.” All of these “C’s” are aspects of social and emotional development.

At the heart of social and emotional learning is the ability to form and maintain relationships, be they personal or professional.

Chances are we know people for whom making and keeping friends, at work or in their private lives, seems “second nature.” And that is most likely because they had at least one very loving and consistent relationship when they were an infant.

All of us struggle with relationships sometimes. Especially in these days of reliance on technology, occasional miscommunications are hard to avoid.



Some people, however, find that their relationship problems are continuous. It may be that their very first relationship was chaotic. No one provided consistent and responsive care to them when they were an infant. Others who struggle with relationships may have a medical reason for this, possibly a condition that interferes with “reading” others’ expressions or interpreting others’ reactions. Early recognition of these conditions and early intervention can change many a child’s life course.

In all instances, a child’s first relationship is critically important. All children need to be cared for by someone who is emotionally present, who looks into their child’s eyes rather than into their cell phone, and engages in the nurturing behaviours explained and demonstrated in KIDCARECANADA resources.

Nurturing seems instinctive, but it is learned, most often in our parents’ arms. If parents did not benefit from early nurture it can be difficult for them to provide the nurturance essential for their child’s social and emotional health. Our resources teach how to nurture. They are valuable for parents, caregivers and the professionals who support families.

At KIDCARECANADA we are grateful for the many healthy relationships we enjoy – within our team and board of directors, with our advisors, members and honorary members, and with the outstanding early childhood partners and experts who contribute to our work, and use it. We value our relationships with the public and the organizations that support our work. We count on all of you to share the important messaging about social and emotional development so that more children have the best possible start to life.

KIDCARE
CANADA



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 61-63.

These underpin all of our work.





KIDCARE CANADA

Water is a natural environment for babies

Touch helps babies thrive

A fun bath time is a positive gift for babies that helps develop

Language skills
Self-esteem



KIDCARE CANADA

Make bath time a special time for you and your baby.

Babies feel your stress, when you are calm, your baby can be calm.

Connect with baby by talking and singing while bathing baby.

Baby's first bath may be uncomfortable. Be patient. Babies soon learn to love their bath time.



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, Learning Guides and other resources 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**.

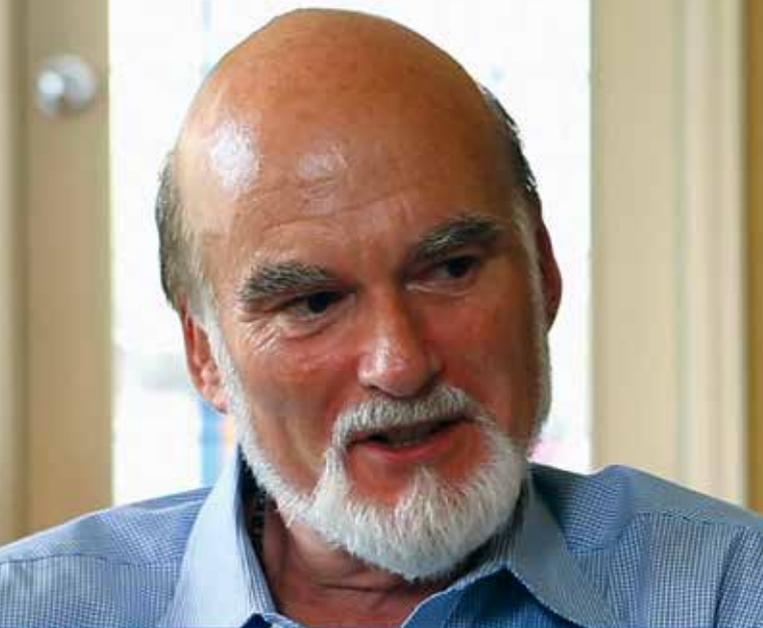
This work informs parents, caregivers and professionals about early nurturing, healthy brain development and social and emotional development.

You can access all of our videos, many now available in 11 languages, 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



Dr. Andrew Macnab
Pediatrician



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.

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

How? We use real parents to model nurturing behaviours.

How? All our resources are vetted for accuracy and cultural sensitivity.

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

How? We apply current technology to our HD videos and other resources. We make 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 in 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



Nurturing is not instinctive

Parents who did not experience a warm, loving early relationship 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 resources 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.

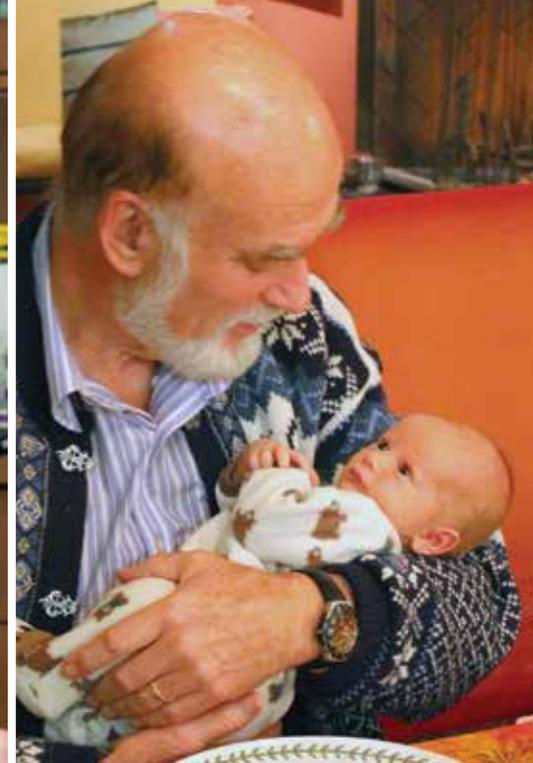
We want parents and caregivers to feel empowered

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 resources 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.

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



HIGHLIGHTS OF 2016

You may be aware that in previous years SHAW TV produced two video stories highlighting the work of KIDCARECANADA.

Well, in 2016 they took it one step further and invited us to develop and produce **a series of six 30-minute TV shows**. The leadership of SHAW TV recognizes the importance of our messaging and wanted to make it available to a wider audience. We called our series, **“Conversations with KIDCARECANADA.”**

Guests included experts in early childhood, including Indigenous early childhood, health and literacy, and two parents – the mother of a child with severe hearing loss and a father whose focus is his children.

We thank SHAW TV who lent us their expertise, studio at the BC Legislature and provided the support of Producer Kristina Verruyt and Sound Engineer Jason House.

After airing on Vancouver Island the series was picked up by several other stations throughout BC. The six episodes are available on our website.

All of this we accomplished solely through volunteer time.

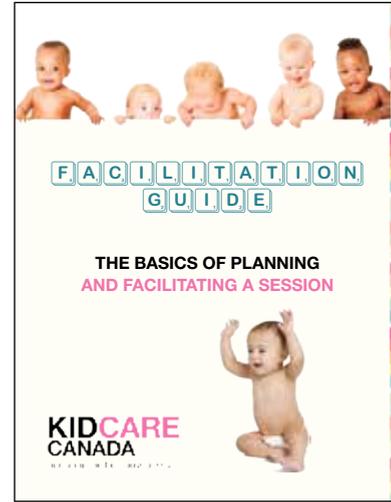


We also ...

Presented at the **Early Years Conference** with Advisors Dr. Padmapriya Kandhadai and Dr. Carolyn Steinberg on "Facilitating Change One Family at a Time, With Multimedia."

Celebrated our **5th anniversary** as a charitable organization! We held a **Mother's Day Brunch** on May 7th. This event brought together existing and new members who enjoyed seeing for the 1st time our new bathing baby videos and engaged in many energizing conversations.

Hosted a **fundraising event** on Nov 16th in the beautiful TELUS Gardens in downtown Vancouver. We owe great thanks to the many supporters whose names can be found on pages 65-67 and the many volunteers who planned, prepared and worked in various roles on the evening itself.



Completed the Learning Guides Project (see page 47)

Completed year 2 of the Translations Project (see page 49)

Completed our Bathing Baby video series

Held additional film shoots for our Baby Massage video series

Welcomed two new team members:

- **Ms. Sari Naworynski** as our new Graphic Designer
- **Mr. Barry Zilkie** as our new web support

Attended the Canadian Association of Midwives Conference (CAM) in Victoria, October 26 -28, as a guest, and learned so much!

Where we fell short:

We continue to struggle with increasing our donor support. Competition for funding is fierce and we recognize the need to develop a more strategic approach.



WEBSITE AND SOCIAL MEDIA

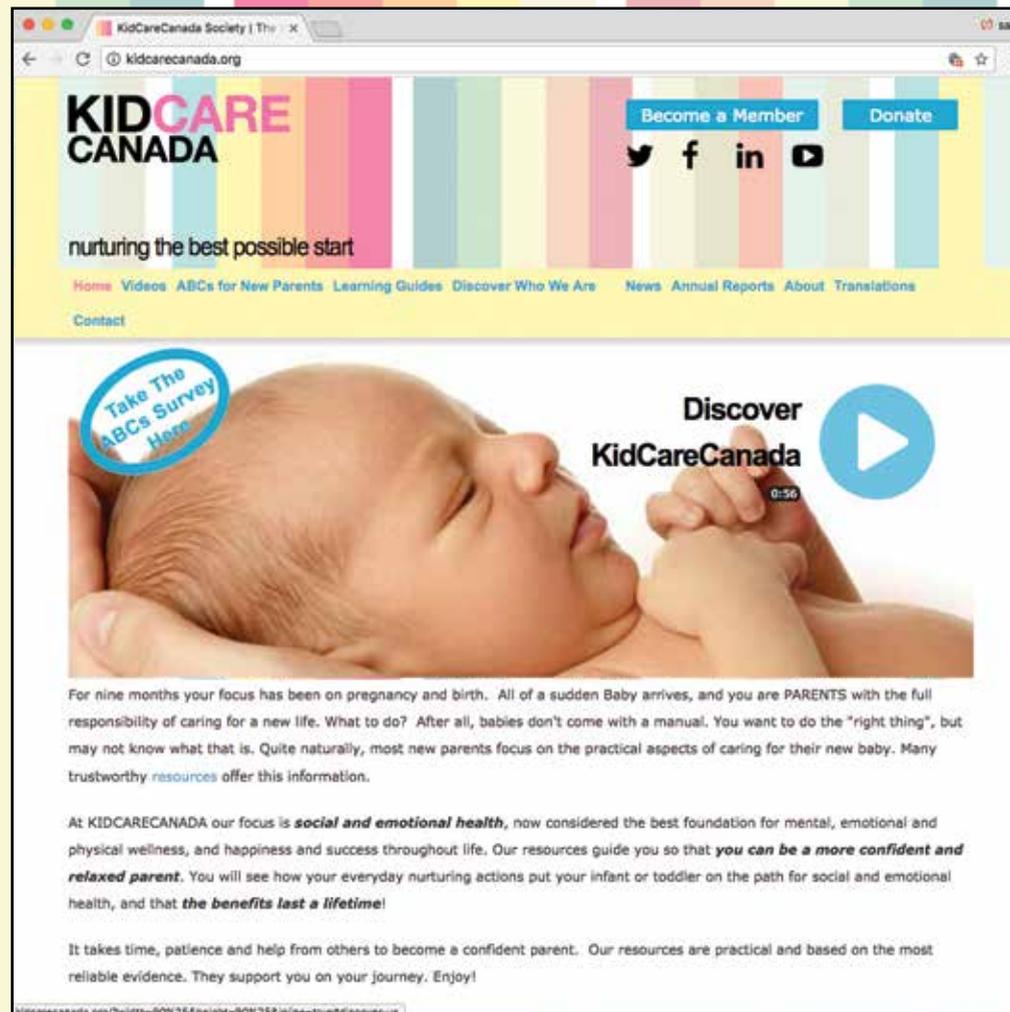
ANALYTICS FOR 2016

Our approach:

“Share wonderful content and grow our community!” and “Support our Supporters”

Things we’re doing right!

Our numbers grew in 2016. During the year close to 1000 new people signed on to see our posts on Facebook and Twitter on a consistent basis, through directly following us. Many more see our posts through “retweets” and Facebook “shares.”



KIDCARE
CANADA



We have been posting either new content or sharing relevant posts from others on Facebook and Twitter on a daily basis, 7 days a week, with a total of 3 or 4 posts and/or re-posts each day. The new content is a way to keep our followers up-to-date on our activities. Reposts (sharing content from others) generate good will AND provide valuable, screened information to our audience. You will see indications of the “reach” of each post in the screenshots shown throughout this document. Our messages have been seen by well over a 100,000 people over the past year, sometimes over 2000 people see our posts in a single day! The spike in May could be reflective of the promotion surrounding the KIDCARECANADA 5th Anniversary celebration. The spike in September might be related to the lead-up to our Shaw TV series “Conversations with KIDCARECANADA.”



Top media Tweet earned 1,140 impressions
 It's getting closer..... KIDCARECANADA
 Conversations on @ShawTV_SVI will begin
 airing on October 3!
pic.twitter.com/1VIu3lcT1

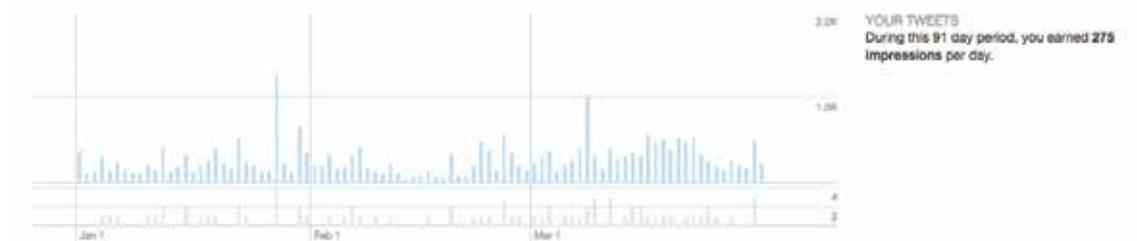


↳ 4 ❤️ 2

Tweet activity

Jan 1 – Mar 31, 2016

Your Tweets earned 25.0K impressions over this 91 day period



Tweet activity

Apr 1 – Jun 30, 2016

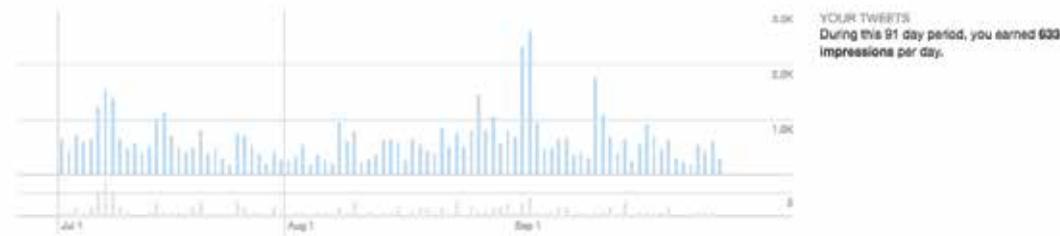
Your Tweets earned 56.2K impressions over this 91 day period



Tweet activity

Jul 1 - Sep 29, 2016

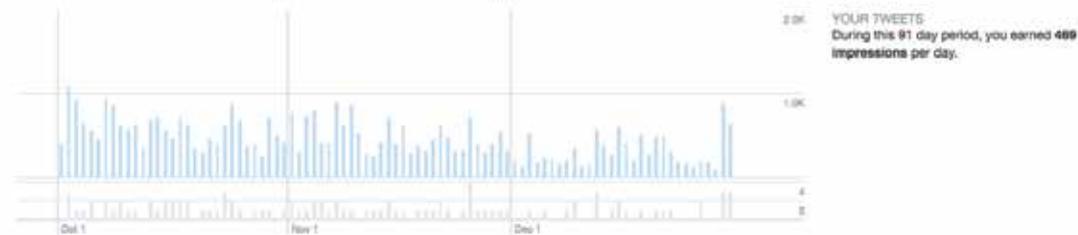
Your Tweets earned 57.6K Impressions over this 91 day period



Tweet activity

Oct 1 - Dec 30, 2016

Your Tweets earned 42.7K impressions over this 91 day period



Lesley Page liked your Tweet

Nov 2: A big "thank you" for inviting @KIDCARECANADA to attend the #CAM2016 sessions last week. canadianmidwives.org/conference/ [twitter.com/LesleyPageRCM/...](https://twitter.com/LesleyPageRCM/)

Top media Tweet earned 809 impressions

Besides having a great time you will help to change lives! "Bubbles, Dancing, & Dessert" Nov. 16th, Vancouver, #yyvr kidcarecanada.org/news/you-are-i... pic.twitter.com/KZNVUp59GU



5

KidCareCanada Society
Published by Elizabeth Welburn on October 11 at 8:44am · #InternationalDayOfTheGirl



200 people reached

Boost Post

Twitter and Facebook

KidCareCanada Society
September 28, 2016 · 4

Our new, in-depth video explains that there is no one "right way" to bathe a baby, as long as you make it enjoyable and safe. Parents and professionals share their insights in this video, which is the fourth of our series to help you make bath time a positive, nurturing experience. <http://kidcarecanada.org/media/how-bathe-baby-4-top-bottom>



216 people reached

Boost Post

Top Tweet earned 1,014 impressions

Nurturing - what every baby wants you to know. kidcarecanada.org/video-section/... #WednesdayWisdom #kids #babies pic.twitter.com/11otfsSKYy



5 2

We also continued to find like-minded Canadian social media accounts to support and follow and have added about one or two per week to the list of Facebook pages we "like" and up to five to ten per DAY to the list of Twitter accounts we follow (our Facebook account only allows us to follow other organizations while Twitter allows us to follow both organizations and individuals). This broad strategy has meant that at the end of 2016 we were following approximately 4500+ social media users (in total). This provides us with an awareness of who is "out there" and what they are doing. We read many, many current postings from these accounts on a daily basis. Through KIDCARECANADA on

Twitter and Facebook, we are sharing the highlights of what others have to share. We make an effort to connect in a more direct way with social media connections who are doing work that is especially relevant to the work of KIDCARECANADA. As the list has grown, we have found that our focus has moved slightly towards promoting – and sharing from – those we connect with in real life as well as through social media!

The posts below are examples of how we are able to promote the work of our colleagues.



Top media Tweet earned 844 impressions
 2 of 3 Andrew Macnab & Shelley Cardinal on "Conversations with KIDCARECANADA" with Estelle Paget. During October.
 @ShawTV_SVI pic.twitter.com/VpRpy2PIDC



Top media Tweet earned 560 impressions
 2 weeks from today "Children Count" Early Childhood Resource Fair. Free.
 7085 Wallace Drive near Victoria BC #YYJ
 pic.twitter.com/jvzoNqp7Bz



Top Tweet earned 1,517 impressions
 Something from "Read to Me" facebook.com/kidcarecanada/...
 Farm markets and literacy - a great combination!
 @IWKHealthCentre @IWKFoundation

Work and Culture @WorkandCulture · Oct 31
 Thanks @KidCareCanada @ArrivePrepared for being top engaged members in my community this week

Top mention earned 15 engagements
HELP_UBC @HELP_UBC · Oct 3
 Make sure you are watching!
 @KidCareCanada Conversations on @ShawTV_SVI begin airing tonight!
 pic.twitter.com/Xo2AkN4Eqd



People are Returning the LOVE!

It is especially gratifying when we are recognized in return.

Note that all the screen shots on this page and the next are from social media postings generated by other organizations – examples of how others are publicly showing their support for KIDCARECANADA. We keep as much information as possible of this nature. Also when possible, we thank people for their mentions and support.



ShawTV S.Van Island @ShawTV_SVI · Oct 31

Early life experiences have a life-long impact on children, families and society - @KidCareCanada -



KidCareCanada Conversations (episode 2)

Shaw TV's Community Access Program Early life experiences have a life-long impact on children, families and society. Guests and videos provide key message...

youtube.com



All of our growth in 2016 was organic, which means we were not using paid ads.

86% of our Twitter followers and about 45% of our Facebook followers are located in Canada. As a Canadian charity, this is appropriate and in fact we might try to increase our Canadian presence on Facebook. Our audience is also mainly female, and under 45 years of age. Again, this is probably to be expected.

Country

Country name	% of audience
Canada	86%
United States	8%
United Kingdom	2%
India	< 1%
France	< 1%
Australia	< 1%

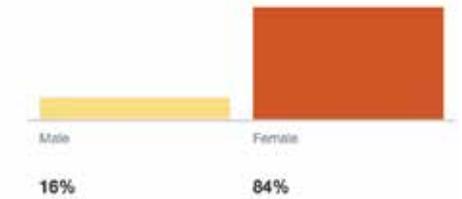
Country	Your Fans
Canada	791
United States of America	454
United Kingdom	432
Mexico	7
France	4
Italy	3
Serbia	3

TWITTER

Age

Age category	% of audience
13 to 17	1%
18 to 24	6%
25 to 34	33%
35 to 44	40%
45 to 54	16%
55 to 64	2%
over 65	2%

Gender



FACEBOOK

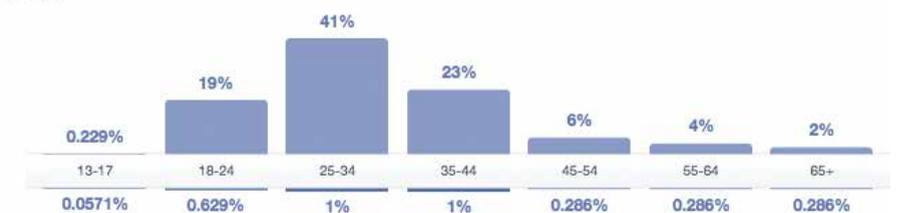
The people who like your Page

Women

95% Your Fans

Men

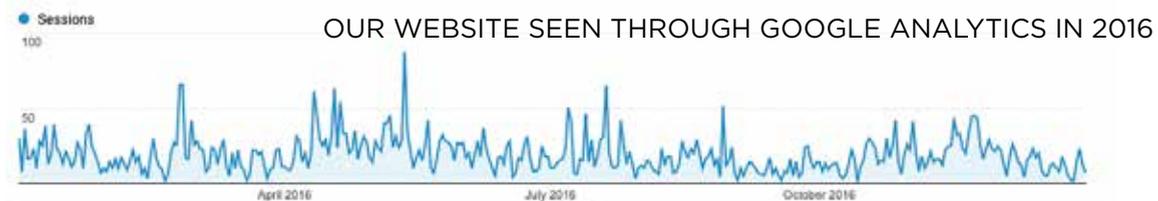
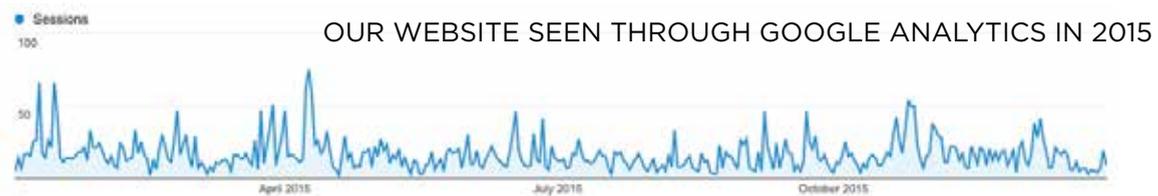
4% Your Fans



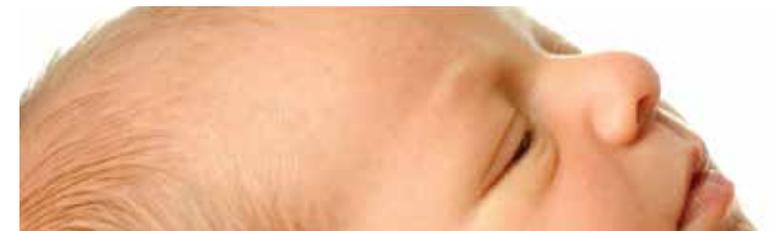
Finally, we track who “unfollows” us, and this seems to be accounts of a commercial nature – not our target audience. It is good to know that the target audience, once they have found us and followed us, tend to remain loyal.

Our website and YouTube stats

A main purpose of our social media efforts is to increase the audience for our videos, so website and YouTube growth are important measures for us. The charts below show the type of growth we are hoping for, with a website increase of nearly 1000 sessions, 500 users and over 2000 page views when 2016 is compared to 2015 and **YouTube views in 2016 of over 200/day.**



YouTube Stats



We will continue to address the goals of supporting others while we share our own content with the fascinating social media community!

Being on Facebook is a given for an organization like KIDCARECANADA, with our young audience and visual “branding.” The same is true for Twitter and YouTube. All of these platforms make constant changes in their functionality and part of the ongoing strategy will be to meet the challenge of keeping up with how things operate, so we can interact with the community as effectively as possible.



Top 10 videos:

Skin to Skin Contact – Dr. Nils Bergman – 38,864 views

Social & Emotional Intelligence of Infants – Dr. Nils Bergman – 28,127 views

The Roots of Addiction – Dr. Gabor Maté – 27,811 views

Love is not enough: Early Childcare and Emotional Development – Dr. Gabor Maté – 27,432 views

Born to Communicate (Ch 05) – Dr. Janet Werker – 17,618 views

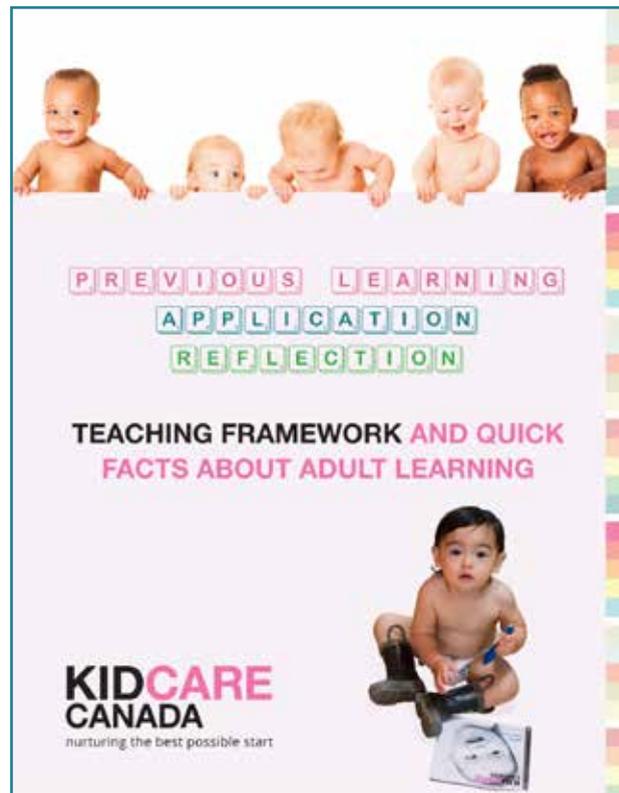
What Babies Can Teach Us – Dr. Jon Kabat-Zinn – 14,950 views

You Cannot Spoil Baby – Dr. Jon Kabat-Zinn – 13,269 views

What we can learn from horses – Dr. Nils Bergman – 10,233 views

Pregnancy and the Role of Fathers – Dr. Carolyn Steinberg – 10,059 views

The Joy and Miracle of Parenthood – Dr. Jon Kabat-Zinn – 9,916 views



THE LEARNING GUIDES PROJECT

We are very happy to report that the Learning Guides Project was completed in 2016 – on time and on budget.

The graphics were improved and a downloadable version was created before officially launching this additional resource.

The **Learning Guides** are ready to use and can be easily accessed online at this link: <http://kidcarecanada.org/learning-guides>.

They are ideal for a wide range of end users from health care professionals and early childhood educators to individuals who want to show a video to friends or family and engage in conversation about it.

The Learning Guides are comprised of seven individual resources that can be used on an as-needed basis.

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





vancouver
foundation

THE CAPTIONING AND TRANSLATIONS PROJECT

This ambitious three-year project entered year 2 in 2016.

After captioning was completed in 2015, we began translating our most essential videos into 11 languages (translated captions).

The work progressed beautifully thanks in great part to Amy Ho from Bauhinea Press, our translations contractor, and Rob Lyons from SuperCreative, our media producer who inserts the captions into our videos ensuring all CRTC guidelines are met.

Captions and translated captions **increase accessibility** to our videos for:

- People who **have a hearing barrier**
- People **whose first language is not English**, such as new immigrants
- People with **low literacy** as they hear and see the spoken word

These videos can also be shown without sound in areas such as waiting rooms.

We gratefully acknowledge the **Vancouver Foundation** for their financial support and leadership in ensuring these important resources are available to the public.



WHAT'S AHEAD?

Goals for 2017

- Develop and implement a **fundraising plan** with a special focus on private foundation support and sustained giving
- Publish **“ABCs for new Parents”** book and distribute widely through our network. Conduct pilot studies of the book with a spectrum of real parents and early childhood professionals
- **Learning Guides**: study the feasibility of developing a **training program for facilitators**
- Start the process of **converting our website to mobile first** to address current trends in how people access online information
- Secure **endorsements** from high-profile organizations in the area of early childhood development

THE TEAM:

Board Members



Ms. Estelle Paget
Director/Executive
Director



Mr. Carl Nilsen
Board Chair



Ms. Susan Evans
Director



Ms. Sally Geller
Director



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



Mr. Kevin Koch
Board Treasurer



**Ms. Mary Ann
Cummings**
Board Secretary



Dr. Andrew Macnab
Director



Ms. Heather McQueen
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

Anaesthetist with a background in rural family practice

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

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 support and draw support from 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;
- Canadian Association of Midwives (CAM);
- Canadian Red Cross;
- Child Care Resource and Referral (CCRR);
- Early Years Centres;
- Early Years Tables;
- Family Resource Programs;
- Headstart Programs;
- Human Early Learning Partnership (HELP);
- Infant Development Programs;
- Island Health;
- Mother Goose Programs;
- Mothering Touch;
- Native Friendship Centres;
- Neighbourhood Houses;
- Perinatal Services BC;
- Success by Six;
- Pacific Postpartum Depression Society;
- Peninsula Connections for Early Childhood;
- Single Parent Resource Society;
- University of British Columbia;
- United Way;
- Vancouver Native Health Society;
- Victoria Native Friendship Centre;
- YMCA;
- Young Parent Support Network



OUR MISSION

Empower all new parents to raise their children to be socially and emotionally healthy.

Our tagline: **Nurturing the Best Possible Start**

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 ...

The many **individuals** and **organizations** who believe in us and the work we do.

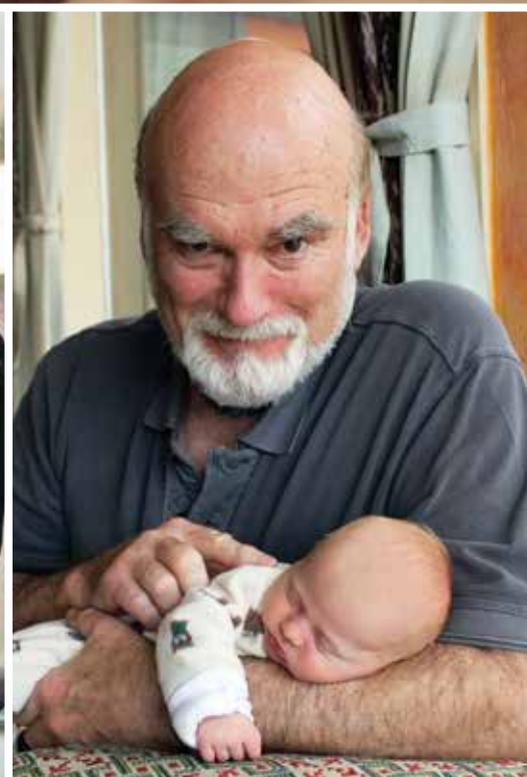
The **parents** who tell us what is important and participate in our film shoots and focus groups.

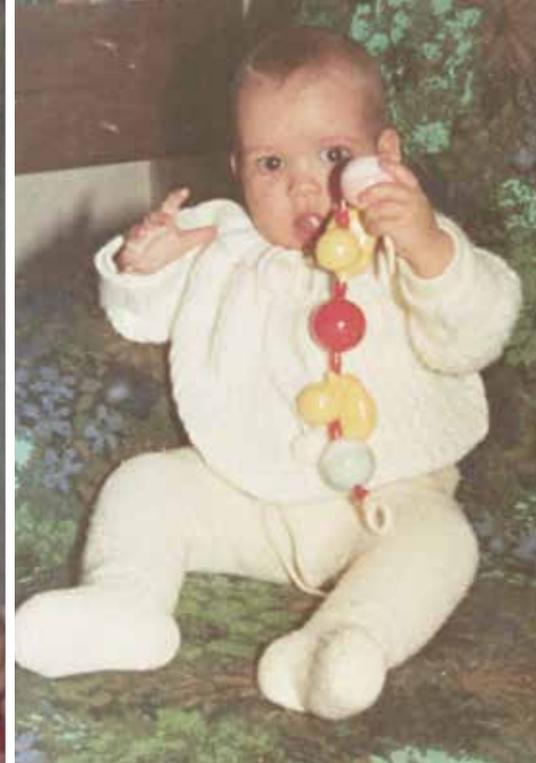
The **experts** who generously donate their time and talent.

Members of the **community** who donate time and money to support our work.

Deserving of a special mention are:

- Printorium Bookworks
- Munro's Books
- London Drugs
- Trenholme & Company, our accountants
- SHAW TV
- TELUS





- X-ray TED Music Band
- Wanderlust
- Thomas Hobbs Florist
- WeeWoolies
- Kitsilano Fitness
- Magnolia Regeneration
- J. Rubenstein

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.

Ms. Alisa Kerr – lead filmmaker and editor

Ms. Sari Naworynski – graphic designer

Ms. Ruthild Ohl – “right hand” to the Executive Director

Ms. Elizabeth Wellburn – instructional designer, social media coordinator, web developer

Mr. Barry Zilkie – web support and volunteer extraordinaire

Mr. Rob Lyons – media producer/captioning

All of you make us better!



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
- 2016 – Completed the Learning Guides Resource; captioned all our videos; began work on *ABC’s for new Parents* – our first printed resource; published Bathing Baby Video Series



KIDCARE CANADA

Seventh Annual Report, 2016

Prepared by: Executive Director, Estelle Paget

Approved by: The Board of Directors

www.kidcarecanada.org



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The Province of British Columbia

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