

The Attachment Network of Manitoba

Annual Report, May, 2018

Co-Chairpersons' Report

Another busy year for the Attachment Network of Manitoba! We continued the revamp of our website, translated brochures into 6 languages, uploaded our DVD's onto a purchase-to-stream platform on our site, hosted a Conference on the needs of teens, and hired a consultant to connect locally with parents of preteens. Whew!

We have had requests for our 10 Things Brochures series to be translated and with the volunteer help of local attachment folks, Yvette Savard-Preston, Jose Diaz and Kristine Pau, we were able to translate into French, Spanish and Tagalog, respectively. With the help of the official translators for the Province of Manitoba, we paid to have brochures translated into Ojibwe, Cree and Arabic. Thank you to Charlene McIvor, our graphic designer who was able to bring those to life in print. We should also give a shout out to Ann Krawchuk and her team at Quantum Graphics who work with us to quickly provide the printed copies.

Daniel Normandeau of iweb Consulting, has been wonderful at "stepping into our shoes" to understand our IT needs as we continue to make the website easier to navigate. We continue to be a source for your first clicks into the world of attachment information and resources. The DVD format was proving to be outdated and now we have both the *Listening to Baby* and *Tuning Into Your Toddler* videos available as a one time purchase for the rights to stream the video from any device. One only requires access to the internet to use this platform.

This winter we hosted the Connect Parenting Program Group Leader training, a Canadian made attachment focused parenting program for parents of children in preteen and teen years. We were thrilled to see 25 people take the training which was delivered by one of the co-creators, Karla Braber, and Dr. Jody Carrington, an Alberta psychologist and trainer. Jody stuck around and presented a full day at our Conference Dec 7 and 8, entitled Attachment Needs of Teens: Implications for Mental Health and Well-Being. Jody took the audience on an emotional and often hilarious ride as we learned how attachment plays out in older children. Feedback was tremendous. On day 2, we hosted Pat Harvey from Maryland, who spoke about her therapeutic work with parents of teens, in helping them create a holding environment for their child, with safe boundaries. The afternoon closed with a presentation from Laurie McPherson as she summed up our 2 days and segued into setting the scene locally for what we are already doing to attend to the attachment needs of teens. Lastly, we had a panel of 6 practitioners from various social service agencies in Winnipeg. How remarkable to see all the attendees remain to hear the wisdom these women shared. It was a reminder of one of our pillars in our mandate- to network. People stuck around to chat after and ideas were carried forward. Thanks to Lisa Dveris and Jennifer Theule for pulling together an amazing Conference!!

On the topic of teens, Laurie McPherson has been contracted by the network to deliver parent education seminars to parents of tweens as they prepare for the next big transition of their child's life, the often confusing teenage years. We are hoping to create confidence for parents as they navigate this changing relationship with their child. Laurie is tirelessly canvassing places where parents meet, such as schools and parent councils and we're very appreciative of her time to devote to this project.

Our Board continues to impress with diversity of background and experience. We regretted to see Jennifer Theule step back this year and thanked her both for her wisdom and her work with our sales, and welcomed Kristine Pau, who has taken on managing the website sales. This year we lose Kylee Hurl, who has been with us for a few years, as she leaves the province to work on finishing her doctorate in Psychology. We are grateful to Kylee for her tireless minute-taking and her work on the website committee. We also welcomed new Board member, Amber Kulczycki, who brings experience with school systems, marketing concepts and a wicked sense of humour! Rounding out the Board is Dr. Sayma Malik, Lisa Dveris, Katie McDonald, Rosanne Papadopoulos and our Treasurer Jan Ranson. These folks do so much behind the scenes, sourcing out good information for our website, creating Conferences, networking, promoting, creating, and always putting great ideas forward. We are always humbled by the vast experience of these amazing individuals!

Thank you as well to Bonnie Snow and the good people at Adoption Options, our unofficial "home" of Network meetings.

Look for us pushing the envelope even more next year as we are putting together a Conference on attachment-focused perspectives and interventions for children with Autism; as we host another Circle of Security training and who knows what else??

Joanne Brown and Leslie Johnston
Co-Chairpersons

Sales Report

May 2017 – April 2018

Item	Quantity Sold	Revenue
Listening to Baby DVD	9	404.55
Tuning in to Toddlers DVD	3	134.85
DVD Box Set	5	374.75
Streaming Service	1	69.95
Conference Early Bird	69	20,700.00
Conference Full	4	1,500.00
Conference – Student	17	1,700.00
Brochures		2,964.00
Baby (English)	2110	
Toddler (English)	1620	
School Aged (English)	1450	

Teen (English)	1350	
Baby (French)	450	
Toddler (French)	450	
School Aged (French)	450	
Teen (French)	450	
Baby (Arabic)	450	
Toddler (Arabic)	450	
School Aged (Arabic)	450	
Teen (Arabic)	450	
Baby (Tagalog)	400	
Toddler (Tagalog)	400	
School Aged (Tagalog)	400	
Teen (Tagalog)	400	
Baby (Spanish)	400	
Toddler (Spanish)	400	
School Aged (Spanish)	400	
Teen (Spanish)	400	
Posters		87.50
Baby	5	
Toddler	6	
Bundle	2	
	Total	27,560

Kristine Pau

Report on the How to Connect and Stay Connected to your (Almost) Teen Project

In celebration of its 15th year, the Attachment Network of Manitoba has embarked on a project to reach parents of tweens (middle-years) children aged 9 to 13 years with the aim to create an awareness of the importance of healthy attachment relationships at this stage of development and as a foundation to support healthy adolescent development. The project focuses on reaching parents through the delivery of a presentation or workshop and the distribution of the *10 Things your Teenager Wants you to Know* brochure. Laurie McPherson was contracted by the Network during the last quarter of this fiscal year to lead and coordinate this project during 2018. Up to March 31st, 2018 the following outcomes have been achieved.

Presentation/Workshop Development and Promotion

- A 1 to 2 hour presentation was developed and reviewed by the Board Executive and includes a PowerPoint slide deck, speaking notes, references, handout and feedback form
- Information about the presentation was sent to key contacts at all six School Divisions in Winnipeg; which included an introductory letter, presentation description, presenter bio and poster. (There are approximately 145 Grade 5 to 8 schools in Winnipeg.)

- Nicole Dubé from CTV Morning Live booked an interview with Laurie McPherson April 16th to be aired on the Tots to Teen segment
- Feedback has been positive thus far
- An exhibitor's booth has been reserved at the Manitoba Association of Parent Councils conference May 5th with information about the presentation and brochures being included in their e-bulletin and in the delegate bags

Presentations:

- 1) Whyte Ridge School (Pembina Trails SD) hosted a presentation March 14th in the evening with the invitation extended to Chancellor School (K-6) and HG Izatt (5-9) with 20 people in attendance
- 2) Adoption Options hosted a presentation for their AGM on March 21st with 18 people in attendance
- 3) The Gentle Parenting Group booked a presentation at Scout Coffee for April 25th
- 4) McNally Robinson booked a presentation in the Community Classroom for May 3rd – 33 people have registered
- 5) Hedges Middle School (St. James SD) booked a presentation for May 9th
- 6) South Winnipeg Family Information Centre has a presentation booked for May 23rd

10 Things your Teen Wants you to Know Brochure Distribution:

Part of the project was to offer the Teen Brochure to School Divisions in Winnipeg for all Parents of Grade 8 Students.

- Offer of the brochures was sent to all six School Divisions in Winnipeg for free brochures for all Grade 8 parents in each Division (all languages)
- A total of 2880 brochures were ordered and have been delivered to four school divisions in Winnipeg

Laurie McPherson

Social Media Committee Report

This year the Attachment Network has established more of presence on Facebook - follow us at The Attachment Network of Manitoba! We have also established Instagram and Twitter accounts. Follow us at *The Attachment Network MB* or tag us *@attachmentnetwork*.

The social media outlets are fantastic for parents, professionals or anyone who is interested in attachment! If you would like to let us know information you are interested in hearing about please let us know by messaging us.

We have over 500 followers and counting on Facebook. We provide articles, tips and information about our meetings and conferences.

Kathleen McDonald

Conference Committee Report

The Attachment Network held its 15th Anniversary Conference on December 7th and 8th, 2017 at CanadInns Polo Park in Winnipeg. In keeping with the Network being in its 'teen' years the conference was entitled "Attachment Needs of Teens: Implications for Mental Health". Dr. Jody Carrington from Alberta provided a dynamic and thought-provoking Day 1 connecting both her own research and the current neuroscience with hands-on skills and approaches to supporting Indigenous teens and those involved in the Child Welfare System. On Day 2 in the morning, Pat Harvey, author and Social Worker from Maryland, U.S., presented us with Dialectical Behaviour Therapy approaches to helping parents of teens engage and support teen mental health. The afternoon of Day 2 was devoted to presenting a local landscape using an "attachment lens" with teens in Winnipeg. Laurie McPherson provided an enlightening talk on the connection between positive adolescent attachment and mental health. Following Laurie's talk we held an interdisciplinary panel discussion with clinicians from New Directions, Norwest Co-op, Seven Oaks School Division Educational and Clinical Support Services and Manitoba Adolescent Treatment Centre. The panel was moderated by Laurie and provided us with insight and a great discussion which wrapped up an exciting and inspiring two days. In total, over **150** people attended the conference.

Lisa Dveris

Public Awareness Committee Report

May, 2018

The members of the Public Awareness Committee (otherwise known as "the people who brought you the brochures") were thrilled to see our parenting brochures translated into five languages over the past year. As some of you already know, they are now available in Arabic, English, Cree, French, Ojibwe, Spanish and Tagalog. We have also been happy to see the companion posters popping up in offices, agencies and drop-in centres everywhere we go!

Right now, these creative folks are working on some exciting new initiatives. A project currently in the works is a brochure along the lines of the "Ten Things" series, but that is specifically designed to help caregivers understand the unique needs of children who are in the care of the Child Welfare system. If this is something that would be of help to you, stay tuned for publication of this brochure later in the year.

We are also in the process of redesigning the home-page of our website to provide a more detailed, but also more accessible, understanding of what attachment is, and why it is so important. We hope this will provide a better fundamental grounding in attachment principals as they relate to both our personal and professional lives. We also hope to provide visitors to the website with a clearer understanding of what the Attachment Network promotes. So please keep visiting the website and, when you notice the change, please give us your feedback!

Many thanks to the dedicated work of committee members Marge Chomoway, Joanne Brown, Laurie McPherson, Laurie Marcella, Michelle Kowalchuk and Joyce Milligan.

Leslie Johnston