

Pacific Post Partum Support Society

April 2012- March 2013 Annual Report

September 26, 2013



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Pacific Post Partum Support Society

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A Message from Malina Kordic, Board Chair

It's been my experience while serving on the PPPSS Board that no two years are the same - and I have come to the conclusion that we should view this as evidence of the fact that we are a living, evolving organization! Over the past year, I have witnessed the diligence and resourcefulness of our Staff in finding ways to provide services for an expanding community of women and their families. Much like a mother will stretch her own boundaries and grow in order to be able to provide for a child, the group facilitators and managers at PPPSS continue to do what's needed. That in itself is a strong and stable force, as well as a dynamic one.

As is generally the case with not-for-profit organizations, funding is a constant issue for us. We literally would not be able to do what we do without the generosity of our donors and community partners. I have watched us grow in our capacity to successfully manage our resources and safeguard the long-term wellbeing of the organization and consequently of the women and families we serve. We have continued to run our core programs for an ever-increasing group of moms as our name has become recognized throughout BC and beyond. Our trained counsellors have started offering CBT coaching sessions (Cognitive Behavioural Self Help Skills and Techniques) over the phone. This offers accessible services to moms who might otherwise have significant barriers to accessing help.

With Integrated Primary and Community Care (IPCC) Community partnership funding, we have launched an exciting initiative to enhance our relevant and culturally appropriate training materials. We hope to strengthen and consolidate the message that we are putting out to our immediate and larger communities, using innovative methods of sharing personal stories. Jodine Perkins is heading this project and brings to it her rich academic background and personal connection to PPPSS.

We are also committed to building capacity within the community. We've offered training to various community groups, including those already involved in healthcare and those working with culturally diverse populations of women. Overall, we want to spread our message and the accessibility of our services both further and deeper into our communities. One goal that we identified at a recent strategic planning session was to reach out more specifically to the fathers in our community. Ending the isolation of mother cannot happen without integrated family, community and societal support. Beyond the support that we are able to offer directly, we also need to tie those pieces together to help create a solid foundation of support and safety for mothers and their children.

I would like to personally thank the PPPSS Staff for all that they do. It is truly inspiring to witness the warmth, wisdom, dedication and cooperation with which they carry on the work of our organization. I would also like to thank my fellow Board members for their hard work during this past year. Being a 'working Board' can be challenging. We have vital roles to play in the running of the organization, and these are accomplished in conjunction with our regular jobs and busy lives. I have watched our Board directors undertake their roles with grace, good will and dedication. My vision has always been for the Board to support the Staff as they support the women and families we serve. It's very heartening when I see us endeavouring to so day after day.

A huge thank you goes out to our donors and partners in the community. It is certainly no exaggeration to say that we could not do what we do without your generous help. And, last but certainly not least, a heartfelt thank you to our volunteers, who put in hundreds of hours of work to keep our organization running smoothly!

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A Message from Sheila Duffy, Program Manager

In another busy year we were able to offer some new programs and extend our reach to many more families. This year we performed intakes for 453 women (compare to 53 women ten years ago). Our overall numbers for phone and email consultations and contacts was 9,613, including 4,491 support calls. We provided peer support to 162 participants at eight weekly support groups across the Lower Mainland. We also reached over 1,423 new parents in VCH and FHA areas at 117 interactive talks at mom and baby groups.

In a great instance of community partnerships, we provided a new group in Burnaby, funded by Canada Post Foundation for Mental Health, in partnership with Burnaby Family Life (who donated space) and the City of Burnaby and the City of Burnaby (who provided us with two childcare volunteers from the Burnaby Cuddle Program).

We extended our hours for phone support and started a new program delivering Cognitive Behavioural self-help skills on the phone to mothers across BC. We are grateful for the expertise and support of Dr. Nicole Dorfan, who provided extra training to our counselling staff. This program targets mothers isolated due to geography and/or PPD/A. This program was made possible through grants from Canada Post and Vancouver Foundation. The service is an excellent augmentation of telephone support and provides mothers with more concrete strategies to aid in case of relapse.

We provided training sessions and workshops for a variety of health care providers: two Perinatal Support Skills trainings for the B.C. Pregnancy Outreach Program Conference (one held in Richmond in October and a second training in November) and a training in Campbell River. We delivered seven 2-hour education sessions to 115 participants at community agencies in partnership with Vancouver Coastal Health Public Health nurses.

Through Vancouver Foundation funding we offered two Multicultural Perinatal Support Skills trainings. These give service providers who work with multicultural families basic perinatal education and support skills to reach people who utilize other community agencies. Some trainees continue as PPPSS phone support volunteers, supporting mothers who face barriers as a result of either being a new immigrant and/or experiencing language difficulties. Several volunteers then provided support to mothers in other languages.

Many other passionate and energetic volunteers have been involved this past year. We recognize the depth of commitment and support that motivates volunteers and contributes to the health of our Society. A Volunteer Orientation was held in October. Our orientation session teaches basic awareness on the sensitive issue of Perinatal Depression and Anxiety while providing an overview of our Society and the volunteer opportunities available.

We held our annual Celebration of Mothers Tea in May. Special thanks to Kathleen James for the many volunteer hours necessary to make this a wonderful event for attendees. Many mothers shared with us that they felt appreciated and taken care of in a special way! Also in May, we held an event in partnership with Kitsilano Business Improvement Association called "Eat, Shop, Love for Moms." Our volunteer and Board Director Linda Foster worked hard to spearhead this innovative fundraising event, in which many businesses on Vancouver's renowned West 4th Avenue contributed part of their revenue for one evening to support PPPSS.

As always, we are working hard to maintain services as we struggle to maintain funding. Therefore, I would like to acknowledge and thank our dedicated, committed and passionate staff members who continuously strive to provide the very best delivery of services. I am incredibly grateful to work with amazing women who support each other every day so that we can continue to support the mothers referred to PPPSS.

We are always moved and inspired by the women we have the privilege of supporting. Through their difficult journeys to recovery from postpartum depression/anxiety, they illustrate the true strength and courage it takes to navigate this huge adjustment and journey to motherhood. Indeed, it takes a village to raise a child, and we are proud to be part of the village of support in our communities for the last 42 years. We would like to thank the many women before us who helped build the society and established such respectful values and principles, so that all of the staff, volunteers and participants of Pacific Post Partum Support Society feel valued and supported.

When we nurture mothers we nurture the whole family.

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About our Support Programs

Telephone Support:

Our team of experienced perinatal/postpartum counsellors offer telephone support, information and referrals to women and their families 6 days a week. Women may self-refer but many referrals come from physicians and public health nurses.

Weekly Support Groups:

Our support groups are held weekly at eight different locations across the Lower Mainland. They provide a safe place for women suffering from postpartum depression to connect with other women and receive valuable support and information. **Current locations include North Vancouver, East Vancouver, Downtown Vancouver, Westside Vancouver, Richmond, Cloverdale, Port Coquitlam, and Burnaby.**

Cognitive Behavioural Self-Help Skills & Techniques:

This 8 week series features one-to-one telephone coaching with cognitive behavioural self-help skills. This option is particularly helpful to women who may not have access to our support groups in the Lower Mainland.

Information Packages:

Our Information Packages are available to individuals and professionals at no cost and in multiple languages (English, Punjabi, and Chinese). **A self help guide, entitled “Postpartum Depression and Anxiety: A Self-Help Guide for Mothers”**, is published by the Society and is also available for purchase, as are the Society’s professional publications, “A Reference Manual for Group Facilitators” and “A Reference Manual for Telephone Support Volunteers”.

Partner and Couples Information Sessions:

Designed as a safe forum for the partners of women suffering from PPD/A, or couples interested in reinforcing their partnership during this transition, these sessions are offered 3-4 times a year and have been well received by those who have attended.

Community Education Talks:

We are often invited to give presentations at Mom & Baby groups in partnership with the Public Health units and community based organizations like neighbourhood places and family places. These talks allow new mothers to share their feelings about the postpartum period honestly and openly with other mothers, and are a proven tool in promoting prevention, early recognition, and treatment of postpartum symptoms.

Service Provider Educational Workshops:

Trainings are offered in group facilitation and telephone counselling as well as basic support skills for postpartum support. Over the past few years, we have developed an innovative **Multicultural Training Program**, whereby we provide support skills to multicultural support workers who can then reach out and support women in their own communities and language.

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Program Statistics

Vancouver Coastal Health Authority

Vancouver	1,687
Richmond	231
North Vancouver	122
West Vancouver	25
Whistler	2
Squamish	9
Sunshine Coast	14
VCH Total	2,090

Fraser Health Authority

Burnaby	645
PoCo/Coquitlam	119
New Westminster	155
Surrey	507
Delta	96
White Rock	40
Maple Ridge	100
Pitt Meadows	12
Langley	136
Abbotsford	25
Mission	9
Chilliwack	30
Aggasiz	7
Port Moody	61
Aldergrove	8
FHA Total	1,950

Interior Health Authority

Kelwona	4
Nelson	1
Revelstoke	8
Salmon Arm	18
Penticton	46
Vernon	3
100 mile	1
Clearwater	6
Summerland	1
Total	88

Northern/Interior/Vancouver Island

Cowichan Bay	4
Nanaimo	12
Mill Bay	1
Duncan	9
Comox	7
Victoria	9
Bowan Island	3
Naksup	7
Kamloops	2
Williams Lake	1
Campbell River	5
Ladysmith	2
Belcarra	2
Fort St. John	10
Cranbrook	2
Smithers	4
Mackenzie	16
Keremeos	1
Prince George	8
Lions Bay	1
Anonymous	6
Total	112

Other Canada

Alberta	6
McLennan, AB	29
Ft. McMurray, AB	1
Grand Prairie, AB	5
Peace River, AB	1
Calgary, AB	14
Ontario	4
Mobley, Ontario	3
Perth, Ontario	2
Toronto, Ontario	3
Halifax	2
Branford, Ontario	7
Ottawa, Ontario	5
Montreal, Quebec	45
Vaudriui Dorian, Quebec	46
Quebec	17
Total	190

USA

Knoxville, Tennessee	
Portland, Oregon	11
Denver, Colorado	13
Boise, Idaho	7
Philadelphia,	1
Pennsylvania	3
USA Total	35

Unknown/Anonymous 26

Total support calls

2012-2013:
4,491

Total support calls
last year 2011-2012:

3,688

Total contacts
including e-mail:

9,613

Expected births in
British Columbia

2012-13:

45,000

An estimated **1 out of every 6** women experiences troubling depression or anxiety after the birth or adoption of a child.

Approximately **7,500** mothers and their families in British Columbia need our help *annually*.

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Program Statistics

Weekly Support Groups 2012-2013

North Vancouver	18
Vancouver Westside	19
Port Coquitlam	16
Richmond	17
Vancouver Eastside	30
Vancouver YMCA	28
Cloverdale	26
Burnaby (start Oct 2012)	8

Total women enrolled in support groups

2012-2013: 162
2011-2012: 120

Total children attended while women received support in groups: 82

Website Statistics April 2012 – March 2013

Visits: 14,330

Unique visitors: 9,737
Mobile visitors 2,032
Page views: 19,704
New Visits: 65.4%

Mom & Baby Talks 2012-2013

Total Mom & Baby Talks	117	
VCH Talks	64	55%
VCH Attendees	894	
FHA Talks	53	45%
FHA Attendees	579	
Total Attendees	1,473	

Two 8-hour workshops for multicultural community support workers – 33 attendees

Seven 2-hour Educational Workshops for community agencies – 100 attendees

Three postpartum support trainings for communities in B.C. – 128 attendees

Top Referrers:

Google
Facebook
CPA.ca (Canadian Psychological Association)
HereToHelp.ca

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Integrated Primary and Community Care (IPCC)

Jody Perkins, Project Manager

In December 2012, PPPSS received a grant from the Integrated Primary and Community Care (IPCC) Community Partnership Fund of Vancouver Coastal Health (VCH) for a project to utilize innovative ways of sharing personal stories of perinatal depression and anxiety to:

1. Enhance client educational resources, such as our website and brochures, to make them more engaging, culturally appropriate, and accessible.
2. Increase the relevance, cultural appropriateness, and accessibility of community health professional training materials.
3. Reduce the stigma associated with perinatal depression and anxiety.

The project began in January 2013. So far we have conducted focus groups and interviews in order to gather information from parents, community support workers, and health care providers about topics such as experiences with perinatal mental health issues, the role of stigma, what helps in recovery, and ways to make educational and training resources more effective and culturally appropriate. We have also completed the migration of our existing website to a new system that will allow for easier updating by PPPSS staff members.

The focus groups and interviews have confirmed some of what we already suspected. For example, many participants shared that care providers often have more difficulty diagnosing perinatal anxiety (compared to depression). Participants also had great ideas we had not considered before, such as designing informational sheets aimed at grandparents and written in variety of languages so that individuals experiencing PND/A could share those resources with their own parents.

As the project continues throughout 2013, we will use the information and audio and video recordings to:

1. Streamline distribution mechanisms for PPPSS resource materials (training manuals and the purple book).
2. Create new culturally appropriate informational brochures in Chinese, Farsi, Punjabi, and Spanish. This information will also be posted on the website.
3. Update PPPSS training materials for community-based health care professionals, including the use of video interview segments designed to reduce stigma.
4. Make the PPPSS website more engaging, interactive, and culturally appropriate, including the use of video interview segments designed to reduce stigma.

As we have worked on this project, we have strengthened PPPSS's connections with many professionals who have been generous with their time and expertise, including community support workers at Family Places, public health nurses, Healthiest Babies facilitators, and others. In addition, several focus group participants stated that they would like to continue to be involved in the project. We will be making the new resources available for use throughout 2013 and the project will be fully completed by March 2014. Special thanks go to Janet Williams from VCH, who gave us invaluable help in planning the project and writing the grant.

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Our Board of Directors

Joanna Joniec *Board Chair (to February 2013)*
Malina Kordic *Board Chair, Past Secretary*
Heather Campbell *Board Secretary*
Bhupinder Bains *Board Treasurer*
Patience Silbernagel *Director, Past Board Chair*
Ruth Makaroff *Director, Past Board Treasurer*
Linda Foster *Director*
Erin Arnold *Director*
Jane Beausoleil *Director*
Kathleen James *Director (to summer 2013)*

Our Childminders

Kalala Butcher	Amy Hammoud
Anna Sylvia Cabrera- Posas	Melody Hutchinson
Hope Crawley	Zoe Hutchinson
Odea Crawley	Rukhsana Malik
Rachel Duffy	Sofia Pias
Fatma Elkaliny	Caitlyn Quinn
Shahada Evans	Tina Reber
Samireh Fathi	Deborah Scanlon
Lily Hall	Gabriela Zaugg
Robert Lee YMCA Staff & Volunteer childminders	

Our Staff

Sheila Duffy *Program Manager & Counsellor*
Linda King *Counsellor & Program Coordinator*
Georgie Hutchinson *Counsellor, Group Facilitator & Volunteer Coordinator*
Kerry O'Donohue *Counsellor, Group Facilitator & Program Coordinator*
Hollie Hall *Counsellor & Group Facilitator*
Shealagh Davis *Counsellor & Group Facilitator*
Rita Shergill *Counsellor & Group Facilitator*
Joy Hill *Counsellor & Group Facilitator*
Juno Rinaldi *Counsellor & Group Facilitator*
Emma Lee *Counsellor & Group Facilitator*
Nancy Safari *Farsi speaking Counsellor*
Stace Dayment *Manager of Administration*

Our Thanks to Patience Silbernagel

As a long-term Board Director and past Board Chair, Patience Silbernagel has been a mainstay of PPPSS. It is no exaggeration to say that she has been one of our best ambassadors, spreading the word about our Society to the community, and personally recruiting several of our Board members with her contagious enthusiasm for PPPSS's work. It is hard to imagine what we would do without her helpful, common-sense approach and thorough understanding of what the Society needs. We are thankful, therefore, that we will not really be losing Patience's input. Although she is stepping down from her role as a Board Director, she will remain involved as a resource for us all and an active participant in planning specific events and projects. Thank you, Patience, for your past contributions and for those still to come!

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Thank You for Your Support!

We acknowledge the financial support of:

the Province of British Columbia
Vancouver Coastal Health
Vancouver Coastal Health – Richmond
Fraser Health Authority
Anonymous Donor
City of Vancouver
City of Surrey
City & District of North Vancouver
Soroptimist International of the Tri-Cities
Cloverdale Public Health Unit
10th Avenue Alliance Church
John Braithwaite Community Centre
Garratt Wellness Centre
Westside Family Place
Tri-Cities East Neighbourhood Centre
Robert Lee YMCA, Vancouver
Burnaby Family Life
Burnaby Cuddle Program
First West Foundation – Envision Fund
Green Shield Canada
Bell Let's Talk Mental Health
Canada Post Foundation for Mental Health
Hamber Foundation
Vancouver Foundation
F. K. Morrow Foundation
Mr. and Mrs. P.A. Woodward's Foundation
Burnaby Fire Fighters Charitable Society
Shoppers Life Foundation

Special Thanks for Your Contributions

Our multicultural telephone support volunteers:

Clara Chan, Christine Lau, Kelly Zhu, Cass Lao, and Margaret Chan.

Dr. Michal Regev for all her wonderful and generous work with our Couple's sessions.

Dr. Nicole Dorfan for her encouragement, consulting and training expertise to help launch our CBT Self Help program, and Doris Bodnar who also consulted with us on this project.

Feri Dehdar, Hari Prasath Udayakumar, Juno Rinaldi, Alison Sale, Jody Perkins, Erick Cardona, and Kansept Media.

Pat Agon Chen (VCH PHN) for her dedicated, ongoing support for our Chinese-speaking volunteer program.

An extra thanks to Darlene Kinney and Judith Hopkinson for their hard work creating plans for a self care alumni group.

Administrative support from Mariko Miyazaki, Caroline Manders, Micheala Veljacic, Jason Pineo, Melody Hutchinson, and Caitlin Quinn.

Fund development assistance and grant writing from Nadine Flagel.

Practicum student and volunteer Emma Lee and practicum student Kelly Kuerbig.

Administrative support from Jason Pineo, Mariko Miyazaki, Caroline Manders, Melody Hutchinson, and Caitlin Quinn.

We thank the Makaroff/Little family, once again, for their lifetime support.

Eat, Shop, Love for Moms

On May 10, 2012, Shop West 4th in Kitsilano presented Eat, Shop, Love for Moms, a special shopping, dining & party night to benefit Pacific Post Partum Support Society. We are thankful for our partners, sponsors, volunteers, and individual and merchant donors.

Special thanks to our Partner

Kitsilano 4th Avenue Business
Improvement Association

And to our Sponsors

WestCoast Families Magazine
Urbanbaby & Toddler Magazine
yoyomama.ca
fresh Vancouver Magazine
Print Print
Erika Tibbe Designs
CTV British Columbia
CKNW 980AM
BongoJack Media Ltd.
The Georgia Straight

Eat, Shop, Love for Moms Volunteers

Nancy Chin
Russ Davies
Heather Keeping
Rose Ketih
Erika Tibbe

Merchant Donors

AMERICAN APPAREL
BABES ON FOURTH
BLONDY'S COFFEE
BOMBAY BROW BAR
BRIERS HOME & GIFT
CHRONIC TACOS
COCO'S CLOSET
CONNIE'S COOKHOUSE
COUNTRY BEADS
CROCODILE UNIQUE BABY STORE
DAE BAK BON GA KOREAN BBQ
DIFFERENT BIKES
ETHEL'S
FLIP FLOP SHOPS
G ADVENTURES VANCOUVER CONCEPT STORE
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GRAVITY POPE SHOES
GRAVITYPOPE TAILORED GOODS
HELL'S KITCHEN
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ICEBREAKER TOUCHLAB
KATE FRENCH WEAR INC.
KITS ACUPUNCTURE
KITS COFFEE CO.
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MARIA'S TAVERNA
MAVI JEANS
MIZ MOOZ
MR. SHAWARMA

Merchant Donors

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PLUM CLOTHING
RENSHAW TRAVEL
ROMER'S BURGER BAR
ROOM EIGHTEEN RESTAURANT + BAR
SAJE NATURAL WELLNESS
SIMPATICO
SITKA
SOPHIE'S COSMIC CAFE
SOUTHERN EXPOSURE
SPA ON THE ROCKS
STARBUCKS
TERRA BREADS BAKERY & CAFE
THE BIBO ITALIAN RESTAURANT
THE BIMINI PUBLIC HOUSE
THE MOVEMENT STUDIO
THE NOODLE BOX
WEAR ELSE
ZENNKAI SALON

Supporters

BEVERLY'S THE SPA ON 4TH
COWBOYS & ANGELS TOY STORE
ESSENTIA - NATURAL MEMORY FOAM
MATTRESSES
J SPA
JOLIE FASHION
MAJESTIC SIT & SLEEP

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How You Can Help

DONATE

Our programs are funded by government contracts, community and foundation grants and individual donors. In the light of limited government/grant funding and an ever increasing demand for our services, your support is needed now more than ever.

How to make a donation:

- **Phone Our Business Line** at 604-255-7955 to discuss your donation
- **Mail your donation to:**
Pacific Post Partum Support Society
200 - 7342 Winston Street Burnaby V5A 2H1
- **Make an online donation** through CanadaHelps

VOLUNTEER

Without our volunteers we couldn't do the fine work we do at the Pacific Post Partum Support Society.

We are always looking for volunteer support in various capacities including fundraising, research, office support and more. If you could offer your time to our Society, we would be happy to connect with you. Please contact our Volunteer Coordinator at volunteer@postpartum.org

PROVIDE LETTERS OF SUPPORT

One of the greatest gifts you can give our Society is your story. If you feel that we've made a difference in your pregnancy or post partum experience, we welcome your words! Please consider writing a letter of Support for our Society to use with our applications for funding through grants and government contracts. Your name will not be used unless you indicate to us otherwise.

We would welcome a call from you. Please contact us by phone (604-255-7955) or via email at admin@postpartum.org if you would like to support us.

BECOME A MEMBER

We invite you to become a Member of our Society. We strive to be the leader in the delivery of postpartum support across British Columbia. Your membership can help us reach our goal.

Membership benefits include:

- Networking opportunities with other women, mothers and members
- Opportunity to connect with our amazing Staff and Board Members
- Updates on the developments at the Society
- Participation in our Committees
- Invitation to attend and vote at our Annual General Meeting

JOIN OUR BOARD OF DIRECTORS

The Pacific Post Partum Support Society currently has a volunteer Board of Directors that meets on a monthly basis and actively participates in the working of the organization. Our Board Members are people who have a keen interest in the issues of postpartum adjustment, motherhood and family. Some of the Board Members are women who have experienced postpartum challenges themselves. We draw great strength and inspiration from our Board and work closely with them to achieve our mission.

To join our Board please contact admin@postpartum.org.

BE ACTIVE ON OUR FUNDRAISING COMMITTEE

Our Fundraising Committee has been established to make sure we work as a team to raise funds for our programs. Members include Board Members, Volunteers and Staff. The FR Committee meets monthly to discuss fundraising possibilities, set targets and review them. By becoming a part of our Fundraising Committee, you would be contributing to our fundraising skills and capability and would help us further our mission to support mothers and families experiencing post partum depression and anxiety.

If you are interested in being a part of our Fundraising Committee, please email at admin@postpartum.org.

Pacific Post Partum Support Society

200 – 7342 Winston St.
Burnaby, BC V5A 2H1
Canada

(604) 255-7999 support line
(855) 255-7999 toll-free support line

(604) 255-7955 administrative line
(604) 255-7588 fax line

www.postpartum.org

Facebook: Pacific Post Partum Support Society
Twitter: PostPartumBC

BN Charity # 10781 0632 RR0001

Our mission is to end the isolation and distress experienced by many women and their families with the profound life change that accompanies the birth or adoption of a child.