

ATTACHMENT NETWORK OF MANITOBA
ANNUAL REPORT
2015

Chairperson's Report

It has been another busy and exciting year for the Attachment Network! Through our workshops and network meetings, we continue to make new connections in Manitoba and our neighbouring provinces, and through the magic of technology, we are connecting and sharing ideas with “attachment nerds” all over the world! Our DVD's *Listening to Baby* and *Tuning in to Toddlers* continue to be in demand with professionals working with parents, and to these products (and our magnets) we have now added a series of parenting brochures. These brochures have been extremely well-received, and we sometimes cheekily refer to them as the “Owner's Manuals” for parenting. One of the most respected figures in the attachment world, Dr. Kent Hoffman, has said that these brochures “will change lives”. They are the brainchild of our Public Awareness Committee, so please check out their report for more details and to hear about the other exciting plans they are working on.

This past year, the network sponsored one of our members to attend training and become certified as a Master Trainer in the Making the Connection parent group model. This is an attachment-based program for parents of very young children that is highly acclaimed, and we are very proud and excited to be bringing this to Manitoba to help build capacity in our province.

Our website and Facebook page continue to be great tools for keeping us connected and for disseminating exciting new information, links and resources related to attachment. We are always interested in hearing from you with ideas and contributions that we can share electronically.

Speaking of Kent Hoffman, we have been thrilled to welcome him to Winnipeg twice this past year. In September, he presented the three-day *Core Sensitivities* workshop to an enthusiastic crowd, who came away with a new way to understand the people with whom we work. This past April we were thrilled to welcome him back to Winnipeg to conduct another 4-day Circle of Security DVD training. As always, Kent delivered an incredible presentation and created a nurturing and safe environment for those in attendance as they discovered this material. In the hope of providing support to those individuals who have taken the COSP training, the network organized two support meetings in May to create mentoring opportunities for people to feel confident to carry out the programming.

This fall, we are launching yet another learning event with Dr. Mary Claire Heffron from Oakland, California. Dr. Heffron is the Clinical Director of the Early Childhood Mental Health Program at the **Children's Hospital & Research Center in Oakland**. She will present a two-day workshop entitled *Infancy Matters: Securing Lifelong Pathways for Well Being and Resilience*.

This past year, we also developed a brief, introductory workshop entitled *Attachment 101* (thank you to board member Dr. Jen Theule for doing most of the heavy lifting on that project). which we are offering to community groups at very low cost. For not-for-profit groups, we will provide this training for a fee (or free) based on the group's ability to pay. This initiative was undertaken in response to a need expressed by a number of community groups who wanted some basic information on attachment, either for parents or staff.

During the recent Provincial election, the network board took that opportunity to compose a letter to the leaders of the various political parties, asking about their party's positions on a variety of issues related to attachment. Although we only received one reply, we are hopeful that this effort may have helped to raise awareness of attachment in some small way

amongst our political leaders, as they set policy and oversee practice in areas such as Mental Health and Child Welfare.

At our AGM this year we will be saying goodbye (temporarily) to board member Karen Johnston. Karen is one of the founding members of the attachment network, and has served as our Treasurer for many years. The current demands of her work require her to take some time off the board, but we will be eager to welcome her back at some point in the future. Thank you Karen for everything you have done, not only for the network, but to further the understanding of attachment in our community. And thank you to Jan Ranson, who has bravely volunteered to take on the position of Treasurer!

Looking to the future, we have a number of exciting projects in discussion, and we welcome your involvement in the planning and development of these ideas. One idea that we are exploring is the possibility of hosting webinars produced in Toronto by the [Infant Mental Health Promotion \(IMHP\)](#) organization. Another is the idea of hosting a conference in 2017 to celebrate the network's 15th anniversary. We would love to hear your ideas about speakers, and to have you become involved as part of a conference-planning sub-committee, which we hope to organize in the near future.

Thank you for taking the time to read this report, and for your interest in attachment. If you are interested in becoming more involved with a particular network project, please email us at attachmentnetwork@shaw.ca, or contact any of the members of our board of directors.

Leslie Johnston and Joanne Brown

Co-Chairpersons

Public Awareness Committee

This sub-committee has been quite active this past year, concentrating our efforts primarily on two projects. The first, our parenting brochure project, we are thrilled to have recently completed, after many months of development and production. This is a series of four brochures which, like our DVD's, employ the concept of using the child's voice to help parents understand their children's needs. They are entitled *10 things your baby wants you to know; 10 things your toddler wants you to know, 10 things your school-aged child wants you to know; and 10 things your teenager wants you to know*. The brochures are available for purchase on our website, or if you

don't mind a less glossy version, you can download them for free. The response to these brochures has been overwhelming, as parents, teachers and others who work with children discover that they are a simple, accessible way to understand how to approach children and youth in a way that meets their needs and therefore helps them grow and flourish. The network has provided a number of these brochures free of charge to community resource centres and clinics, to schools and child welfare agencies, and to participants at our workshops. We are now planning to take this project a step further by having posters developed that are based on the four brochures. Keep an eye on our website if you are interested in purchasing these posters for your workplace.

The other project that we have been working on for some time now is the development of a brief series of "video-like" spots that will be posted to and shared on social media, and that are based on the *10 things your baby wants you to know*. These productions use still photos with movement added to make them come alive, and the voice-overs are done in a child's voice using local, volunteer talent. We are excited to be very close to launching these spots on our website. Thanks to the folks at Co-Element for working with us on this project.

The Public Awareness Committee consists of Michelle Kowalchuk, Joyce Milligan, Laurie Marcella, Joanne Brown, Laurie MacPherson and Leslie Johnston. We wish to acknowledge and thank Leigh McKenzie (graphic design) and Ann Krawchuk of Quantum Graphics (printer).

Leslie Johnston

Facebook Report

I have been involved since January with being an administrator for our Facebook Account. It took me a while to figure out how to have the account work on my phone alongside my personal fb account. Now those glitches are worked out it has been easier and more efficient to monitor and post. The following are what has been achieved in these 2 ½ months:

1. I personally invited approximately 50 new people to like our page which they did. This I believe is now reflected in the numbers of views on our fb page.
2. As a trial on how to do postings I put up some links for John Bowlby, Peter Fonagy, Bruce Perry, COS, Dan Hughes, & some articles forwarded to me.

3. RESPONSE TO MESSAGES: 100% response rate: 7 minute response time (excellent). No post was ignored and the 7 minute response time shows that the posts are showing up on other people's feeds.
4. 340 likes this week to our page.
5. Some specific # for specific posts:
 - Post: 4 reasons why you shouldn't ignore or punish toddler tantrums: 1,107 views this post.
 - When turtle met rabbit: 69 views
 - Every kid is one caring adult away from being a success story: 428 views
 - Peter Fonagy on Mentalization: 62 views
 - John Bowlby the father of attachment: 69 views
 - Bruce Perry 7 slide series: 246 views
 - Dan Hughes: 8 views
 - Children fall in love with books: 144 views
 - COS: 17 views
 - COS International: 136 views
 - Securely attached families with teens: 82 views
 - Attachment network of MB News (total for the numerous posts): 1344 views
 - When little people are overwhelmed by big emotions: 2,414 views
 - Les enfants voient: 224
 - Children see: 292 views
 - 10 things your school aged Child...: 548 views
 - 10 things your toddler...: 259 views
 - How do you make a baby smart: 617 views
 - 10 things your baby...: 96 views
 - Can trauma have genetic effects across generations?: 149 views
 - Brainwaves issue 26: 72 views
 - Teach your child not to interrupt: 1342 views
 - Child & youth care instructors: 36 views
 - 3 day core sensitivity seminar: 31 views

The above is all the action on our fb page since January. It certainly appears that we have more traffic and responses than we did previously.

Glenys Wirch

SALES (DVD's and Brochures)

This past year we have continued to sell our DVDs, *Listening to Baby* and *Tuning into Toddlers*, to the public through our website, www.attachmentnetwork.ca. With declining sales and significant costs, however, our Amazon.ca store was no longer financially viable and was closed in the early fall. Our DVDs currently sell for \$39.95 each, or a "box set" for \$69.95 (pricing is the same on both sites). For those who are interested in the fees, when we sell the DVDs through our website, we charge \$5 for shipping within Canada per order (regardless of size). We ship via Canada Post using a discounted small business account and of course our shipping costs vary by order size. We pay a small commission to Paypal to process credit card payments through this channel. Despite their availability over a number of years, our DVDs continue to sell each year. That said, brochure sales are now far out-stripping DVD sales!

Our brochures, "10 Things Your Baby Wants You to Know," "10 Things Your Toddler Wants You to Know," and "10 Things Your School-Aged Child Wants You to Know" are now available on our website, for \$8.00 for a bundle of 20 and \$16.00 for a bundle of 50, shipping included. For those interested, these brochures are also available on our website for no-charge self-printing (under "Professional Resources"). Our prices for pre-printed brochures are set near cost (for the printing and shipping) to encourage their availability in the community. We are heartened to see the strong sales for these brochures which speak to what a needed and helpful resource they are in our community!

Jen Theule, Ph.D., C.Psych.

Core Sensitivities Training

In September, 2015, we hosted a 3 day training from Circle of Security originator Kent Hoffman, in which over 65 people attended, mostly clinicians. Kent has developed a way of examining people's core motivations or vulnerabilities as safety, separation or esteem sensitive. He took us through video examples of each, and mostly, how to work with people to help them drop this safeguard. This is revolutionary ways of viewing the clinical process and of appreciating how attachment patterns show up in adults. This training has only been offered a few times world-wide and we were thrilled to have had time with the amazing Kent Hoffman one more time.

You Can't Spoil a Baby

As we developed our baby and toddler brochures, a local social worker on maternity leave, Pam Delisle, contacted us about adding these brochures to baby kits she makes up (from donated materials) for new parents. We have since donated several hundred brochures and our fridge magnets, and see this type of community outreach as one more way to get excellent attachment information into the hands of parents who need it.

10 Things Brochure Series

In 2015, we finished developing the baby, toddler and school age brochures, and have had several runs of printing of each. These are up on our website for free download and can be purchased in our store. We have sent copies of the school age brochure to each school division in the province for distribution. We have sent out hundreds of free copies of the toddler and baby brochures to doctors who routinely treat young children in Winnipeg. These have been viewed or purchased now in 4 continents with feedback provided from practitioners abroad. We expect to issue the teenage brochure early in 2016.

Make the Connection

In June of 2015, I was fortunate enough to have the support of the Attachment Network of Manitoba to travel to Toronto for the first step in my training for the "Make the Connection" program. The Psychology Foundation of Canada also graciously supported me by waiving the cost of the 3-day training. While in Toronto, I met with Barb McKay Ward and Claire Watson, the developers of this Attachment based program for families. They provided me with great support and advice on how to maximize this training opportunity.

Fast forward to October 2015. The Attachment Network hosted a "Make the Connection" workshop at the CanadInn Polo Park. Claire Watson travelled from Toronto to co-facilitate the training with me as the final part of my certification. We spend three days training and getting to know 14 people from all over Manitoba as well as Saskatchewan and Alberta. Each of the participants came into the workshop understanding the importance of attachment and each left with the tools to facilitate this program in their own communities either in a group setting or one-on-one with a family.

"Make the Connection" is a program that clearly spells out what every child requires to become securely attached. It incorporates all of the research

into down-to-earth messages and activities that parents and caregivers can use to strengthen their relationship with infants and toddlers. The sessions include hands on parent-baby activities as well as videotaping, and discussions to help parents reflect on key components of secure attachment. These activities focus on easy ways to have meaningful connections through Love, Language, and Learning opportunities that occur naturally everyday with our children.

“Make the Connection” is a program which fits nicely into all of the Attachment work that is being done in Manitoba. It recognizes and promotes a secure beginning for a child which in turn sets in motion a positive course for a child’s social and emotional well-being. Big thanks to the Attachment Network of Manitoba and the Psychology Foundation of Canada for your support in bringing this program to our province and a very special thank you to Claire Watson for her support as a mentor and co-facilitator.

Jan Ranson

THE ATTACHMENT NETWORK OF MANITOBA INC.

Financial Statements

Year Ended March 31, 2016

Michelle's Bookkeeping Services

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Ile Des Chenes, MB
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Tel : (204) 878-9948
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May 1, 2016

NOTICE TO READER

These statements have been compiled by me from information provided by management, without audit or review or other attempts to verify accuracy or completeness of such information. Readers are cautioned that these statements may not be appropriate for their purposes.



Michelle Trudeau

THE ATTACHMENT NETWORK OF MANITOBA INC.

Balance Sheet

Year Ended March 31, 2016

	2016
ASSETS	
CURRENT	
Cash	\$ 47,331
Other Receivables	0
Prepaid Expenses	<u>500</u>
	<u>\$ 47,831</u>
LIABILITIES	
CURRENT	
Accounts payable	\$ 1,859
Deferred Revenue	<u>0</u>
	<u>1,859</u>
SHAREHOLDER'S EQUITY	
Member's equity	57,341
Retained earnings	<u>-11,369</u>
	<u>\$ 45,972</u>
	<u>\$ 47,831</u>

THE ATTACHMENT NETWORK OF MANITOBA INC.
Statement of Profit & Loss
Year Ended March 31, 2015

	2016
INCOME:	
Brochures	2,233
DVD	2,244
Interest	48
Conference:	
Connection Workshop	7,485
COS Parent Training	9,275
Total Income	21,285
EXPENSES	
Accounting	481
Advertising & Promotions	3678
Administrative Fees (Amazon&Paypal)	419
Bank Charges & Interest	20
Conference Costs	12,642
Meeting Expenses	494
Office Supplies	727
Printing and Reproduction	10,365
Professional Fees	279
Travel	1,154
Website Expenses	2,394
Total Expenses	32,653
NET INCOME	-11,369
RETAINED EARNINGS - BEGINNING OF YEAR	57,341
RETAINED EARNINGS - END OF YEAR	\$ 45,972 \$