

Pacific Post Partum Support Society

April 2015– March 2016 Annual Report

September 15, 2016



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Pacific Post Partum Support Society 2015–16 Annual Report

A Message from **Erin Arnold**, Board of Directors Chair

It has been an incredible experience to see our Society grow and flourish over the last year. I have the pleasure of attending many community events on behalf of the Society. Regardless of what community event I attend there are mothers and grandmothers there who are appreciative of the work PPPSS does.

Every year I am astounded on the statistics of women served by our small non-profit. It is a pleasure to work with such caring and dedicated staff. Our Director Sheila Duffy continues to encompass grace and lead a team in a very mindful way. I continue to learn from her leadership style.

We have a solid Board and are looking forward to a Strategic Planning session in the new year. I am grateful for the Board's time and expertise in running a non profit.

I would like to acknowledge Sabrina Blasberg in her role as Membership Secretary. She has been working hard and deserves much recognition. She has assisted in updating and modernizing our membership drive.

Georgie Hutchinson, our Volunteer Coordinator, assists me often at events and in organizing and screening volunteers. I could not do this role without her dedication to the women we serve.

I am committed to seeing this organization flourish and continue to give much of my time to donor relations, networking and building capacity. I thank you for taking the time to be a part of a grass-roots Society that is dedicated to the women, children and families it serves.

A Message from **Sheila Duffy**, Director

As always, we have had another busy year at Pacific Post Partum.

Our main focus the last few years has been to build a strong fiscal and structural foundation. We are now seeing the results from our continued efforts as the Society has a strong finance committee and our fundraising goals continue to be a priority.

This year we handled over 9,000 contacts for our services (3,500 calls and 6,298 emails). We served 120 moms in our seven support groups and reached out to over 1,200 parents at mom and baby talks in the Lower Mainland. We held eleven health care provider workshops/trainings, including 3 provincial trainings in Castlegar, Nelson and Hazelton.

As I say every year, I am incredibly grateful to work at Pacific Post Partum. After working at PPPSS for twenty years, I continue to be amazed at the dedication of our staff and the unique service we provide for those suffering. I am touched and inspired each time I witness their gift of supporting others. Thank you really is not enough to convey and acknowledge the dedication and compassionate care our counsellors provide.

Thank you to our amazing admin staff! Stace Dayment and Christina Debruyne who take care of all of our administrative and accounting needs allowing the counselling staff to deliver our programs. They are an integral part of our foundation at PPPSS.

We are incredibly grateful for our present Board who value and show the staff continually that we are appreciated! Collaboration has always been part of PPPSS philosophy and our present Board and staff work very well together creating a truly collaborative and respectful environment. Special thanks to Erin Arnold, fundraising chair and chair of the Board, and to our Angel Donor fundraising team.

Thank you especially to the women we are privileged to support. Every day they share with us the pain and joy of their journey through the profound life change that happens as we adjust to motherhood. We know firsthand that the ups and downs on this journey are eased when we have someone who listens and understands. These mothers demonstrate how much strength and courage it takes to reach out.

In an environment that continues to stigmatize mental health difficulties, especially for new parents, our clients tell us that because they've received the appropriate support they are able to emerge stronger than ever from their experience of anxiety and depression. We are proud of our accomplishments thus far and we are excited about growing our success as we move forward.

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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 5 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 numerous 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. **2015–16 locations included North Vancouver, East Vancouver, Downtown Vancouver, Richmond, Cloverdale, Port Coquitlam, and Burnaby.**

Our new **online support groups** provide a confidential, interactive space in an accessible online format. These groups are facilitated by two experienced PPPSS staff making use of videos, exercises, and real-time discussions, and help us extend our reach many mothers across the province who are unable to attend a local in-person support group for a variety of reasons.

Cognitive Behavioural Self-Help Skills & Techniques:

This eight-week series features one-to-one telephone coaching in 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. We also occasionally offer this CBT series in our support groups.

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 well received by those who have attended.

Information Packages:

We provide informative brochures in English, Simplified and Traditional Chinese, Hindi, Farsi, Spanish, and Punjabi, and our Information Packages are available to individuals and professionals at no cost. **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.”](#)

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 such as neighbourhood places and family places. These interactive talks facilitate 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 languages.

We are also now offering **online workshops**. Led by our experienced facilitators, this training benefits health care providers, support workers and community members who have contact with pregnant and/or postpartum mothers of young children.

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Program Statistics

Vancouver Coastal Health Authority

Vancouver	1,104
Richmond	228
North Vancouver	188
Pemberton	12
Whistler	3
Squamish	20
Sunshine Coast	2
Other VCH areas	5
VCH Total	1,562

Fraser Health Authority

Burnaby	516
PoCo/Coquitlam	234
New Westminster	63
Surrey	284
Delta/Ladner	63
White Rock	28
Maple Ridge	24
Langley	64
Cloverdale	13
Fraser Valley	137
FHA Total	1,426

Interior Health Authority

Kamloops	21
Kelowna	14
Nelson	1
Revelstoke	6
Creston	6
Penticton	1
Vernon	15
Other IHA areas	5
Interior Total	69

Vancouver Island

Nanaimo	19
Parksville	16
Victoria	67
Duncan	21
Edgewood	18
Other Island	37
Island Total	178

Northern Health

Fort St. John	19
Prince George	14
Kitimat	8
Other North	4
Northern Total	45

Other Canada

Alberta	29
Yukon Territories	20
Quebec	20
Ontario	10
Other	125
Total	204

USA Total 6

Total support calls

**2015-16:
3,500**

Total contacts including e-mail:
9,790

Expected births in British
Columbia 2015:
44,300

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

Over 7,300 mothers and their
families in British Columbia
need our help *annually*.

I called and I got the most wonderful woman to talk with me; she helped me calm down and listened while I cried and expressed my emotions. It was a HUGE relief to have someone to talk to, who was a mother at one point with 2 small children, who understood the ups and downs and the really deep lows of parenting.

- Telephone Support Client, 2015

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Program Statistics April 2015– March 2016

Weekly Support Groups

North Vancouver	22
Port Coquitlam	11
Richmond	14
Vancouver Eastside	22
Vancouver YMCA	14
Cloverdale	15
Burnaby	22

Total women enrolled in support groups: 120

Total children attended while women received support in groups: **107**

Mom & Baby Talks

Total Mom & Baby Talks	98	
VCH Talks	51	52%
VCH Attendees	633	
FHA Talks	47	48%
FHA Attendees	606	
Total Attendees	1,239	

Website Statistics April 2015 – March 2016

Site Visits	67,698
Unique visitors	24,143
Mobile visitors	14,660

Top Referrers:

Facebook	Public Health Agency of Canada
Childbirth International	Canadian Psychological Association
Postpartum Support International	Postpartum Progress
Today's Parent	

Community Trainings

One 2-part multicultural training for community parent mentors partnering with Jane Leung from Touchstone Family Association (12 attendees)

Four 2-hour Community Education Sessions for different community agencies (40 attendees)

One 4-hour community workshop for MotherMe Doula and Sprott-Shaw College (14 attendees)

One Telephone Support training – 14 hours for 5 participants

One in-house 2-day Community training held in Vancouver (18 attendees)

Three provincial trainings: Castlegar, Nelson and Hazelton (42 attendees)

I just wanted to thank you for all the help and support. if it weren't for the meetings I think I would feel like I might fall apart again, but I know this is going to get better and maybe happen again and it is just part of life's ups and downs and I know that I have the right 'tools' in my "tool box" to get through this.

- Exit letter from a Group Member, 2016

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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
City of Vancouver
City of North Vancouver
District of North Vancouver
City of Richmond
West Vancouver Community Foundation
Coquitlam Foundation
Surrey Cares Foundation
Burnaby Children First
Hamber Foundation
Peace Arch Hospital Foundation
Shoppers Life Foundation
Options/Healthiest Babies Possible, Surrey
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
Brentwood Community Resource Centre
WorkSafe BC Helping Hands
The Zacks Family Charitable Foundation
Jenny Chad's Wife YVR
Victoria Midwives COoTD
Kitsilano Choice's Market
Bil Ahira and Tree of Life, Shoppers Store #253

Our Volunteers

Thanks to Sabrina Blasberg for her work as Membership Secretary.

We wish to acknowledge Kristy Hill and Shelley Dewitt from Umbrella² Design Group. This incredible duo designed all of our banners and logos for our Angel Donor Dinner.

The Good Mother Project Photo Shoots led by Eran Sudds with volunteers: Andrea Paterson, Andri Trirogoff, Catherine Hilcove, Crystal Lopez, Dawn Hinze, Ilana Stanger-Ross, Jane Wines, Julie Lynn Mortensen, Kristen Magel, Kristina Maticic, Mauryn Delarosa, Michele Mateus, Michelle Goldberg and Tiffany Amesbury.

Volunteer childminders: Zoe Hutchinson, Melody Hutchinson

Multicultural Support Volunteers: Eli Dahi, Hend Ayaad, Mariko Miyazaki, Valerie Lai, Maria Cervino.

Telephone Support volunteers and Group Facilitator Volunteers: Clare Zeschky, Kelly Kuerbig, Kirsty Lewis, Malina Kordic, Hend Ayaad and Eli Dahi.

Practicum Student: Rae Kokotailo, Doctoral student with the Adler School of Professional Psychology
Jenn Leask, Masters student gifting us her PPPSS research paper "Supportive Communication"

Social Media Team: Erin Arnold, Andrea Paterson, Linda Tobias, Alexis Beckett, Jody Perkins along with blog contributors Andrea Paterson, Erika Mitchell, Rebecca Scott Yoshizawa, Kelley Allen, Clare Zeschky, Sheila Duffy, Georgie Hutchinson, Hollie Hall, Ashlee Turner, Liz Lian, Wayne Ryan, and Natalie.

Thank you for Your Contributions

Erin Arnold & Dawn Livera – Donor and self-care grant contributors
Eran Sudds, eran jayne photography – The Good Mother Project

The Makaroff family – a lifetime of contributing and advocating for our Society.

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Special Thanks to our Angel Donors

In May 2016, our third annual dinner was held at Shaughnessy Golf Club hosted by Mike & BG Burdick. We had an amazing celebration with 62 guests. Eran Sudds from the Good Mother Project and her partner Justin spoke about their story surviving postpartum depression. Sweet Scarlet provided the incredible entertainment for the evening. Sweet Scarlet is an all-female, self-directed a cappella vocal ensemble based in Vancouver. We want to especially thank Catherine Chow, Vice President Legal + General Counsel from The Keg Steakhouse & Bar for her efforts in organizing this fundraiser. We are so grateful for the generosity of the Angel Donors who gave from their hearts and helped us with our fundraising goal. The event brought many new members and donors to our Society and we wish to thank the staff and volunteers who helped make it a success.

Our Angel Donors

Michael & BG Burdick
Progressive Sealing
David Aisenstat
Catherine Chow & Curtis Hughesman
John & Clare Nicola
The NWM Private Giving Foundation
Timothy Kerr Foundation
Neilson Financials Group
Heather Campbell
DLC Investments
Cornel Dukowski
Deirdre Ryan
Tricia Bowering
Andrea Janzen
Barb Stackhouse
Cathy Morgan
Clear HR Consulting
David Berson
Elisabeth Ambler
Erin Wyder
Esther Sigurdson

Fran Alexander
Jacqueline Harvey
Judy Kelly
Karen Arthurs
Katernia Doncheva-Alvares
Kathryn Mary Thomas-Peter
Kathy Wyder
Mary Gillis
Michelle Steer
P. Lynn Buhler
Paul Duffy
Pollyanna Sher
Radhika Bhagat
Richard Neufeld & Dawn Livera
Shealagh Davis
Stephanie Naqvi
Sylvie Histed
Umbrella²

I just want everyone to know how much they and this group has meant to me. It has been my saving grace, my sacred place, a place to feel what I feel and have it sound normal. Something and somewhere to look forward to when the rest of the week may look full of sadness, despair, confusion, anger.

The strength of everyone has given me strength, their compassion has shown me to be compassionate with myself. And the self-care model has been so engrained that I know it is exactly what I need when I'm feeling like I'm going to lose it.

I can recognize what I feel and move on to the next great, or not so great, moment. I can get back on track, then off track, then back, but I can do it. And that's because of this group and all of you.

- Exit letter from a Group Member, 2015

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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, BC V5A 2H1
- **Make an online donation** through [CanadaHelps](#) or [Chimp.net](#)

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 social media, 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 postpartum 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.

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

Pacific Post Partum Support Society currently has a volunteer Board of Directors that meets on a bi-monthly basis and actively participates in the governance 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.

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 periodically 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 postpartum depression and anxiety.

If you are interested in any of these opportunities, please contact us by phone (604-255-7955) or via 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

2015-16 Board of Directors

Erin Arnold	<i>Board Chair</i>
Katya Sivak	<i>Board Secretary</i>
Houston Mo	<i>Board Treasurer</i>
Ruth Makaroff	<i>Director, Past Treasurer</i>
Mary Gillis	<i>Director</i>
Sabrina Blasberg	<i>Director</i>
Barb Stackhouse	<i>Director</i>
Joyce O'Mahony	<i>Director</i>
Cathy Tremblay	<i>Director</i>

Staff

Sheila Duffy	<i>Director</i>
Linda King	<i>Counsellor & Program Coordinator</i>
Georgie Hutchinson	<i>Counsellor, Group Facilitator & Volunteer Coordinator</i>
Kerry O'Donohue	<i>Counsellor, Group Facilitator & Program Coordinator</i>
Hollie Hall	<i>Counsellor & Group Facilitator</i>
Shealagh Davis	<i>Counsellor & Group Facilitator</i>
Rita Shergill	<i>Counsellor & Group Facilitator</i>
Kelly Kuerbig	<i>Counsellor & Group Facilitator</i>
Anna Chambers	<i>Counsellor & Group Facilitator</i>
Clare Zeschky	<i>Counsellor & Group Facilitator</i>
Christina Debruyne	<i>Bookkeeper</i>
Stace Dayment	<i>Manager of Administration</i>

Childminders

Alyaa Khaled Mo Ibrahim	Hope Crawley
Amy Hammoud	Kalala Butcher Melody
Caitlin Quinn	Hutchinson
Chelsea Burden	Nada Ghanim
Deborah Scanlon	Rukhsana Malik
Deanna West	Salena Wong
Devon Davis	Samireh Fathi
Fatma Elkaliny	Wendy Mok

Robert Lee YMCA and Brentwood Community Resource Centre
Staff & Volunteer childminders

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.