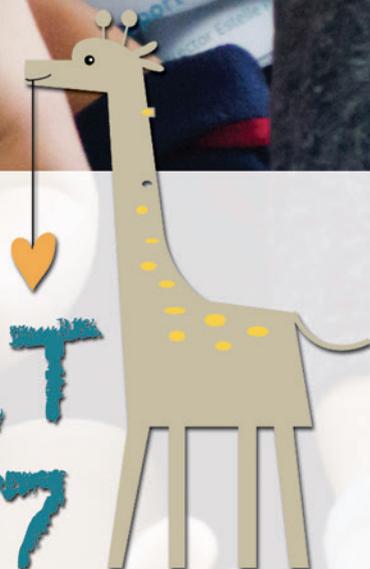




KIDCARE
CANADA

nurturing the best possible start



8th
ANNUAL REPORT
2017

Prepared by:
Executive Director
ESTELLE PAGET



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KIDCARE
CANADA

MESSAGE FROM THE BOARD CHAIR

Mr. Carl Nilsen

As young parents and caregivers face ever-increasing demands, both financial and social, it has never been more important to provide them with the right tools to help them undertake one of the most critical and challenging of life's tasks: nurturing and caring for the very young. How successful they are will define the shape of society over generations to come.

Because it is the early years that are most critical to the well-being of the young child and the adult they will become, it is the aim of KIDCARECANADA to do all we can to provide accessible and current material to guide all those involved in these first stages of development. It is this goal and our awareness of its importance that continues to motivate and excite our board.

As a registered charity we are keenly aware of the importance of appropriate governance. The new BC Societies Act, which came into effect on November 28, 2016, necessitated a review of our by-laws and regulations in order to ensure full compliance with the new legislation. This was no small task and was achieved in a timely way thanks to the efforts of those involved.

The degree to which the work of KIDCARECANADA is recognized by a growing and varied number of parents and practitioners is again a reflection of the extremely high quality of the materials the KIDCARECANADA team works ceaselessly to produce. But the extent and quality of this material does require the board to be alert to the growing need for funds. We have been extremely grateful to a number of agencies who have generously provided us with the means to achieve many of our goals in the past and we hope they will continue to do so. We are nevertheless aware of the importance of broadening our funding sources. With this in mind the board has been actively engaged in developing a plan which we will implement over the next twelve months. In doing this we have received invaluable advice from a number of highly experienced people and for this we thank them.

As we continue to develop I would therefore encourage further support by all those who appreciate the vital nature of the work of KIDCARECANADA. The future benefits of doing so cannot be overstated.



MESSAGE FROM THE EXECUTIVE DIRECTOR

Ms. Estelle Paget

“Things seem impossible until they are done.” – Nelson Mandela

This is how I feel about KIDCARECANADA and this past year, 2017.

What a year it was!

We completed the huge three-year “Captioning and Translation of our Video Library” project, funded by the Vancouver Foundation. Now, people with hearing barriers can easily access and use our resources. The captions are also useful for people struggling with literacy. One young woman confided in me that she had difficulty reading. She watched a video over and over, listening to the words and “reading” them in the captions until she could read them on her own. Newcomers, who are also new parents or grandparents, can read the captions in 11 different languages, gain relevant knowledge they can immediately use in their new role, and become more familiar with spoken English.

We also completed a beautiful series of videos on Baby Massage.

Then we took a direction we had not even considered. We wrote a book. We were asked by the local health authority to provide a resource about social and emotional development that would take new parents to additional trustworthy resources, and could be included in baby boxes. This led to the creation of *ABC's for New Parents*. Inspired by the content of our HUGS FOR A BRIGHTER FUTURE Educational Program, this little book provides current research on social and emotional development, in easy-to-understand language, and practical strategies parents can use. On every page there is a QR code that takes readers to additional trustworthy resources, our videos and recommended websites. It looks like a “storybook” and can be used to introduce books to babies.

KIDCARE
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As with all of our resources the key message is the importance of providing infants with a loving relationship with a responsive caregiver, and a stable and nurturing environment where babies feel safe and can thrive.

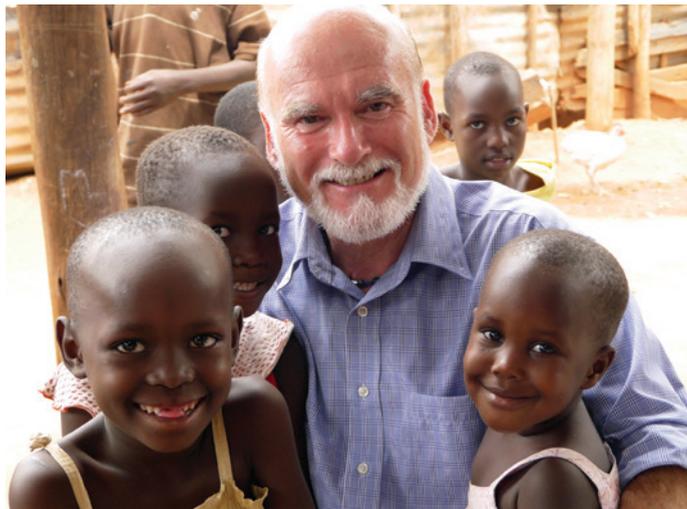
The *ABC's for New Parents* book was developed in partnership with representatives from government, various health authorities, Indigenous early childhood experts and other experts from around the province. Our hope is that this book will make its way into the home of every new parent and become a useful tool for health providers and educators who support families.

Yes, it was a very successful year, but our work is far from “done”. More “impossible” tasks lay ahead.

Currently, British Columbia has one of the highest rates of childhood vulnerability in Canada. The consequences affect our whole society. With early childhood colleagues we are working to reduce childhood vulnerability by empowering parents and professionals to promote mental and emotional health in children, right from the start of life.

We cannot do this alone. In 2018 we hope to build on the relationships we have developed, to spread even wider the important messaging about healthy social and emotional development. Together, we can change the life course of children, with positive impacts for children, families and society – now, and in the future. The investments we make now, pay off for generations to come.

A handwritten signature in black ink, appearing to read "Peggy".



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, most of which is available 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 pages 71-73.

These underpin all of our work.



WHAT WE DO ...

Knowledge translation: 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, such as our recently published *ABC's for New Parents* book, to deepen understanding and enhance learning.

Our resources 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, captioned in English and 11 other 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



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 ask real parents to share their wisdom and 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.



Babies and toddlers who are nurtured early in life are more likely to grow to:

- Enjoy physical, mental and emotional well-being
- Face adversity with resilience
- Form and maintain healthy relationships
- Be able to learn in and out of school, and engage in lifelong learning
- Become economically self-sufficient and productive citizens



Some parents face barriers that prevent them from being able to nurture their children. These children are at risk to:

- Have difficulty forming and maintaining relationships, poor emotional regulation, anti-social behaviour, including family violence
- Develop risk factors for disease, including obesity and its associations
- Become perpetrators or victims of crime
- Experience economic dependency
- Experience mental health challenges that can lead to addictions and difficulties in learning

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 resources 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: most are freely available online and all use language and images parents and professionals find understandable – and appealing.



WHO IS IT FOR ...

Our resources meet the needs of parents AND professionals

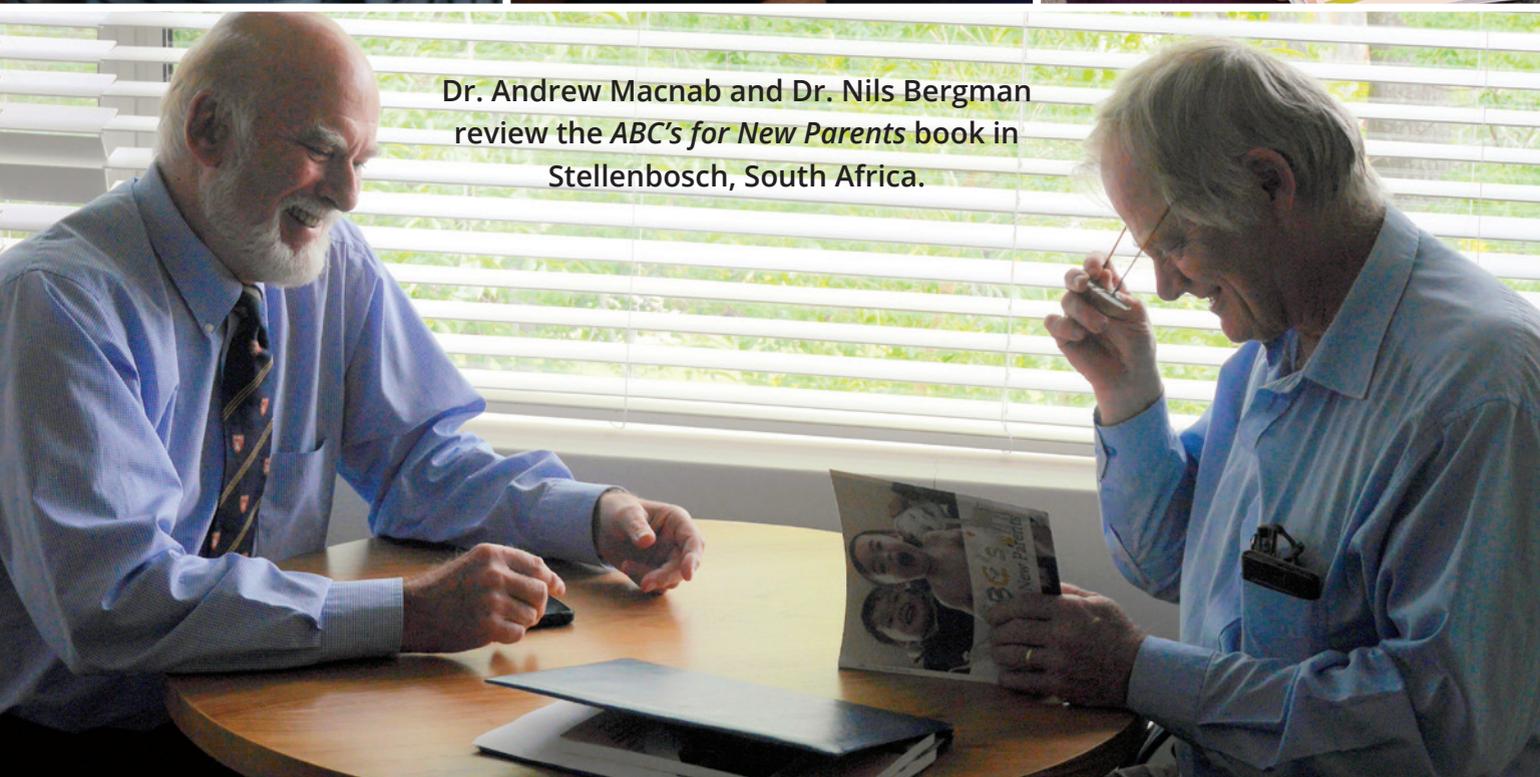
KIDCARECANADA Resources are used by:

- Parents and family members and caregivers from all communities
- 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.



Dr. Andrew Macnab and Dr. Nils Bergman review the *ABC's for New Parents* book in Stellenbosch, South Africa.



HIGHLIGHTS OF 2017

ABCs for New Parents book

As this year's cover indicates, a major accomplishment was the writing, reviewing and publishing of the *ABC's for New Parents* book. It provides parents and caregivers, health professionals, educators and service providers, with the essence of our HUGS FOR A BRIGHTER FUTURE Educational Program.

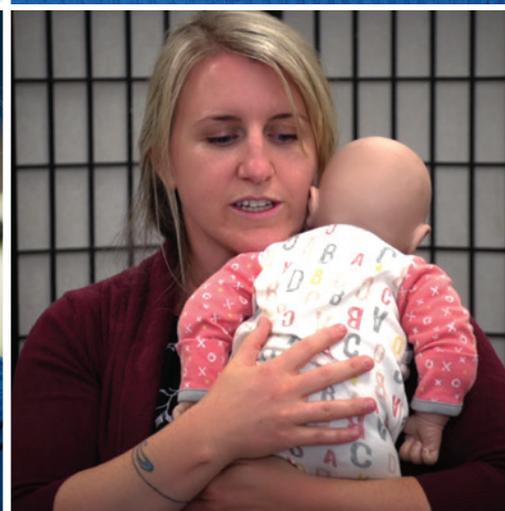
We feel a huge debt of gratitude to the people at the Ministry of Health and Island Health who partnered with us and to the many, many researchers, health providers and educators who contributed to the book and reviewed it. The book is a testament to the individuals and agencies within KIDCARECANADA and throughout the province who care deeply about supporting families and giving them the tools they need to raise their children to be socially and emotionally healthy.

Vancouver Foundation Project - captioning and translating our video library

Another large, "scary" and meaningful project we successfully completed was the three-year captioning and translating of our video library project, funded by the Vancouver Foundation. It gives us great joy to see how this work is being used. See page 53-61 for some examples of feedback we have received.



Dr. Helen Burt



Increased social media presence

The report on pages 33-45 illustrates how we are productively delivering our educational resources to individuals, families and professionals through various social media platforms, and increasing our reach and presence.

New board member Dr. Helen Burt

Since our inception we have been fortunate to benefit from strong governance through a talented and hard-working board of directors. Our newest board member, Dr. Helen Burt, fits right in and brings a wealth of expertise from her professional role as the Associate Vice President Research and Innovation at UBC, and outstanding personal qualities.

New Advisor Pat Rekert

Similarly, our honorary members and advisors are active contributors to our work. We are excited that Pat Rekert, Corporate & Charitable Event Designer & Producer, accepted to become an advisor for KIDCARECANADA and she has already inspired the board of directors to think in new and creative ways. We appreciate the experience, skills and qualities that Pat so generously shares.

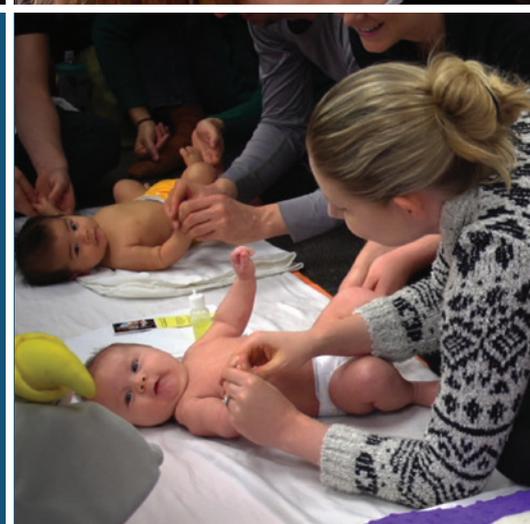
Baby Massage video series

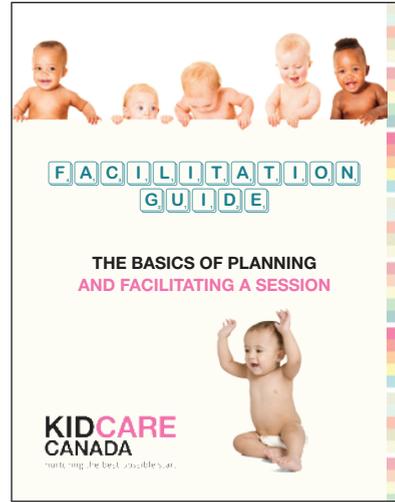
Many of the people we serve cannot afford to take courses in Baby Massage, or access them for a wide variety of reasons. Now every parent can learn how to connect with their baby through healthy touch and learn trustworthy baby massage techniques.

KIDCARECANADA

5 KEY THINGS BEFORE STARTING BABY MASSAGE

1. CALM HAPPY BABY
2. CHOOSE A COMFORTABLE LOCATION
3. CHOOSE A WARM LOCATION
4. USE SLOW FIRM PRESSURE FOR MASSAGE
5. KNOW WHEN TO STOP THE MASSAGE





The Learning Guides are being used

The Learning Guides, funded by the Victoria Foundation, enable experienced facilitators and novices alike to lead sessions using our resources. We hear from nurses, instructors and parents that the Guides are “easy-to-use” and “useful!”

“Our” Families are doing well!

The families you see in our videos are real parents who represent a wide cross section of today’s parents. All are role models and teachers in our videos, yet some did not benefit from positive early experiences themselves. They tell us that the experience of being asked to show other parents, on camera, how to nurture gave them confidence in their role as parents and the desire to learn more about early childhood and parenting.

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

We continued grow in 2017!

FaceBook

By the end of the year, 1,768 people were signed up to see our FaceBook updates in their daily feed, up from a bit over 1,700 at the beginning of the year.

November numbers



August numbers

KidCareCanada Society

Messages
Notifications 1

Publish Photo Live Promote

Likes Views Posts

1,749

Twitter

Twitter followers rose from just over 1,800 at the beginning of 2017 to well over 2,100 at the end of the year. We continue to tweet regularly and we work hard to follow relevant accounts who often follow us back.

December 2016



Tweets	Following	Followers
2,910	3,522	1,805

August 2017



Tweets	Following	Followers
3,418	4,262	2,042

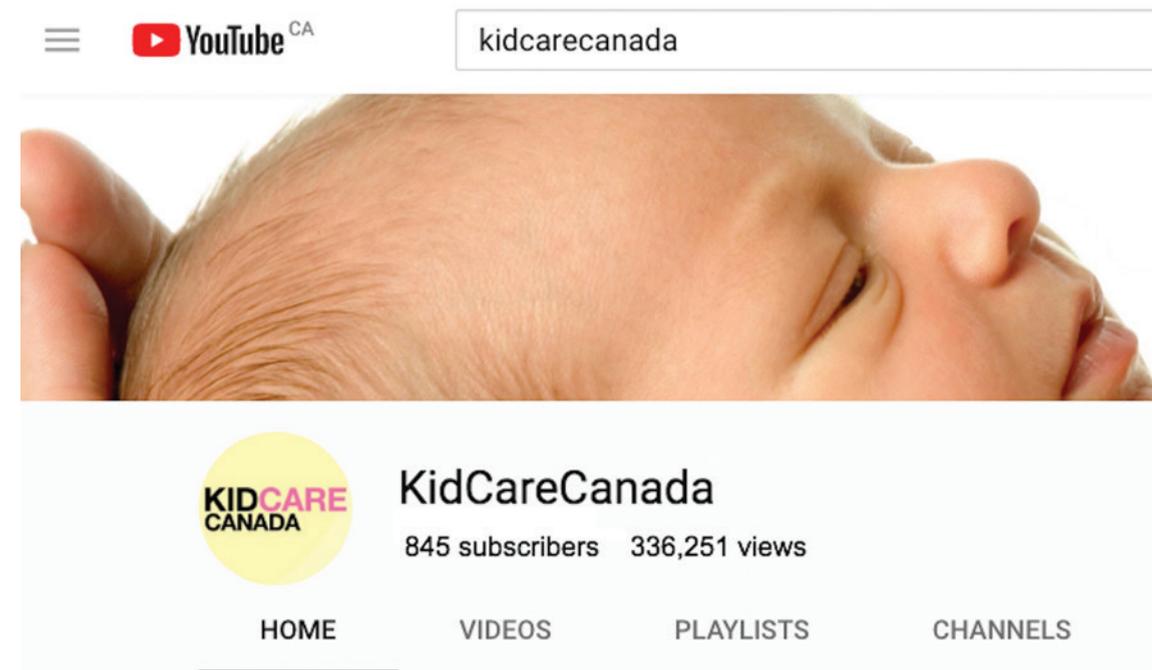
January 2, 2018



Tweets	Following	Followers
3,648	4,522	2,138

**KIDCARE
CANADA**

YouTube



YouTube CA kidcarecanada



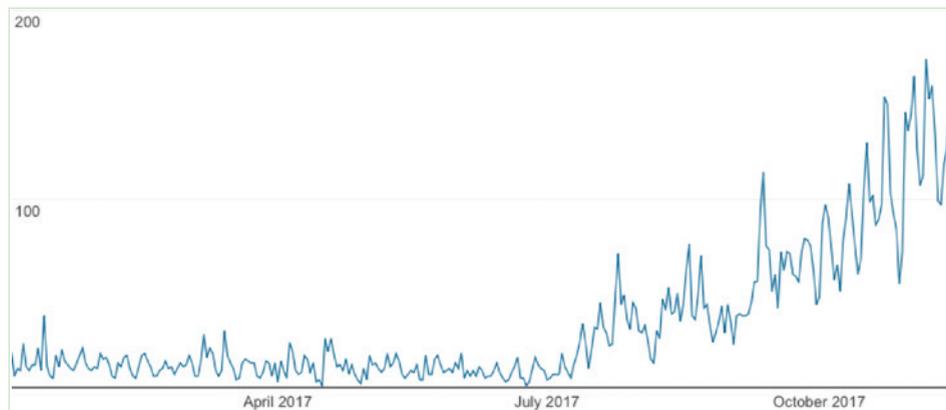
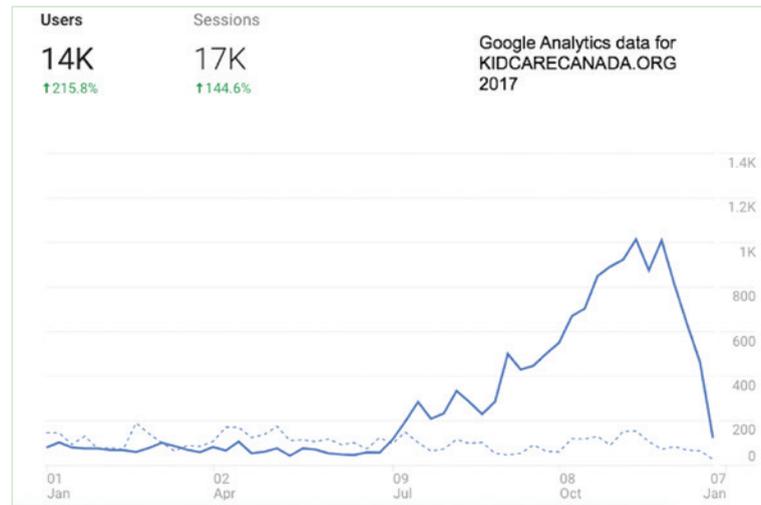
KidCareCanada
845 subscribers 336,251 views

HOME VIDEOS PLAYLISTS CHANNELS

Our YouTube views surpassed 301,000 in August and were at 336,251 by the end of the year – an increase of 35,000 in four months. Prior to August our videos were receiving over 200 views per day but by the end of the year that number was around 300.

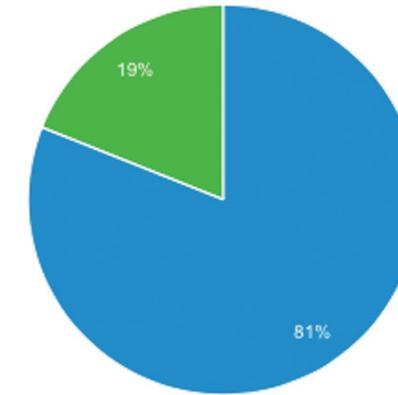
Our Website

Our website received 17,000 pageviews hits in 2017 with a noticeable increase in the rate of daily hits since July when we began using the free Google Adwords service. The decrease over the December holiday season is normal. It is also good to note that stats in early 2018 showed we are getting a large number of new visitors and our visitors are mainly Canadian, our target audience. Also of note is that mobile access to our website is on the increase.

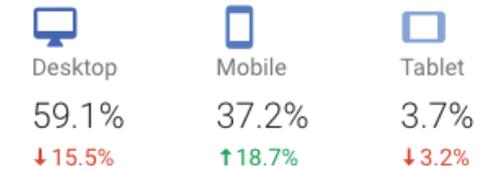
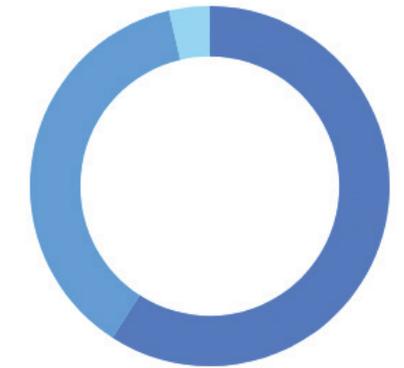


Twitter and Facebook

■ New Visitor ■ Returning Visitor



Sessions by device



Country	Sessions	% New Sessions	New Users
	11,373 % of Total: 100.00% (11,373)	81.03% Avg for View: 80.99% (0.05%)	9,216 % of Total: 100.05% (9,211)
1. 🇨🇦 Canada	8,169 (71.83%)	77.16%	6,303 (68.39%)
2. 🇺🇸 United States	1,267 (11.14%)	93.13%	1,180 (12.80%)
3. 🇮🇳 India	659 (5.79%)	93.17%	614 (6.66%)
4. 🇩🇪 Germany	139 (1.22%)	96.40%	134 (1.45%)
5. 🇬🇧 United Kingdom	93 (0.82%)	68.82%	64 (0.69%)
6. 🇮🇷 Iran	85 (0.75%)	90.59%	77 (0.84%)
7. 🇷🇺 Russia	80 (0.70%)	97.50%	78 (0.85%)

Promotion of our website through Google Adwords (which we have been able to access for free because we are a charitable organization) began on July 5, 2017 and the results are clearly visible in our pattern of views! We continue to learn better ways to structure our keywords on the Google Adwords app and it is very possible that we will see even more engagement. Currently the top keywords used to find us are “Videos” and “Babies,” as we might expect... and in 2017 we created close to 2,000 other keywords/phrases in total, with the help of Google’s suggestions – which are proving to be very effective!

<input type="checkbox"/>	<input type="checkbox"/>	Campaign ↑	Budget ?	Status ?	Campaign type ?	Campaign subtype	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?
<input type="checkbox"/>	<input checked="" type="checkbox"/>	🔍 Campaign #1	\$329.00/day	Eligible !	Search Network only	Standard	7,435	225,513	3.30%	\$1.62	\$12,068.26

In our first, partial month with Google Adwords, we used slightly over a \$1,000 value of the free service. This is a mere 10% of the amount we are entitled to make use of (over \$329/day). Google Adwords charges only when a link on our site is actually clicked by a user, so “spending” the full amount available requires creating keywords that generate hits. We are working on improving our keywords with the hope that we will eventually make full use of the free service. We are getting closer – on our top day (November 6, 2017) we used \$270 of this free service and have used over \$12,000 worth in total so far. In doing so, we have been expanding our reach significantly. This is a vast and exciting new opportunity for our website and it comes at a perfect time as we have also been adding some wonderful new content.

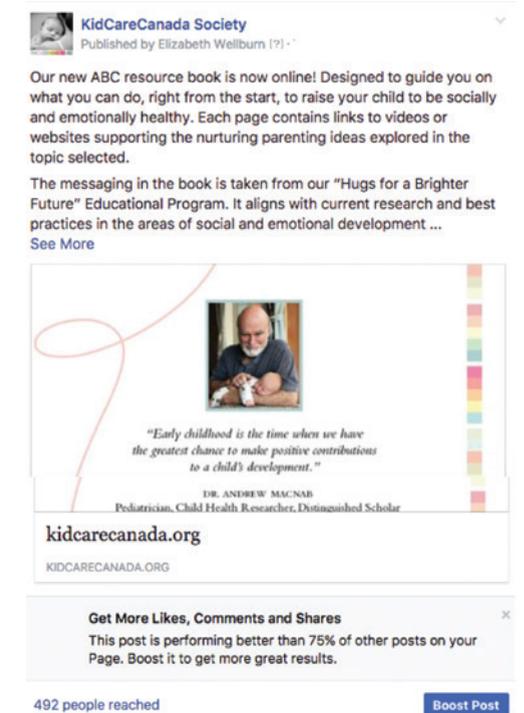
ABC’s for New Parents – exciting new content on our site

The *ABC’s for New Parents* book has a life in print and also online.

For our website, we have created a series of tabbed pages which direct the user to each alphabet letter in the book and these link to images from the book along with relevant links to our videos.

We also have plans to put the entire book online in a “flip book” or page-turning format.

Page	Pageviews
/index.php	9,912
/abcs-new-parents-book	2,043
/video-section/science	1,393
/video-section/nurturing	1,065
/research/links	1,015
/learning-guides	766
/videos	736
/video-section/discover-who-we-are	571
/translated-videos-11-languages-available	526
/media/how-bathe-baby-series-trailer	457



As part of our website, the *ABC’s* content has been a joy to promote via social media and the tweets and Facebook posts related to it have been well-received and shared widely

It is worth noting that the *ABC’s* book is doing well on our website and is currently in the #2 spot (chart shows 2017).

Summary of our engagement in 2017

As always, we have been posting either new content or sharing relevant posts from others on Facebook and Twitter on a daily basis, seven days a week, with a total of three or four posts and/or re-posts each day. The new content is a way to keep our followers up-to-date on our activities. Re-posts (sharing content from others) generates good will AND provides valuable, vetted information to our audience.

We also continued to find like-minded Canadian social media accounts to support and follow and we are constantly following new people and organizations. This broad strategy has meant that at the end of 2017 we were following approximately 5,200+ social media users (in total), providing 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 following are examples of how we are able to promote the work of our colleagues.



Top Tweet earned 947 impressions

You can still watch "Conversations with KIDCARECANADA", originally aired on [@ShawTV_SVI](#) kidcarecanada.org/video-section/... For healthy development. pic.twitter.com/okKzOUegev

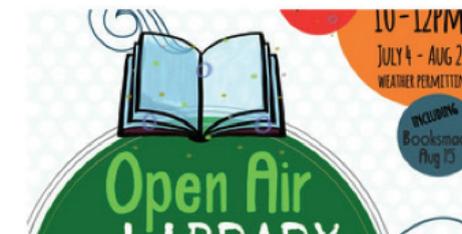


Jul 2017 - 31 days

TWEET HIGHLIGHTS

Top Tweet earned 1,057 impressions

July 18th – Cookies & Comics southislandliteracy.com/homehero-page-... for those who can make it to Sidney BC (near #yyj) Open Air Library! pic.twitter.com/UqVlcfTz7Q



People continue to return the LOVE!

It is especially gratifying when we are recognized in return.

Note that the screen shots below are from social media postings generated by other organizations – examples of how others are publicly showing their support for KIDCARECANADA.

Top mention earned 8 engagements



The "ABC's for New Parents" book by [@KidCareCanada](#) demonstrates the importance of key Child Honouring principles! We happily recommend that every expecting and new parent should read this book.

1 5 2

Top mention earned 8 engagements



Have you seen the [@KidCareCanada](#) ABC resource book? View it here - kidcarecanada.org/abcs-families

What is next?

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.

‘Google Adwords’ is a free service that is extending our reach.

All of these platforms and services make constant changes in their functionality and part of the ongoing strategy will always be to meet the challenge of keeping up with how things operate, so we can interact with the community as effectively as possible.

To conclude, here are some more screenshots to give a final sense of our presence on social media - how we celebrate, share, and care through this amazing environment.

To conclude, here are some more screenshots to give a final sense of our presence on social media - how we celebrate, share, and care through this amazing environment.



Top media Tweet earned 632 impressions

Y is for "You!"
In our "ABCs for New Parents" book, find out how much your baby knows you.
[#nurturing #babies](#)
[facebook.com/kidcarecanada/...](https://facebook.com/kidcarecanada/)
pic.twitter.com/CsD0gEzjwl



KidCareCanada Society
Published by Elizabeth Wellburn [?] · November 12 at 8:24am · 🌐

You may not know know that many of our videos are available in the 11 most frequently-used languages in BC: Chinese (Simplified and Traditional), Punjabi, Korean, Farsi, Arabic, Vietnamese, Russian, Spanish, Tagalog and French.

- Watch
- "Early Experiences Last a Lifetime"
 - "Skin to Skin Contact" ... [See More](#)



Translated Videos - 11 languages available | KidCareCanada Society

Sep 2017 · 30 days

TWEET HIGHLIGHTS

Top Tweet earned 820 impressions

P is for Predictability. School year is beginning. Routines can help overcome negative effects of stress at all ages
[facebook.com/kidcarecanada/...](https://facebook.com/kidcarecanada/)
pic.twitter.com/6BX8k1FizK



Aug 2017 · 23 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 730 impressions

In #yyj?
[@MunrosBooks](#) sells our "ABC's for New Parents" with tips for parents, grandparents, caregivers & health/educational professionals. pic.twitter.com/sgOurJKMmv





Top 10 videos:

Skin to Skin Contact – Dr. Nils Bergman – 41,000 views

Social & Emotional Intelligence of Infants – Dr. Nils Bergman – 29,000 views

The Roots of Addiction – Dr. Gabor Maté – 29,000 views

Love is not enough: Early Childcare and Emotional Development – Dr. Gabor Maté – 29,000 views

Born to Communicate (Ch 05) – Dr. Janet Werker – 18,000 views

What Babies Can Teach Us – Dr. Jon Kabat-Zinn – 15,000 views

You Cannot Spoil Baby – Dr. Jon Kabat-Zinn – 13,500 views

What We Can Learn from Horses – Dr. Nils Bergman – 10,500 views

Pregnancy and the Role of Fathers – Dr. Carolyn Steinberg – 11,000 views

The Joy and Miracle of Parenthood – Dr. Jon Kabat-Zinn – 10,000 views



The ABCs for New Parents book

KIDCARECANADA was approached by the local Health Authority with a request: "Can you please provide a resource we can include in our baby box project that will inform parents about social and emotional development and take them to your trusty resources – your videos?"

Of course we went for it!

This is what we set out to do:

Provide a trustworthy and appealing guide on how to raise socially and emotionally healthy babies so that parents and caregivers can feel confident in their role and enjoy their babies.

... and with these goals in mind:

- Create something useful and beautiful that families would want to keep and use over and over again
- Provide the distilled science of social and emotional development in an easy to use framework
- Provide practical tips and a direct link to our videos through QR codes
- Create a storybook format so it can be used to introduce books to babies and contribute to early literacy
- Make it resistant to mistreatment and finger marks

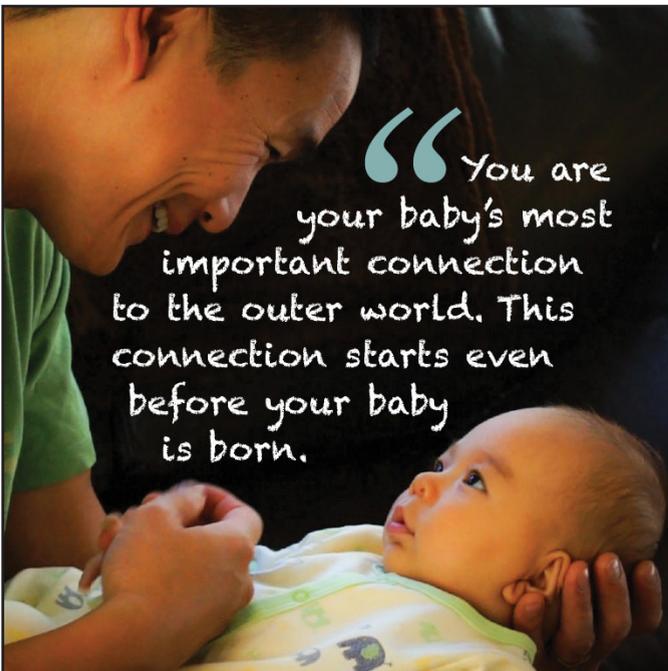


Quail **Quiet Alert**

Babies learn best in a quiet, alert state. As you get to know your baby, you will recognize when they are in that special receptive state of mind. Generally, babies are in a quiet alert state when they have slept, been fed, changed, and are calm. This is an ideal time to read to your baby, play and sing. Practise turn-taking as you talk with your baby. Or you may want to do all of these things while giving your baby a bath or a massage.

... and this is how we did it:

- Formed a leadership group with the Ministry of Health and the Health Authority
- Collaborated with a wide spectrum of early childhood experts from health, research and education
- Consulted with Indigenous early childhood experts who contributed their expertise
- Involved representation from around the province
- Used focus groups to ensure the book would meet the needs of parents, grandparents, health professionals and educators
- Pilot tested with service providers and real families



“You are your baby’s most important connection to the outer world. This connection starts even before your baby is born.”

Connection

The connection with your baby starts before your baby is born. You can begin to sing, talk and read to your baby when your baby is in the womb.

A secure connection with you lowers your baby’s stress and helps your baby thrive and grow. To build that connection, watch for your baby’s cues and:

- ▣ comfort and reassure your baby when your baby seems upset
 - ▣ let your baby lie on you or your partner skin-to-skin
 - ▣ hold, stroke and rock your baby
- ▣ look into your baby’s eyes and mirror your baby’s expressions
 - ▣ sing or hum to your baby
 - ▣ read to your baby or tell stories pointing at pictures (you can use this resource!)
- ▣ take walks with your baby – point out whatever you see, such as trees – your child will have a richer learning experience



KidCareCanadaSociety @KidCareCanada · 5 Dec 2016

Find out about our **translated** videos.

kidcarecanada.org/translated-vid...



THE CAPTIONING AND TRANSLATIONS PROJECT

This ambitious three-year project entered year three in 2017.

We successfully completed the captioning and translating of our entire video library.

We thank our collaborators, Amy Ho from Bauhinea Press, and her wonderful team of translators and Rob Lyons from SuperCreative, our “super” media producer who overcame all of the challenges related to this complex project and ensured the captions meet all CRTC guidelines.

The captioned videos are now available in English and the following languages:

- | | |
|--------------------------------------|------------|
| Arabic | Punjabi |
| Chinese (simplified and traditional) | Russian |
| Farsi | Spanish |
| French | Tagalog |
| Korean | Vietnamese |

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



KidCareCanadaSociety @KidCareCanada · 21 Apr 2016
 The start of our translations! kidcarecanada.org/media/early-ex... Subtitles in Korean -- and many other languages as well!



KidCareCanadaSociety @KidCareCanada · 26 May 2016
 We have translated videos kidcarecanada.org/news/translate... & want to expand community of folks who work with new Canadians. Can you help us connect?



FernwoodLife @fernwoodlife · 27 May 2016
 Replying to @KidCareCanada
 If you work with new Canadian families, you should be aware of @KidCareCanada and their translated videos on nurturing and parenting issues.

FEEDBACK ON THE CAPTIONING AND TRANSLATIONS PROJECT

Comments from a Parent Guide with the BC Early Hearing Program

I've been recommending the videos with English captions and translated captions to the families I support as a Parent Guide of the BC Early Hearing Program. The home language of most of my case families is Chinese, and some are Punjabi, Korean, Vietnamese, Arabic, Farsi, and Japanese. These families usually have English barriers and would like to learn more about parenting skills and how to help develop their babies' language skills. I constantly receive positive feedback from these families about how helpful these captioned/translated videos are.

Captioned/Translated Videos - 11 languages available in addition to English

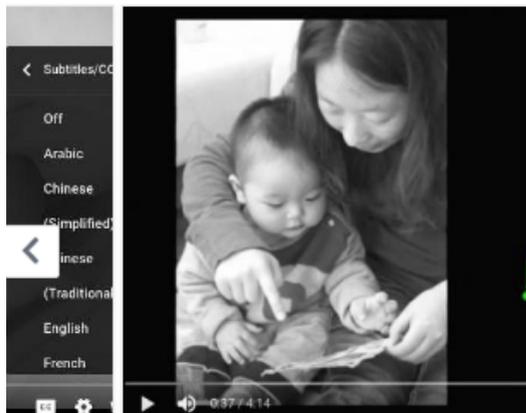


Our videos are translated with captions for the following 11 languages, in addition to being captioned in English, So we represent the most frequently-used languages in BC: English, Chinese (Simplified and Traditional), Punjabi, Korean, Farsi, Arabic, Vietnamese, Russian, Spanish, Tagalog and French.

KidCareCanada Society
 Published by Elizabeth Wellburn · 1 min ·

Captioned/Translated Videos - 11 languages available in addition to English...

Newcomers, and people whose first language is not English, tell us that when they read the captions in their language, they can more easily absorb and retain the information. And when they read the captions in their language and hear the spoken English in the background, it helps them to improve their English-language skills. In *any* language, captions can help those with hearing barriers, or who... [See More](#)



KidCareCanadaSociety @KidCareCanada · 12 Nov 2017

Many of our videos are **translated** into the 11 most frequently-used languages in BC

[facebook.com/kidcarecanada/...](https://facebook.com/kidcarecanada/)



Comments from families who have watched the videos with translated captions:

The videos about bathing a baby and baby massage were easy to watch and understand despite my hearing loss. The bathing a baby and baby massage videos were very colourful and visual, showing the viewer how to bathe the baby and how to do baby massage.

- Comment from a parent with a hearing barrier

I started to watch the Kid Care Canada video series after a friend told me that they come with caption in Vietnamese. I learned a lot from the videos, especially those about communication, language learning. Some of the things presented in there are quite similar to what my mother taught me, like baby massage. However, they are presented methodically, with explanation of the benefits. I recommend them to my fellow Vietnamese mothers, those with limited English skills.

- Comment from a Vietnamese-speaking mom

My cousin and I (we are new moms) are so grateful for the knowledge we've learned from these videos. Our Moms never taught us about the value of giving massage to babies. I made my husband watch it and made a deal with him that if he massages the baby daily then I would regularly massage him. Actually, it is my sneaky way of getting him to be more attentive and closer to our baby.

- Comment from a Tagalog-speaking mom

I have learned a lot from these videos and always talk about them to those with little ones around me and how useful they are for them.

- Comment from a Farsi-speaking parent



As a grandmother helping to look after my three grandchildren, I found information on the Kid CareCanada channel on YouTube very useful. Some of it was not known to me. I really appreciate the Russian subtitles added to the videos as my knowledge of English is quite limited. The translation is perfect and is easy to follow. I look forward to learning more about raising healthy, happy children from your new videos.

– Comment from a Russian-speaking grandparent

The videos answered so many questions that had never popped up in my mind. So many details about the little ones that parents/adults usually are not aware of, such as the important fact that how healthy touch could be so effective to foster and nourish human beings from the very first moments of their lives.

– Comment from a Farsi-speaking parent



The translated videos do help me to understand the content in Chinese. Although most Canadian Chinese can understand English, somehow it is not easy to understand or hear all of words as the instructors sometimes may speak too fast and not too clearly. Also, not many people would understand the medical terms without translations like internal organs and hormones, etc.

– Comment from a Chinese-speaking Canadian

As I am a lover of babies and find the translated videos invaluable, I take every opportunity to recommend the videos for mothers around me, whether they have a new-born or six-month-old baby, or they are pregnant. They would be reluctant to watch the videos if they are in English only, but the translated captions enable them to clearly follow



KidCareCanadaSociety @KidCareCanada · 14 Jun 2017
 A reminder about our videos, **translated** into 11 languages:
kidcarecanada.org/translated-vid...



the instructions when they practice the massage or baby yoga in their daily lives.

I recommended the translated videos, just to name a few, to Mrs. Lim (her daughter was 50 days old when I recommended the videos), Indra (Indonesian mother who speaks Indonesian and Korean, whose son was six months old when I recommended the videos), Mrs. Byeon (my flute teacher who is pregnant for 7 months), Mrs. Kim (my nephew's wife who is due on April 6), and Mrs. Park (my church member's daughter-in-law who is due for twin girls in late April).

I will keep recommending the translated videos if I meet any mother who has a baby or anyone who is pregnant.

-Comments from a translator

As a translator, I had the privilege of translating a series of educational videos from English to French for KidCareCanada from 2016 to 2018. I felt that the videos were really well produced – instructive, clear and friendly. As a linguist, I found the series on acquisition of language particularly fascinating. I think that these videos must be a wonderful resource for young, first-time parents, who can feel overwhelmed and don't necessarily have a support network to guide them through what can be a very challenging time. This tool must also be of valuable help to young immigrant parents, who can read the subtitles in their own language, and thus feel supported and welcomed in their new life in Canada.

- Comments from our French translator



KidCareCanadaSociety @KidCareCanada · 3 Mar 2017
 Our video "New Mothers Need Support" is **translated** into 11 languages.
kidcarecanada.org/media/new-moth...





WHAT'S AHEAD?

Goals for 2018

- Achieve province wide distribution of *ABC's for New Parents* book to organizations working with children and families
- Secure sponsorships and financial partnerships to ensure financial stability
- Produce the 2nd series of "Conversations with KIDCARECANADA" with SHAW TV
- Explore ways to measure the impact of our resources
- Recruit a new board member with a strong background in marketing and communications

We have a long list of future projects that we are keen to sink our teeth into. These include:

- Development and publication of new resources
- A series of *ABC's for New Parents* books, such as on language development and supporting parents of atypical infants
- Mobile first website
- Online baby clubs

First we need to secure the funding!

THE TEAM:

Board Members



Ms. Estelle Paget
Director/Executive
Director



Mr. Carl Nilsen
Board President



Dr. Helen Burt
Director



Ms. Susan Evans
Director



Ms. Heather McQueen
Board Vice-President



Mr. Kevin Koch
Board Treasurer



**Ms. Mary Ann
Cummings**
Board Secretary



**Dr. Tisha
Gangopadhyay**
Director



Ms. Sally Geller
Director



Dr. Andrew Macnab
Director



THE TEAM:

Honorary Members

Hon. Dr. Dana Brynelsen

Honorary Member

Dr. Adele Diamond

Honorary Member

Dr. Stefanie Green

Honorary Member

Ms. Diana Safarik

Honorary Member

Dr. Janet Werker

Honorary Member

Clockwise from top left:

Dr. Stefanie Green

Dr. Adele Diamond

Hon. Dr. Dana Brynelsen

Dr. Janet Werker

Ms. Diana Safarik





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. Pat Rekert

Corporate & Charitable Event Designer & Producer

Ms. Pippa Rowcliffe

Deputy Director of Human early Learning Partnership (HELP)

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 | Infant Development Programs |
| BC Association for Child Development and Intervention | Island Health |
| BC Children’s Hospital | Mother Goose Programs |
| BC Council for Families | Mothering Touch |
| BC Healthy Child Development Alliance | Native Friendship Centres |
| BC Ministry of Health | Neighbourhood Houses |
| BC Ministry of Children and Family Development | Perinatal Services BC |
| BC Women’s Hospital | Success by Six |
| Best Babies Programs | Pacific Postpartum Depression Society |
| Camosun College | Peninsula Connections for Early Childhood |
| Canadian Association of Midwives (CAM) | Single Parent Resource Society |
| Canadian Red Cross | University of British Columbia |
| Child Care Resource and Referral (CCRR) | United Way |
| Early Years Centres | Vancouver Native Health Society |
| Early Years Tables | Victoria Native Friendship Centre |
| Family Resource Programs | YMCA |
| Headstart Programs | YWCA |
| Human Early Learning Partnership (HELP) | 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

We take governance seriously! 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.

In 2017, under the leadership of our Board Secretary who has a strong background in law, we examined the regulations of the New Societies Act, discussed these and fulfilled each criterion so that we could smoothly transition to the New Societies Act.



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 ...

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.

The talented **reviewers** who critique and edit our resources and provide valuable feedback.

A special thank you to Munro's books, Trenholme & Company and SHAW TV.



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

Alone we can do so little; together we can do so much.
– Helen Keller



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
- 2017 – Produced the Baby Massage Video Series; successfully completed the three year Vancouver Foundation project to caption and translate our videos; the *ABC’s for New Parents* book is published and very positively received



KIDCARE CANADA

Eighth Annual Report, 2017

Prepared by: Executive Director, Estelle Paget

Approved by: The Board of Directors

www.kidcarecanada.org

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We acknowledge the financial support of:
The Province of British Columbia
The Vancouver Foundation
The Victoria Foundation

Design: Sari Naworynski • Cover photo: Alisa Kerr HIDEF Productions Inc.

Katie Cross Photography – pages 24 (top left), 80 • Derry Lubell Photography – pages 10 (upper), 20