

# Pacific Post Partum Support Society

## 2011-2012 Annual Report

### June 28, 2012



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# Pacific Post Partum Support Society

## 2011-2012 Annual Report

### A Message from Joanna Joniec, Board Chair

During the three years that I have been on the board of Pacific Post Partum Support Society, I have been continually amazed and humbled by the dedication of our staff and volunteers to fulfill our mission of supporting mothers and their families after the birth or adoption of a child. It has been a privilege to be a part of all the Society's accomplishments in the last three years and expand the legacy that the Society has built since 1971.

When I joined the board, we were working on expanding our administrative infrastructure to enable us to continue to meet the needs of mothers and their families on a sustainable basis and expand our geographic reach beyond the Lower Mainland. In 2011 - 2012, our hard work finally came together as follows:

- Patient Journey - In partnership with Vancouver Coastal Health, we launched an updated website that includes the patient journey. We have been heavily promoting the website in order to reach mothers outside of the Lower Mainland. (Needs work)
- A toll-free line - In order to better serve mothers living outside the Lower Mainland, we created a toll-free telephone support number that we have been advertising in rural Vancouver Coast Health Authority and other health Authorities. As a result of our efforts, our support call volumes continue to increase and we are now receiving calls from all over British Columbia.
- Workshops - We have been holding workshops and trainings for health professionals in both in the Lower Mainland and throughout BC.
- Support Groups - We have increased the total number of support groups to seven, with the addition of the YWCA group in Vancouver. Our support groups continue to have waiting lists.

All of this would not have been possible without our donors and partners, their generous support combined with cost control measures has allowed us to significantly reduce our operating deficit in fiscal 2011-2012. We continue to reach out to donors, foundations and others to raise funds to support our program. (we need a positive but urgent ask here).

***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.***

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### A Message from Sheila Duffy, Program Manager

It has been an eventful year at Pacific Post Partum, we are very excited as we have had an increase in visibility as a result of some of our new initiatives over the past year.

As always, we are working hard to maintain our services as we still struggle to increase our funding. Therefore, I would like to acknowledge and thank our dedicated, committed and passionate staff who all once again has worked hard at providing the very best delivery of our services. We had some changes in staff this year, and we have had to improvise and step up in order to fill gaps during this transition. I'd like to acknowledge all of our staff who worked hard amidst a lot of changes in leadership and in particular Stace Dayment who willingly took on administrative tasks, at times working above and beyond to ensure that our program did not incur any disruption. I would also like to thank Manasi Vadhera for all of her contributions to the society this past year. Manasi was instrumental in getting our new website redone and launched this year.

Our statistics show that we have increased our reach to postpartum moms and their families, and we have done so on a limited budget. We are optimistic that our fundraising efforts will prove successful in the years to come as the recognition of the importance of community-based support is vital to families receiving the help they need and deserve during the perinatal period.

This past September we opened a new group in Vancouver at the downtown YMCA. We now have a total of seven support groups running in the Lower Mainland.

Our support calls exceeded last year's by over 300 calls. We also launched our toll-free line in partnership with Vancouver Coastal Health.

We were invited to do two Community Trainings this year in Quesnel and Smithers, B.C. It was great to be able to go to other parts of B.C. and meet other care providers who shared their passion with us about their communities. We are hopeful that our toll free service will help to lessen the distress for mothers in more isolated areas of British Columbia.

We did six Education Sessions in VCH area. We also presented at the Postpartum Support International Conference that was held in Seattle in September 2011.

We revised, completed and published our new Group Facilitator Training Manual this year. This has been a long-term project which occupied our volunteers Gali Bar and Malina Kordic with many hours of editing!

We presented at over 100 Mom & Baby Talks this year reaching over 1,400 moms! Thanks to Georgie for coordinating and delivering many of the talks. We'd also like to thank to Shealagh, Rita and Emma who facilitated these talks as well.

We did three partner sessions this year and had the privilege of having Dr. Regev provide a couples session. This was well-received and an extremely important service!

This year our volunteer program was quite active. We trained three Chinese speaking volunteers who took our multicultural training and then continued on with our Telephone Support Volunteer training. This is an innovative way to meet the needs of an identified gap in perinatal services. Thanks to Georgie and the VCH PHNs who helped in getting this off the ground.

We have been fortunate to have passionate and energetic volunteers involved this past year. We had a lovely Mother's Day Tea at Richmond Garret Wellness Centre, the mothers who attended felt appreciated and taken care of in a special way! Thanks to our volunteer, Erin Arnold who volunteered her time and helped to make it such a lovely afternoon and to the staff and other volunteers who participated as well. We also had a Silent Auction in Port Coquitlam that was organized by a team of passionate past group members who worked very hard at putting this together and did such a great job of "giving back"! Our fundraising committee has been very active this year planning future events and applying for numerous grants. Thanks to all of you for spending time helping in this really important way.

Once again, I am blessed to work with an amazing staff that supports each other every day so that we can continue to support the mothers who are referred to PPPSS. I am always moved and inspired by the women we have the privilege of walking beside, as they find the answers that will enable them to fully participate in their lives and in their new role of motherhood. We are an important part of the village of support in our communities and I am proud to work for an organization that works hard at maintaining the values that has enabled us to continue offering support for over 40 years. We value and thank the many women before us who helped build the foundation so that all of the staff, volunteers and participants of Pacific Post Partum Support Society feel valued and supported.

*Sheila Duffy*

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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 seven 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, and Port Coquitlam.**

#### **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 Information Sessions:**

Designed as a safe forum for the partners of women suffering from PPD/A, 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, 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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### Our Program Statistics

***Total Support Calls 2011- 2012***                      **3,688**

#### **Vancouver Coastal Health Authority**

Vancouver	1,359
Richmond	211
Richmond Chinese Support Workers	58
North Vancouver	231
West Vancouver	136
Squamish	21
Sunshine Coast	1
<b>VCH Total</b>	<b>2,017</b>

#### **Fraser Health Authority**

Burnaby	196
Port Coquitlam/Coquitlam	321
New Westminster	136
Surrey	402
Delta	118
Maple Ridge	47
Pitt Meadows	7
Langley	136
Abbotsford	1
Mission	17
<b>FHA Total</b>	<b>1,381</b>

#### **Interior Health Authority**

Masset	10
Kelwona	14
Nelson	7
Revelstoke	20
Salmon Arm	4
Penticton	6
Shushap	1
100 mile	1
<b>IHA Totals</b>	<b>63</b>

#### **Northern, Interior & Vancouver Island Health**

Quesnel	5
Cowichan Bay	2
Nanaimo	2
Mill Bay	8
Duncan	7
Port Alberni	1
Victoria	3
Anonymous	48
<b>Total</b>	<b>76</b>

<b>Canada (outside BC)</b>	<b>121</b>
<b>USA</b>	<b>30</b>

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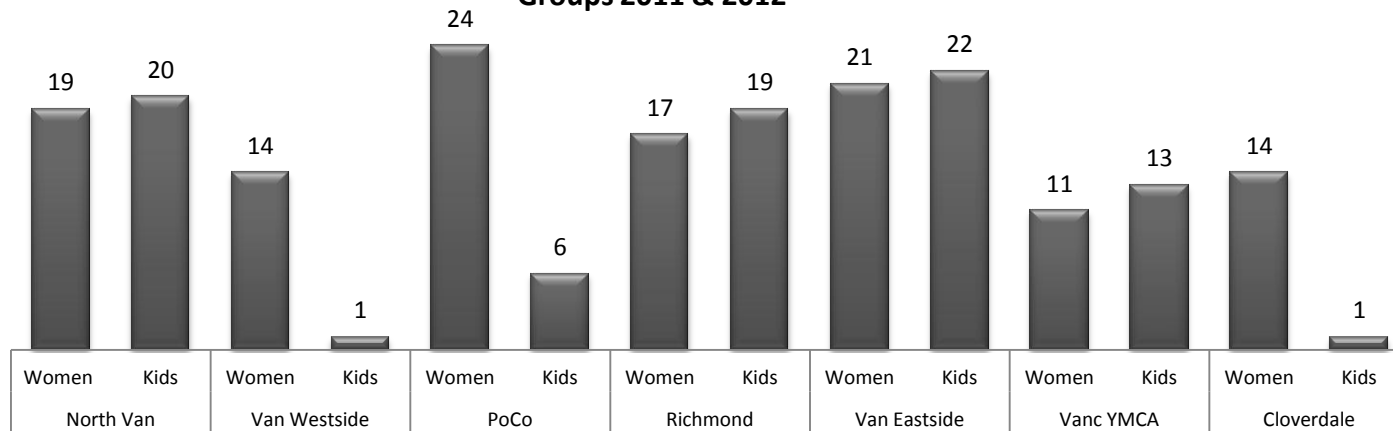
### Weekly Support Groups 2011- 2012

North Vancouver	Women	19	Total women enrolled in support groups 2011-2012: 120
	Kids	20	
Vancouver Westside	Women	14	Total children attended while women received support in groups: 82
	Kids	1	
Port Coquitlam	Women	24	
	Kids	6	
Richmond	Women	17	
	Kids	19	
Vancouver Eastside	Women	21	
	Kids	22	
Vancouver YMCA	Women	11	
	Kids	13	
Cloverdale	Women	14	
	Kids	1	

### Mom & Baby Talks 2011- 2012

Total Mom & Baby Talks 2011 - 2012	101	
VCH Talks	59	58.42%
VCH Attendees	859	
FHA Talks	42	41.58%
FHA Attendees	516	
<b>Total Attendees</b>	<b>1375</b>	
Outreach Hours VCH	55	71.43%
Outreach Hours FHA	22	28.57%
<b>Total Hours</b>	<b>77</b>	

Groups 2011 & 2012



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[www.postpartum.org](http://www.postpartum.org)

### WEBSITE:

This year we launched our new website in January 2012! This was indeed a labour of love, with lots of time spent to make sure that it was going to reach the women and families with a message that there is help, that what they are experiencing is something that a lot of new mothers experience, and that they no longer need to do this alone! The website has been very well received and we get feedback from both consumers and other professionals that it is a valuable tool!

### THE POSTPARTUM JOURNEY:

<http://www.postpartum.org/thejourney.php>

This year in partnership with Vancouver Coastal Health we launched our website at the same time as *The Postpartum Journey*, an online tool for mothers and their families to access support. The Journey tells the story of a woman with postpartum depression, her struggles, what helped her cope & her path forward. The links provide “factual” information on relevant topics (risk factors, treatment options, help from partners, resources, etc). Handouts were developed by PPPSS, BC Reproductive Mental Health and Vancouver Coastal Health.

We received a fair bit of visibility as a result of the media launch of the Journey through VCH. The Journey went live on the PPPSS website in January 2012 and generated coverage from more than six media outlets.

The Richmond Review, Coast Reporter, and CBC radio: BC Almanac all did a story about PPPSS and the Postpartum Journey. I would like to give a big thanks to a few of our moms who went through the program who were willing to share their story with the media in order to get the message out to other moms who are suffering that *there is help!* I would also like to thank the moms who participated in a focus group that we did with VCH in order to provide input during the development of the journey.

*(A special thanks to Lucy MacNeill with VCH Community Engagement and Janet Williams from VCH who spent countless hours working with us to create and make sure to include the voices of the women for the Postpartum Journey!)*

## Website Statistics

**January 14, 2012 - June 14, 2012  
(5 months)**

Visits: 6,213

Unique visitors: 4,594

Mobile visitors 978

Page views: 19,704

Pages viewed per visit: 3.17

Average visit duration: 03:06

% New Visits: 70.69%

Social Network referrals:

Facebook: 221

Twitter: 15

Circle of Moms: 5

Top “Landing” pages:

Home page

The Journey Intro Page

Our Services

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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 Richmond  
 City of Surrey  
 City & District of North Vancouver  
 Soroptimist International of the Tri-Cities  
 Cloverdale Public Health Unit  
 10<sup>th</sup> Avenue Alliance Church  
 John Braithwaite Community Centre  
 Garratt Wellness Centre  
 Westside Family Place  
 Tri-Cities East Neighbourhood Centre  
 Robert Lee YMCA, Vancouver  
 Café Divano, Coquitlam

### Our Special Thanks

Our multicultural telephone support volunteers Clara Chan, Christine Lau, Kelly Zhu, and Maria Chiappara; the dedicated support from Pat Agon Chan (VCH PHN), Dr. Michel Regev, and Jane Beausoleil; administrative support from Jason Pineo, Mariko Miyazaki, Caroline Manders, Melody Hutchinson, and Caitlin Quinn; fund development assistance from Nadine Flagel; staff-in-training Juno Rinaldi and Emma Lee (practicum student), and outstanding volunteers Barbara Di Francesco, Heather Spencer, Micheala Veljacic, Anna Black, Enith Teran, and Heather Christensen; and Manasi M. Vadhera, former PPPSS Director of Administration & Fund Development. We thank the Makaroff/Little family, once again, for their lifetime support.

### Our Board of Directors

Joanna Joniec *Board Chair*  
 Malina Kordic *Board Secretary*  
 Bhupinder Bains *Board Treasurer*  
 Patience Silbernagel *Director, Past Board Chair*  
 Shauna Little *Lifetime Honourary Board Member*  
 Ruth Makaroff *Director, Past Board Treasurer*  
 Linda Foster *Director*  
 Connie Luck *Director*  
 Kathleen James *Director*  
 Nancy Hikowa *Director*  
 Robin Gale *Director*  
 Erin Arnold *Director*

### Our Staff

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

### Our Childminders

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



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### Dr. Shauna Little

We have recently had to say goodbye to our friend, mentor and inspiration, Shauna Little, who passed away on May 23, 2012, in her 90<sup>th</sup> year. Shauna was actively involved with the Society from the mid-80s right up until the time of her death, and was the Chair of the Board for ten years. She was instrumental in the development of PPPSS, securing funding from health authorities and attracting new members to the board. She contributed knowledge, some stemming from her past career as a psychiatrist - but perhaps even more importantly, she contributed and inspired a cooperative, positive spirit of commitment and dedication to women and families. In her later years, Shauna remained a constant presence at PPPSS, maintaining our mission and contributing her experience and vision to the continuing development of the program. We have all found her dedication to our core values invaluable as our Society moves forward. Shauna believed in the importance of the strength of women as the building blocks of a healthy society. That, in essence, is what PPPSS stands for and will always continue to promote. In this endeavour, Shauna, as our guiding light, is sorely missed and will be for years to come. We all feel a little lost without her presence even as her memory continues to inspire us.

*- PPPSS Board of Directors*

I have had the great pleasure of knowing Shauna for over 20 years. I got to know her because she could be seen in the Pacific Post Partum office at any time and any day doing all kinds of tasks over the many years of service and involvement with the Society. I think we'd need to write a book to cover all that Shauna did and is to PPPSS. Some of what I recall her doing and at times in the late evening hours were writing grant applications, filing, writing letters, counting up stats for funding reports, watering the plants (I'm convinced that Shauna kept 'Harry' alive all these years, he is the 25 year old plus plant that now resides in the entrance at our new location in Burnaby). She also spent many years as Board Chair and sitting on various committees. Shauna was a worker!! I recall one time when Shauna was having some back trouble, I'd say she was over 70 years of age then, when asked how she had hurt her back she chuckled and told us that she had been chopping wood while in Nealgburg Saskatchewan on one of she and Bob's frequent trips there to see their daughter Joan and her family. You just couldn't keep Shauna down! When there were AGM meetings or other gatherings, when it came to Shauna's introduction, she would say she "did some board work".... Shauna did so much in all the years of involvement with PPPSS and she touched so many lives by way of supporting the work, goals, mandate and mission of the organization. At times she was sought out by staff members for guidance on family matters; she would listen attentively and share supportive information or her wise counsel. Shauna is our friend, for always. We will miss her smile, we miss her so much, and, we know that all that she has done and all that she has instilled in each of us who knew her whether for a short time or a long time, is a gift - and so, we will always have part of her with us.

Thank you Shauna for your love, your guidance, for your gentle kindness and friendship. You are an inspiration and a great lady!

*- Linda King, PPPSS Staff*

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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](http://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](mailto: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](mailto: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 post partum 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 held every summer

#### 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](mailto: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](mailto:admin@postpartum.org).

# Pacific Post Partum Support Society

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

(604) 255-7955 administrative line  
(604) 255-7999 support line  
(855) 255-7999 toll-free support line  
(604) 255-7588 fax line

[www.postpartum.org](http://www.postpartum.org)

Facebook: Pacific Post Partum Support Society

Twitter: PostPartumBC

BN Charity # 10781 0632 RR0001