

# Pacific Post Partum Support Society

April 2016– March 2017 Annual Report

September 21, 2017

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# Pacific Post Partum Support Society

## 2016–17 Annual Report

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

It is with great honour to serve as Chair of PPPSS. As a mother and former client I find strength and passion in this work with women assisting women in wellness. In particular this last year has been especially challenging for staff due to the increase in awareness and media coverage. I wish to acknowledge the tremendous work by our whole team. It is through travesty we grow closer and are reminded of the realities of mental illness. Our Director Sheila Duffy led the team with grace and courage.

The May funding dinner hosted by Mike and BG Burdick was eloquent and touching. Aimee Clare was a terrific addition to our organizing committee. I wish to thank Catherine Chow and Aimee Clare for their hard work in executing the most successful Angel Donor fundraising dinner to date. Please save the date of Wednesday May 9, 2018!

Our Board Director Barb Stackhouse championed securing additional funding from health authorities to cope with the wait lists and increased demand for services. This assistance from various community partners has benefited the society in meaningful support for women and their families. Barb's professionalism, expertise and knowledge is a tremendous asset to the team.

Thank you to our outgoing Board Directors Katya Sivak and Sabrina Blasberg for their dedication to the society. I look forward to a rewarding year ahead as we expand to better meet the needs of the communities in which we serve.

### A Message from **Sheila Duffy**, Director

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

This year we saw a large increase in demand for our services in part due to the tragic death this past fall of a local mom Florence Leung at 4 months postpartum, and an increase in public awareness. Our deepest condolences to her family and in particular to her husband Kim Chen who has been vocal about the fact that she was dealing with PPD/A and how important support and treatment are for new moms. Requests from media for interviews and information about PPD/A during this time has meant that more people have been reaching out for help. As an organization we were deeply affected by this tragedy, the only saving grace is that it has prompted more discussion and awareness thus more people getting support.

We handled over 12,194 contacts for our services, an increase from last year's 9,798. (4,455 calls and 7,739 emails). We served 179 moms in our eight support groups (increased from 120 and 7 groups) and reached out to over 1,301 parents at mom and baby talks in the Lower Mainland. We held nineteen health care provider workshops/trainings, with the total number of participants of 285.

As I say every year, I am incredibly grateful to work at Pacific Post Partum. I continue to be amazed at the dedication of our staff and the unique service we provide for those suffering. I am inspired each time I witness their gift of supporting others. Thank you really is not enough to 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! 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. These mothers demonstrate how much strength and courage it takes to reach out.

We would like to send an acknowledgement to our long time staff/counsellor Hollie Hall who is deeply missed in the office as she and her husband Chris Hall are dealing with their daughter Lily's cancer diagnosis and hospitalization this past year. Lily and her sister Violet and her parents are in our hearts every day and we continue to pray for her to get well.

# Pacific Post Partum Support Society

## 2016–17 Annual Report

### 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 to 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 Houses 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 Trainings:

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 trainings**. 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.

# Pacific Post Partum Support Society 2016-17 Annual Report

## Program Statistics

### Vancouver Coastal Health Authority

Vancouver	1,293
Richmond	227
North Vancouver	286
West Vancouver	11
Whistler & Squamish	19
Other VCH areas	33
<b>VCH Total</b>	<b>1,869</b>

### Interior Health Authority

Kamloops	10
Kelowna	23
Nelson	18
Creston	27
Vernon	14
Other IHA areas	14
<b>Interior Total</b>	<b>106</b>

### Northern Health

Terrace	13
Cranbrook	10
Dawson Creek	28
Prince George	33
Quesnel	11
Kimberly	14
Other North	47
<b>Northern Total</b>	<b>156</b>

### Total support calls

**2016-17:  
4,455**

Total contacts including e-mail:  
**12,194**

Expected births in British  
Columbia 2016:  
**45,000**

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

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

### Fraser Health Authority

Burnaby	456
PoCo/Coquitlam	340
New Westminster	127
Surrey	410
Delta/Ladner	85
Port Moody	89
Chilliwack	89
Langley	143
Fraser Valley	170
<b>FHA Total</b>	<b>1,909</b>

### Vancouver Island

Nanaimo	69
Duncan	9
Ladysmith	9
Victoria	40
Qualicum Beach	17
Edgewood	15
Other Island	30
<b>Island Total</b>	<b>189</b>

*I don't think I'd be here writing this if I hadn't had your Society's support.*

- Group Member, 2016

*My support group was wonderful. A great facility,  
space, childminding, and leadership.*

- Group Member, 2016

# Pacific Post Partum Support Society 2016–17 Annual Report

## Program Statistics April 2016– March 2017

### Weekly Support Groups

North Vancouver	31
Port Coquitlam	18
Richmond	11
Vancouver Eastside	26
Vancouver Eastside 2 (opened January)	8
Vancouver YMCA	22
Cloverdale	24
Burnaby	32
Online Support Group	7

**Total women enrolled in support groups: 179**

Total children attended while women received support in groups: **164**

### Mom & Baby Talks

<b>Total Mom &amp; Baby Talks</b>	<b>111</b>	
VCH Talks	63	57%
VCH Attendees	786	
FHA Talks	48	43%
FHA Attendees	515	
<b>Total Attendees</b>	<b>1,301</b>	

### Website Statistics April 2016 – March 2017

<b>Site Visits</b>	<b>60,308</b>
Unique visitors	48,414
Mobile visitors	40,330

#### Top Referrers:

Facebook	HereToHelp.bc.ca
Provincial Health Services Authority	Fraser Health
Postpartum Support International	Postpartum Progress
CBC	

### Community Trainings

Six PND workshops for 128 attendees.

Nine community trainings for 145 attendees.

Four Multicultural Outreach trainings for 41 attendees.

Twelve Community Outreach sessions including numerous media appearances.

*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

# Pacific Post Partum Support Society

## 2016-17 Annual Report

### 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.

Volunteer childminders: Melody Hutchinson, Allegra Tandy

Multicultural Support Volunteers: Hend Ayaad, Mariko Miyazaki, Iris Fung, Maria Cervino, Kina Leong, and Anne Zhao

Telephone Support Volunteers and Group Facilitator Volunteers: Kirsty Lewis, Malina Kordic, Diane Atkinson, Jenny Puterman, Heather Naus, Lindy Le, Ann Alexander, Zoe Le Good, Rochelle Lockhart, Lynsey Dobbie

Our Telephone Support Volunteers this year have made it possible to deal with the huge increase in the number of calls that we have received since October 2016.

Practicum Student: Jamie Agtarap, University of Victoria, School of Social Work

Social Media Team: Erin Arnold, Andrea Paterson, Alexis Beckett, Janaya Fuller-Evans and Lisa Allyn, Pauline Chen along with blog contributors Andrea Paterson, Shealagh Davis, Georgie Hutchinson, Amanda Ho, Amelia Muir, Janice Milnerwood

Administrative volunteer: Pamela Couch

### *Thank you for Your Contributions*

Eran Sudds, eran jayne photography – The Good Mother Project

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

### 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  
NVM Private Giving Foundation  
District of North Vancouver  
First West Foundation  
Timothy C Kerr Foundation  
Barnes Family Foundation in Honour of Florence Leung  
Progressive Sealing  
PoCo Community Foundation  
Neilson Financial Corp  
Hamber Foundation  
In Stride Entertainment & Productions Ltd  
City of North Vancouver  
City of Surrey  
Good Mother Project  
City of Richmond  
Peace Arch Hospital Foundation  
Surrey Cares Foundation  
DLC Investments  
West Vancouver Community Foundation  
Burnaby School District ECD  
Mid-Island Doulas  
My Girlfriend's Closet  
Zack's Family Charitable Foundation  
Clear HR Consulting  
BC Nurses Union  
Catholic Women's League  
Provincial Employees Community Service fund  
Worksafe BC Helping Hands Foundation  
HEU Dogwood Lodge Local  
Mamahood Play  
Shoppers Life Foundation  
Cloverdale Public Health Unit  
10<sup>th</sup> Avenue Alliance Church  
John Braithwaite Community Centre  
Garratt Wellness Centre  
Tri-Cities East Neighbourhood Centre  
Robert Lee YMCA, Vancouver  
Brentwood Community Resource Centre

# Pacific Post Partum Support Society

## Special Thanks to our Angel Donors

In May 2017, our fourth annual dinner was held at Shaughnessy Golf Club hosted by Mike & BG Burdick. We had an amazing celebration with 80 guests. Karen Bannister spoke about her experience 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, and Aimee Clare for her event planning. 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  
Catherine Chow  
NWM Private Giving (Nicola)  
Catherine Newell  
The Joseph Segal Family  
Foundation  
Neilson Financials Group  
Arthur Gallagher Canada Ltd  
Erin Arnold & Paul Roche  
Barbara Dukowski  
Charlie Hunter  
Deirdre Ryan  
Quentin Adrian  
Dr. Tricia Bowering  
Heather Campbell  
Emma Lee  
Pollyanna Sher  
Paul Duffy  
Mary Gillis  
Yvonne Hughesman  
David Wilson  
Dolden Wallace Folick LLP  
Tom Spencer  
David Berson

Sam Feldman  
Claire Moller & Lizzy Ambler  
Judy McLaren, Dancing Star Birth  
P. Lynn Buhler  
Kathryn Thomas-Peter  
Nicole Tsang M.D. Inc.  
Katerina Dontcheva-Alvares  
Joyce O'Mahony  
Clear HR Consulting  
Tannis Weber  
Joanne Wooldridge  
Fasken Martineau DuMoulin LLP  
Fulroop Sidhu  
Judy Kelly  
Dr. Michal Regev  
Royce Dueck Counselling Services  
Buster Edwards  
Patricia & Richard Hannah  
E-Power Contractors Ltd  
Beverley Anderson  
Dr. A. Mehra Inc.  
Shirley Barnett  
Radhika Bhagat

Kimberly Burns  
Sheryl Davis-Kahn  
Gwyneth Durose  
Terri Kipnis  
Alex Kleschelsky  
Stephanie Naqvi  
Kevin Reiger  
Michelle Steer  
Bethan Stewart  
Douglas D Taylor  
Carol Ann Young  
Karen Butchko  
Jill Doctoroff  
Sabrina Gill  
Cheryl Teelucksingh  
Umbrella<sup>2</sup>

*As a first time mom and not fully knowing the challenges, the sleepless nights, and all the anxiety and stress of motherhood, Pacific Post Partum welcomed me and gave me the opportunity to sit and listen and share experiences with other moms.*

*The understanding, the emotional support of being a mom and being empathetic were extremely helpful.*

- Group Member, 2016

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## 2016–17 Annual Report

### 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](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 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 reviews 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](mailto: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](http://www.postpartum.org)

Facebook: Pacific Post Partum Support Society  
Twitter: PostPartumBC

BN Charity # 10781 0632 RR0001

## 2016-17 Board of Directors

Erin Arnold	<i>Board Chair</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>
Kate Thomas-Peter	<i>Director</i>

## Staff

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

## Childminders

Alyaa Khaled Mo Ibrahim	Kalala Butcher
Amy Hammoud	Linda Higham
Caitlin Quinn	Melody Hutchinson
Chloe MacDonald-Chow	Nada Ghanim
Deborah Scanlon	Rukhsana Malik
Devon Davis	Salena Wong
Fatma Elkaliny	Samireh Fathi
Hope Crawley	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.***