

# Pacific Post Partum Support Society

## April 2019– March 2020 Annual Report

August 6, 2020



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# Pacific Post Partum Support Society

## 2019–20 Annual Report

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

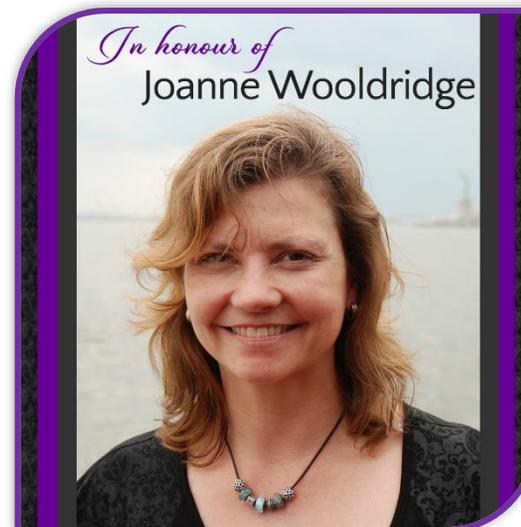
I wish to extend my sincere gratitude towards Mary Gillis who has been on our Board for many years. She will be truly missed by PPPSS and we hope to see her at our future events.

Our Board Member Dan Feeny deserves much recognition for assisting our office with all computers and technical support. He has put in many hours into ensuring our society can run smoothly especially during the pandemic.

It is always a pleasure to work alongside staff, board and volunteers committed to the society. It has been an impressive year with tremendous donors and community partners stepping up to make a profound difference during the pandemic. I look forward to all that lays ahead for the next year for PPPSS. Thank you for letting me be of community service.

*"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."*

Margaret Mead



**July 21, 1967 - November 12, 2019**

In addition to being a loving, inspirational wife and mother, Joanne was very passionate about her work with newborn babies and maternal services. After earning her Bachelor of Science, Nursing from UBC, she began her career at BC Women's Hospital in the labour and delivery room. There, she made lifelong connections in the nursing community. In 2001, she obtained her Master of Science, Nursing degree and became the lead in many community programs for mothers and babies, through VCH and PHSA. In 2017 she became the Director, Maternity & Surgical Services Maternal Newborn Program at BC Women's Hospital, a job she treasured.

At the time of this 2020 Annual Report, The Joanne Wooldridge Giving Fund via CanadaHelps.org has raised over \$6,200 for Pacific Post Partum Support Society. If you would like to [contribute to this fund](#), please contact our administrative line at 604-255-7955. Joanne's legacy continues to support the mothers and families she honoured during her life.

# Pacific Post Partum Support Society

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

Once again I am amazed looking over the past year to see how much Pacific Post Partum has accomplished. We are now in our 50<sup>th</sup> year as an organization and the work that we do and the services we provide continue to not only be in high demand but also respected by the perinatal mental health community around us. It is a great honour for me to be able to acknowledge the dedication and compassionate care our counsellors provide and also to acknowledge our administrative staff, our Board and all of our volunteers for helping us to be able to make a difference in the lives of the families who are reaching out for support at such a critical time.

This year we handled over 12,500 contacts for our services. We facilitated 191 moms in our twelve support groups and reached 748 new parents at 70 mom and baby talks held in the Lower Mainland. We provided two 8-week online trainings with participants across BC and Canada attending, and four local community trainings/workshops in the Lower Mainland, two partner sessions and a couples session as well as numerous outreach activities across the region.

We have received funding from BC Ministry of Health to expand our texting program to Monday to Friday 10 a.m. to 3 p.m. and we had 543 contacts access our services through text, with a number of these texters going on to receiving phone or group support.

This year we have also had many new volunteers doing support calls, assisting at events, and holding independent fundraisers donating proceeds from their projects to PPPSS. Although we did not have our usual Angel Donor Dinner this year, we are as

always incredibly grateful to our Angel Donors who continue to generously support us. Thank you once again to Catherine Chow, and Mike and BG Burdick. The Angel Donors have been a huge support to PPPSS and we are thankful for their continued support. We'd also like to acknowledge another large private donation from Catherine Newell and her family. It is especially meaningful when those of us who have experienced personal losses because of mental health struggles make it their mission to support our work. Please also see our special tribute in this report to Joanne Woolridge who passed away this past November and who graciously asked people to donate to PPPSS in her name. Special thanks to Katy Cadman, our 2019/20 recipient of the Dr. Shauna Little Award for the fundraiser and incredible evening and generous contribution by MomChoir in North Vancouver.

We held our annual picnic for our alumni and current group members, PPPSS staff and volunteers last August, which was a lovely event. Thanks to all who helped organize this and to all the helpers, including the older kids, who came out to play and help with the younger ones. Sadly, we will not be able to hold this event this year, but hopefully in 2021!

We are also really excited about our new podcast [Beyond Postpartum](#) hosted by our staff member Heather Allyn, who is doing an incredible job. The podcast focus is on sharing our postpartum recovery stories. We now have eighteen podcasts recorded with over 1,500 downloads, and more episodes to come!

*(continued on page 4)*

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### A Message from **Sheila Duffy**, Director (continued)

Our staff member, Emily Garner, spearheaded a project partnering with the [Women's Health Research Cluster](#) to host a parenthood support workshop for 2SLGBTQ+ parents as well as hosted a forum for health care providers and parents to come and participate in a Roundtable discussion between 2SLGBTQ+ families and perinatal health care providers. We are excited about the positive response to these events and are hoping to continue going forward with this initiative. We are planning to start a support group in the fall for the Queer community.



We would also like to acknowledge our Board of Directors who are often working hard behind the scenes supporting staff and PPPSS.

We welcomed Andrea Paterson, Heather Allyn and Holly Korstad to our counselling staff this year, all of whom are great assets to our team. It is a very exciting time for PPPSS with lots of new ideas, expertise, and energy amongst us. Georgie Hutchinson is stepping down to more part-time work as she semi-retires (she knows she can never really leave). Clare Zeschky is taking over her responsibilities as volunteer coordinator. Georgie will still be involved in some of the volunteer and outreach activities but in a smaller capacity as she also takes care of her 2 very young grandchildren. I would like to honor Georgie at this time for the incredible contributions she has made to our volunteer program as well as outreach in the community.

Special thanks to our administrative staff Stace Dayment and Christina Debruyne who take care of all our administrative and accounting needs allowing the counselling staff to deliver our programs. They are an integral part of our foundation at PPPSS. Also, thank you to Dan Feeny, Board member and our volunteer IT person!

Thank you especially to the women we 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 and to recover from the sometimes devastating repercussions of PPD/A. We feel privileged to be part of their journeys.

# Pacific Post Partum Support Society 2019–20 Annual Report

## MOMCHOIR

**MomChoir** is a North Shore choir made up of over 60 local moms who not only share the joys of motherhood but also the love of music and singing. MomChoir was created by a mom for other moms to connect, sing, perform and build a sense of community. Too often, parents give up their own personal passions when they have children. It is easy to put everyone else first when you are in the throes of diaper changes, school pick-ups and sport drop-offs. Where is the time you once had for yourself? You have to make the time. MomChoir is a dedicated kid-free zone for moms to meet other like-minded women who also share a passion for choir and singing.

**Katy Cadman** approached us with the idea of doing a fundraiser, and then planned and hosted the fundraising event “It Takes a Village” with special guests [Sweet Scarlet](#) last May 2019 for a Mother’s Day tribute. Another thank you to the MomChoir participants who not only sang beautifully but also courageously told their stories throughout the evening. This was such a moving and beautiful evening! Many people came with their own mothers and it was an incredible way to honour mothers and support PPPSS.

“**It Takes a Village**” was about the journey of motherhood, and alongside the music featured stories told by mothers about their motherhood journey, as well as stories about navigating pre and post partum depression. The event was a huge success and between revenue made at the concert as well as the raffle held during intermission, we raised over \$10,000 for PPPSS as well as raised awareness about the services PPPSS provides to the extended community. We were also able to host this event again in February 2020 in Richmond.

**Katy Cadman**  
is the recipient of our 2020  
**Dr. Shauna Little Award**



*“Motherhood is a journey. For many of us, it begins with the first little plus sign on a pregnancy test – our indicator that we are plus 1 (or 2, for some), and after that, the journey never really ends. There is no set destination, no hard and fast rule that lets a mom know she’s arrived. Often, along the journey, we hit snags, snares and successes. We lose parts of our identity, only to pick up new fundamental pieces of ourselves. There’s an old adage that says It Takes A Village to raise a child – but if we’ve learned anything on our journeys, it’s that It Takes A Village to raise a mother. From our beloved friends and family, to the clubs (and choirs) we are a part of, to life-saving organizations such as Pacific Post Partum Support Society, each of us needs our own village.”*

# Pacific Post Partum Support Society

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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.

#### Text Message Support:

We now provide individual support via two-way text messaging and live online text and voice chat as part of our telephone support program. Offering this additional mode of support serves even more parents than our telephone support alone.

#### 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. **2019–20 locations included North Vancouver, East Vancouver, Downtown Vancouver, Cloverdale, Langley, Richmond, Port Coquitlam, New Westminster, White Rock and Burnaby.**

#### 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 those suffering from PPD/A to get information and support. We also offer couples sessions for those interested in reinforcing their communication and 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 throughout the province and Canada. 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 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

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### Program Statistics

#### Vancouver Coastal Health Authority

Vancouver	1,517
Richmond	113
North Vancouver	220
West Vancouver	21
Whistler & Squamish	33
Other VCH areas	74
<b>VCH Total</b>	<b>1,978</b>

#### Interior Health Authority

Kamloops	13
Kelowna	50
Creston	7
Penticton	6
Vernon	35
Other IHA areas	20
<b>Interior Total</b>	<b>131</b>

#### Northern Health

Prince George	26
Prince Rupert	13
Quesnel	13
Other North	8
<b>Northern Total</b>	<b>60</b>

#### Total support calls

**2019–20:**  
**4,304**

Total contacts including e-mail:  
**12,792**

Expected births in British  
Columbia 2019:  
**54,107**

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

**Over 9,000** mothers and their  
families in British Columbia  
need our help *annually*.

#### Fraser Health Authority

Burnaby	348
PoCo/Coquitlam	244
New Westminster	188
Surrey	352
Abbotsford	86
Maple Ridge	80
Langley	146
Other Fraser Valley	310
<b>FHA Total</b>	<b>1,754</b>

#### Vancouver Island

Nanaimo	94
Parksville	8
Courtney	8
Victoria	93
Other Island	59
<b>Island Total</b>	<b>262</b>

#### Other Canada

Alberta	22
Yukon Territories	11
Ontario	31
Other Canada	3
<b>Total</b>	<b>67</b>
Other/Anonymous	<b>33</b>
<b>USA Total</b>	<b>19</b>

*“I was in a bad place when I called and the woman I spoke to was so gentle and truly a lifesaver.”*

*“That call was vital – it was the only channel or connection I had at the time where someone knew what I was struggling [with] and helped me feel like I was going to be OK.”*

*“The phone and the group were beyond all expectations and I am forever grateful. You have my ongoing support.”*

*“I made the call within the first couple of weeks after having my baby. The support I received from the woman I spoke to was incredible.”*

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### Program Statistics April 2019–March 2020

#### Weekly Support Groups

North Vancouver	14
Port Coquitlam	14
Richmond	13
Vancouver Eastside	25
Vancouver Eastside 2	26
Vancouver Eastside 3	16
Vancouver YMCA	23
Cloverdale	20
Langley (started Sept 2019)	9
Burnaby	18
New Westminster	15
White Rock (started Feb 2020)	4

Total women enrolled in support groups: 191

Total children attended while women received support in groups: 179

#### Mom & Baby Talks

<b>Total Mom &amp; Baby Talks</b>	<b>70</b>	
VCH Talks	60	86%
VCH Attendees	646	
FHA Talks	10	14%
FHA Attendees	102	
<b>Total Attendees</b>	<b>748</b>	

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

#### Website Statistics April 2019 – March 2020

<b>Site Visits</b>	<b>120,646</b>
Mobile visitors	94,400

#### Top Website Referrers:

Facebook	HereToHelp.bc.ca
Provincial Health Services Authority	Fraser Health
Grow Health	Vancouver Coastal Health
Winnipeg Regional Health Authority	BC Women's

#### Community Trainings

##### Community Education Workshops

2 Partner Sessions	14 participants
2 Couples Sessions	14 participants
4 Community Trainings	71 participants
2 Volunteer Trainings	16 participants

##### Community Outreach Sessions **14**

Includes radio interviews, conferences, community events, focus groups and working groups

*"I think the consistency of weekly meetings was most beneficial as I worked through my thoughts. Facilitators encouragements really stuck with me."*

# Pacific Post Partum Support Society

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### Our Volunteers

We would like to thank our telephone and parent mentor group volunteers: Christine Ou, Ciera Shaw, Zoe Le Good, Sarah Soo, Kate McKay Salmenmaki, Kailei Chang, Celina Vergel de Dios, Lynne Thomson, Holly Korstad, Anna Saurette, Heather Allyn, Andrea Paterson, and Linda King.

A special thank you to Melanie Simmons for three years of consistent, dedicated telephone support. We will miss you, Melanie! UBC School of Midwifery is lucky to have you in September.

Event Volunteers: Diana Hanson, Jack, Finn and Molly Garner, Luca Rheume, Zoja Mistic, and Ever Dayment.

Thank you to RBC and Mom's Choir for donating a day to help clean and organize our office and for RBC's generous donation.

A huge thank you to Katy Cadman for hosting a fundraiser with Mom Choir with Sweet Scarlet.

Thank you to Danette Jubinville and Miranda Kelly of ekw'i7tl doula collective for their Decolonizing Birth Work presentation.

And a special thanks to Dan Feeny for all his incredible tech support.

### Special Thanks to our Angel Donors

Our Angel Dinner Co-Founders, Catherine Chow and Mike & BG Burdick, support PPPSS with a fundraiser every year since 2014! We are so grateful for the generosity of the Angel Donors who gave from their hearts and help us with our fundraising goals. The event brings many new members and donors to our Society and we wish to thank the volunteers who help make it a success.

### Thank you for Your Support!

*We acknowledge the financial support of:*

the Province of British Columbia  
The Government of British Columbia  
Bell Let's Talk Mental Health  
Vancouver Coastal Health - Vancouver  
Vancouver Coastal Health - Richmond  
Fraser Health Authority  
City of Vancouver  
City of North Vancouver  
District of North Vancouver  
City of Richmond  
City of Surrey  
City of Port Moody  
Face the World Foundation  
Mr. and Mrs. P.A. Woodward's Foundation  
Peace Arch Hospital Foundation  
Fidelity Investments Canada ULC  
Robyn Smith  
Coquitlam Foundation  
The Hamber Foundation  
Shoppers Drug Mart Foundation  
Burnaby Board of Trade  
Nick Alexander  
Ruth Makaroff  
Paul Duffy & Haldane Family  
Dr. Mark Hardy  
University of BC Community Engagement  
Royal Bank Foundation  
Mom Choir / It Takes A Village  
Stephanie Au, Lagree West  
10<sup>th</sup> Avenue Alliance Church  
John Braithwaite Community Centre  
Garratt Wellness Centre  
Langley Early Years  
Cloverdale Public Health  
Tri-Cities East Neighbourhood Centre  
Robert Lee YMCA, Vancouver  
Brentwood Community Resource Centre

# Pacific Post Partum Support Society

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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](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 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 regularly 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 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 are 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 telephone/text 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](#)

Instagram: [PostPartumBC](#)

BN Charity # 10781 0632 RR0001

## 2019-20 Board of Directors

Erin Arnold	BOARD CHAIR
Katherine Reinhardt	BOARD SECRETARY & TREASURER
Ruth Makaroff	DIRECTOR, PAST TREASURER
Mary Gillis	DIRECTOR
Ann Alexander	DIRECTOR
Joyce O'Mahony	DIRECTOR
Kate Thomas-Peter	DIRECTOR
Dan Feeny	DIRECTOR

## Staff

Sheila Duffy	DIRECTOR
Georgie Hutchinson	COUNSELLOR, GROUP FACILITATOR, OUTREACH & VOLUNTEER COORDINATOR
Andrea Paterson	COUNSELLOR & GROUP FACILITATOR
Anna Chambers	COUNSELLOR, OUTREACH & GROUP FACILITATOR
Clare Zeschky	COUNSELLOR, GROUP FACILITATOR, OUTREACH & VOLUNTEER COORDINATOR
Emily Garner	COUNSELLOR & GROUP FACILITATOR
Heather Allyn	COUNSELLOR & GROUP FACILITATOR
Holly Korstad	COUNSELLOR & GROUP FACILITATOR
Kelly Kuerbig	RELIEF STAFF
Kerry O'Donohue	COUNSELLOR, GROUP FACILITATOR, & PROGRAM COORDINATOR
Leah Burns	COUNSELLOR & GROUP FACILITATOR
Linda King	COUNSELLOR & GROUP FACILITATOR
Rita Shergill	COUNSELLOR & GROUP FACILITATOR
Shealagh Davis	COUNSELLOR & GROUP FACILITATOR
Christina Debruyn	ACCOUNTANT
Stace Dayment	MANAGER OF ADMINISTRATION

## Childminders

Airiane Baribeau	Kalala Butcher	Stacy Bellsmith
Reham Cojuangco	Linda Higham	Tanya Hole
Caitlin Quinn	Shahana Niazi	Tasneem Chadyali
Deborah Scanlon	Hope Crawley	Wendy Mok
Huma Malik	Rukhsana Malik	Samireh Fathi
Amy Hammoud	Salena Wong	

*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.*