



# THE ATTACHMENT NETWORK OF MANITOBA

## ANNUAL REPORT

*May 2014*

### GREETINGS FROM THE CHAIRPERSON

Hello to all of the members of our ever-expanding network, both near and far! And in this fast-paced world, I thank you for taking a few minutes to read our Annual Report and learn about some of the past year's events and initiatives. If you read something here that particularly sparks your interest, please consider contacting a board member or joining one of our committees.

Last September, the Network was thrilled to welcome Dr. Kent Hoffman to Winnipeg. Dr. Hoffman is one of the originators of the Circle of Security model, and he was here to provide four days of training in the Circle of Security Parent Education program to over 90 participants. Those in attendance represented a broad cross-section of professionals, including educators, social workers and therapists, and many of these people have gone on to become experienced COSP practitioners and bring this wonderful model into a variety of settings. It is hard to express what a special opportunity it was to learn from a man who approaches his work with such wisdom and kindness. It was through the tireless work of Joanne Brown that we were able to make this event a reality, and we are truly grateful.

Our Public Awareness Committee has embarked on some exciting initiatives this year. The notion of bringing awareness and understanding of attachment into the larger community is something in which I have long had a special interest. Attachment knowledge is not something to be hoarded by professionals, but rather something to be shared and promoted in every corner of our society. Thanks go out to all the members of this committee, but especially to Laurie McPherson for keeping us on track and moving forward. Watch for some very exciting things to happen with this committee in the coming year!

We continue to strive to make our website better and more use-friendly. We have expanded the information on our parent tab and have received very good feedback about our blog. Thanks to Chantal Wiebe for her thought-provoking and passionate missives, and to our webmaster Dan Blair for his ongoing maintenance and cyber-trouble-shooting.

Our DVDs continue to sell well both in Canada and around the world, and we were very fortunate this year to have Dr. Jennifer Theule volunteer her time to take on the responsibility first of all for filling DVD orders from our website, and then guiding us through the process of becoming part of the Amazon online empire. This was an enormous commitment of time and energy for an already very busy lady and we thank her so much for this!



I thank each member of our board for their wisdom and for their commitment to our mission statement. I continue to learn from each of them, and I truly appreciate the opportunity to spend time with such a talented, compassionate group of people.  
Please contact myself or any member of the board if you have an interest in becoming more involved in our network. We would love to chat with you!

### **BOARD OF DIRECTORS (2012/2013)**

***Leslie Johnston, Chairperson:***

Social Worker, Winnipeg Child & Family Services

***Joanne Brown, Past Chairperson:***

Clinician, New Directions Parenting Centre

***Karen Johnston, Treasurer:***

Behavioral Specialist, FASD Outreach Program

***Bonnie Snow, Secretary:***

Program Supervisor, Adoption Options

***Lisa Dveris***

Clinical Social Worker in Private Practice/Seven Oaks School Division

***Monique Gougeon:***

Certified Play Therapist, Private Practice

***Lorraine Mocarski:***

Supervisor, Family Conciliation

***Rosanne Papadopoulos:***

Occupational Therapist, Discoveries in Therapy

***Jennifer Theule***

Psychologist: Assistant Professor U of M, and Private Practice

***Julia Wellwood:***

Behavior Specialist, FASD Outreach Program

***Glenys Wirch:***

Family Therapist, Addictions Foundation of Manitoba

### **BOARD ACTIVITIES AT A GLANCE**

- Fulfilled our mandate to hold 3 general Network meetings as well as monthly board meetings
- Published our newsletter
- Held our fourth annual Strategic Planning Day in November 2013
- Held a professional development training: Circle of Security Parent Education model for facilitators
- Developed a brochure titled "10 things your baby wants you to know" as part of the public awareness strategy
- Ongoing development of the website: expanded Parent Tab; continued Blog postings
- Hosted a Town Hall Meeting with Honorable Kevin Chief, Minister of Children and Youth Opportunities



## **FINANCIAL REPORT: Summary**

*Submitted by Karen Johnston*

The Attachment Network of Manitoba has had a good fiscal year with a net profit of \$11,795. This profit has come from two primary sources: DVD sales and the COS Parent Educational Training Workshop. The Attachment Network continues to support the community. A \$450 bursary was made available so that one spot could be raffled off making it possible for one individual to attend the training for free. The Attachment Network of Manitoba is entering into the 2014 fiscal year in a strong financial position with retained earnings of \$61,505.

## **PUBLIC AWARENESS COMMITTEE:**

*Submitted by Leslie Johnston and Laurie McPherson*

The Public Awareness Committee, made up of Leslie Johnston, Joanne Brown and Laurie McPherson (Marge Chomoway withdrew from the committee in February), have been developing a public awareness brochure on attachment specifically for parents of infants entitled "10 Things your baby wants you to know". The concept of the brochure came about through consultations that Joanne had with Laureen Fulham, Policy & Program Consultant Triple P with Healthy Child Manitoba Office, regarding the need for readily accessible materials that could reach new parents through a variety of methods including hospital new baby packages. Roberta Fast has designed the brochure and we think it is beautiful. We have worked very hard to keep the messaging simple, engaging and meaningful. The brochure is nearing its final revisions. The Attachment Network Board has approved funding to print and distribute the brochure over the next year. Laureen has also agreed to support the distribution of the brochure electronically through her networks. When we have a final product and have a cost breakdown, the committee will develop a plan for distribution and promotion. The brochure will also be available on the website. The committee is also looking at the possibility of developing a short video to be used as a public service advertisement to illustrate the importance of attachment and engage parents in a more dramatic way. Stay tuned to the website for news of this as well. We would like to thank Marge for the inspiration and time she has brought to the committee over the years.

## **TRAINING COMMITTEE REPORT: Professional Development**

*Submitted by Joanne Brown*

### **Circle of Security updates:**

We held the four-day Circle of Security Parent Education facilitator training this past fall, Sept 24-27, 2013, and had 95 participants. We had one person from the USA, but the rest were from Canada, mostly from Manitoba and Ontario. The feedback was overwhelmingly wonderful as Kent Hoffman is an excellent person, therapist and trainer.

The Network took on the liability for the advertising, room and refreshments, and for our efforts, we were awarded two free spaces in the training which were raffled off. All those who registered for the training by the end of June qualified for the draw. Of the two winners, one was a local and one was from out of town. The Circle of Security team handled the registrations and after expenses, we were awarded back \$7848.09 for our 20% cut from the number of attendees that exceeded 42 (the breakeven point). Since we had paid out costs associated with room rental and refreshments, we essentially broke even.



We never set out to profit on this event, but more to get as many people into the training as we could, recognizing that having people trained in this model was the best way to build capacity in our communities. To that effect, we surpassed our goal. In fact, in the months after the training, we have fielded several requests from people asking if we will be offering this training again. Unfortunately, the COS trainers are fairly booked up and we would need to know we could at least get 42 people to attend. What we will be looking into is hosting one of the COS trainers to return and present their 3 day training on Core Sensitivities, and we hope to offer that in the spring of 2015.

#### **Further Trainings:**

For other Professional Development opportunities, our website continues to be a place where people look to post attachment related trainings in Manitoba and beyond. The Network is hosting Jody Bekhuys and Deanne Leung, two therapists from Kelowna who are trained in Dr. Bruce Perry's model of NMT, on May 30 for a one day post advanced. We are also looking ahead to Oct 7 when we will host Dr. Jude Cassidy on attachment work with teenagers.

#### **WEBSITE COMMITTEE REPORT:**

*Submitted by Jennifer Theule*

This past year was an exciting one for us on the DVD front. We started managing our own website and processing our own DVD orders, enabling us to keep a far greater percentage of the profits and be in greater touch with those interested in our work. Through our newly designed site, we made over 40 orders this past year, some for as many as 50 DVDs! In March we also expanded our DVD sales visibility by listing them on [Amazon.ca](http://Amazon.ca) and having Amazon fulfill those orders. This decreases our profits per order somewhat, but tremendously cuts down on workload and increases our profile considerably. Our Amazon costs include a \$29.99/per month account fee, a 15% commission to Amazon, a small per product fulfillment fee (about \$2.00), a small weight fee (about \$2.00 per DVD), and a closing fee (also about \$2.00 per DVD). When considering those fees, it is important to keep in mind that for those who click to our Amazon storefront through our website, we get back 6% in commission, and we are also not responsible for shipping fees, shipping supplies, or credit card processing fees, which we pay when processing our own orders. Currently, we are encouraging all Canadian credit card purchasers to go through our Amazon site, and to use our site only for cheque or International orders (neither of which can be processed by Amazon). In less than a month on Amazon we made 9 sales, for a total of 12 DVDs. Across both sites, our purchasers tend to be Canadian social service and early learning agencies. We have had a few U.S. purchases as well. Of late, however, our sales rate has been decreasing. It is not clear why this has occurred, but is likely related to a combination of us having fulfilled much of the Canadian need for our DVDs, and decreased agency budgets.

#### **IN THE YEAR AHEAD...**

- Applications of NMT in Advanced Clinical Work offered on May 30, 2014
- Providing Adolescents with a Secure Base: An Attachment Perspective with Dr. Jude Cassidy on Oct. 7, '14
- Potential further training through Circle of Security: Core Sensitivities
- Completion of the brochure and TV ad projects as part of the public awareness strategy
- Approaching the business community for funding of Network projects that are dedicated to improving the lives of children in our communities

THE ATTACHMENT NETWORK OF MANITOBA INC.

Balance Sheet

Year Ended March 31, 2014

	2014
ASSETS	
CURRENT	
Cash	\$ 61,305
Other Receivables	0
Prepaid Expenses	<u>200</u>
	<u>\$ 61,505</u>
LIABILITIES	
CURRENT	
Accounts payable	\$ 771
Deferred Revenue	<u>1,175</u>
	<u>1,946</u>
SHAREHOLDER'S EQUITY	
Member's equity	54,702
Retained earnings	<u>4,857</u>
	<u>\$ 59,559</u>
	<u>\$ 61,505</u>

Michelle's Bookkeeping Services

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May 7, 2014

**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