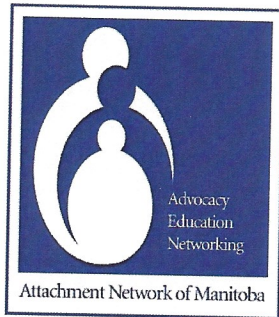


Annual Report 2015



Greetings from the Chairpersons

Hello to all of our Network members, those who have been with us since our inception, and those who have only recently made our acquaintance! We thank you for your interest and your support.

This was another busy year for the Network, but with a slight change of focus. For the past few years, we have worked hard to bring some of the top talent in the attachment world to Winnipeg to speak to therapists and other professionals, in an effort to help build professional capacity in our community. While we continue with this effort, we felt it was time to begin devoting more of our efforts to supporting and providing education for parents at the grassroots level. In line with this, we have supported our Public Awareness Committee to continue work on our series of parenting brochures and on other projects aimed specifically at parents. We have also given some thought to offering a basic presentation on attachment to community groups at low or no cost. We hope to be able to offer this service within the coming year.

We continue to offer resources to parents and professionals through our website, which has recently undergone yet another renovation. We would love to hear your feedback with respect to both the usefulness of the content and the ease of navigation.

We were pleased last May to be able to bring Jody Bekhuys and Deanne Leung of Stepping Stones Counselling in Kelowna back to Winnipeg to tell therapists and others more about their advanced clinical work with Dr. Bruce Perry's Neurosequential Model of Therapeutics. These are two knowledgeable and highly engaging presenters and the workshop was well-attended and very well-received.

We were also thrilled last fall to welcome to Winnipeg renowned researcher and former grad student of Mary Ainsworth, Dr. Jude Cassidy of the University of Maryland. Dr. Cassidy's presentation, "Providing Adolescents with a Secure Base: An Attachment Perspective" filled a gap that many in our community had identified – namely the need to bring awareness to the fact that attachment continues to be important into the teen years, indeed throughout the lifespan.

Last fall, the network also hosted a presentation by Barbara MacKay Ward of the Psychology Foundation of Canada's "Making the Connection Program". This is an attachment based program delivered to parents of children 0-3 years. A number of people in the province have expressed an interest in taking this training, and the network is hoping to have a member of the

board, Jan Ranson, trained as a Master Trainer, which would enable her to train the model throughout Manitoba.

This past year the board also made the decision to begin a modest community funding initiative. Our newly created Grant Application will soon be up on the website, and community groups who have charitable status, and who are providing attachment-based services, will be welcome to apply for modest financial support. Over the past year, we also donated copies of our DVD's to libraries across Manitoba. We are excited to have reached the point where we are able to give back to the community in these ways!

Over the past year, we have begun to include more guest presentations at our quarterly Network meetings. This has been well-received by the members, who have enjoyed presentations by Ken Genlik of Metis CFCS, who spoke about his COSP groups with specialized foster parents, Cathie Gold, who spoke about her work with the EMDR model, Dr. Rob Santos, who spoke at last year's AGM, Donna Freeman, Director of the Discovery Learning Centre, who spoke about the sea change that took place in her centre when she and her staff discovered the COSP model, and Terry Higham, who spoke about his work with families at the Behavioural Health Foundation. At this year's AGM, we are looking forward to hearing a presentation on Emotionally Focused Therapy by Lorrie Brubacher.

Our Corporate Development Committee is still in the early stages, but we are developing a power-point presentation that can be used as part of a presentation to corporate bodies who may be interested in funding some of the Networks' public awareness initiatives, and hope to begin making these presentations in the near future. If any members of the Network have corporate connections that they feel would be useful for us to explore, please let us know.

Recently, members of the board met with Diane Roussin, Executive Director of the "Boldness Project", an initiative proposed for the Point Douglas neighbourhood of Winnipeg. We sensed that a partnership between this organization and our network was a natural "fit", and our initial meeting with Diane confirmed that the philosophical underpinnings of that project are very much in keeping with our network's vision and mission. They are very much focused on the promotion of secure attachment in their community, and both parties agreed to continue to meet to talk about how we can partner with one another.

Each year the board holds a Strategic Planning day, where we get to plan and dream and brainstorm where we would like to go next as a network. This year we spent a lot of time talking about the "advocacy" arm of our mission statement, and about what that means in practical terms. We will be exploring this over the coming year, and it is a conversation in which we welcome you to participate. We also talked about attachment as it relates to Autism Spectrum Disorder. Some members of our board have a wealth of knowledge in this particular area, and we hope to utilize this knowledge to bring greater awareness of relationship-based models such as "Floortime" to our community.

This fall, we will very warmly welcome back to our community one of our favourite people, Dr. Kent Hoffman. This time around, Kent will be presenting the Core Sensitivities Workshop, so please check our website for details on how to register for that.

Lastly, we extend our heartfelt thanks to the members of our Network board. Each of them have worked hard over the past year, both in terms of their contribution to the board itself, and on individual projects. This is a wonderful, vibrant group of intelligent, creative thinkers, and it is privilege to learn from them. This year, the board is very sad to say goodbye to Monique Gougeon, a longtime member of the board, and someone who has made an incalculable contribution to the promotion of attachment knowledge in our community. Monique is leaving the board this year, but we know she will continue to promote attachment in everything that she does. Monique, we cannot thank you enough – best of luck!

Thank you for taking the time to read our Annual Report. As always, we welcome your participation in network activities, and we are always eager to hear your ideas and feedback.

Leslie Johnston and Joanne Brown
Co-Chairs

Distribution of Baby Brochures, by Lisa Dveris

91 Envelopes with a letter and 20 pamphlets have been mailed to selected ACCESS Centres, physican offices, clinics and parenting related organizations in Winnipeg and rural Manitoba. Two dozen envelopes are stuffed, stamped and ready to go to other requests. A mailing list has been created for our records (I have a few more to update).

Total cost of envelopes, photocopy of letter and mail out is \$436.08.

Distribution of our DVD's to Public Libraries in Manitoba

Lorraine Mocarski oversaw the distribution of 20 sets of *Listening to Your Baby* and *Tuning Into Your Toddler* DVD's to Winnipeg Public Libraries, and 75 sets to rural Manitoba libraries. These are a wonderful resource for people who work with families and for parents, themselves, to begin to understand and appreciate the significance of attachment.

The Corporate Committee was created to solicit funds from corporations in order to support the goals of the Attachment Network. A professional and succinct powerpoint presentation is being created that will be used to request funding for advertising such as TV commercials and bus advertisement. This powerpoint will incorporate the "10 things" brochure and will be the first in a selection of presentations that can be used and modified as needed in the future.

Joanne Brown
Rosanne Papadopoulos
Kristene Cheung

DVD Sales, by Jennifer Theule

We have continued to sell our DVDs, *Listening to Baby* and *Tuning into Toddlers*, to the public through both our own website and our Amazon.ca store. In positive news, we have provided free previews of our DVDs again on our website and our Youtube channel. 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. 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.

We continue to encourage 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). Through our website, purchasers tend to be Canadian social service and early learning agencies, while through Amazon they tend to be individuals from across Canada presumably purchasing for personal use, suggesting that the Amazon store provides greater visibility of the network within the Canadian community as a whole.

Public Awareness Committee Report

The PAC has been hard at work this past year, and we have been fortunate to recruit some new members to our committee who have brought fresh energy and new ideas!

You may recall that at this time last year we were about to launch our brochure "Ten Things Your Baby Wants You to Know". This brochure is now in its second printing, and has made its way all over Manitoba and beyond! In fact, we have heard feedback from 4 continents now of people who have downloaded this brochure and are excited about it!! Healthy Child Manitoba staff are now distributing it to all of their families, as Bonding with your Baby. The brochure is available to download free on our website, but is also available for purchase if people prefer a product with higher production values. We have also donated bundles of the brochure to Access Centres, Pediatricians and General Practitioners in and around Winnipeg. The feedback from this initiative has been overwhelmingly positive, and has inspired us to create a series of brochures based on this concept. We have just recently finished work on the second brochure, "Ten Things Your Toddler Wants You to Know", and will be sending it to the printer very soon. We are hoping to launch this at our AGM next month. We are very close to finalizing the school-aged brochure, and hope to have the teen version drafted by summer.

We also continue to distribute our "Everyday Moments" promotional magnets, and have recently ordered another thousand. These too have been distributed throughout Manitoba and beyond!

The PAC has also continued to explore the idea of creating a series of videos and using social media as a platform to promote attachment. We have obtained a quote for the production of videos and are in the process of reviewing that option.

With the generous help of PAC member Laurie McPherson, who also happens to be an accomplished photographer, we have recently begun a project to build a stock of photos of parents and children that would be owned by the network, and which could potentially be used in promotional and education materials free of charge. The wonderful thing is that these photos will be "made in Manitoba" and will be representative of our community.

Currently, the members of this committee are Laurie McPherson, Joyce Milligan, Laurie Marcella, Leslie Johnston, Marge Chomoway, Joanne Brown and Michelle Kowalchuk. If anyone is interested in becoming involved, we are always open to expanding!

Professional Development Committee

This year we slowed down a little in providing professional development opportunities from afar. In May, we were able to partner with the Manitoba Child Care Association and bring in two wonderful therapists, Jody Bekhuys and Deanne Leung of Stepping Stones Counselling in Kelowna, BC, to provide a one day workshop for local therapists here. Jody and Deanne presented a full day for the annual MCCA conference as well, and MCCA jointly shared costs with the Attachment Network of Manitoba. Jody and Deanne are a site certified program through Dr. Bruce Perry's NMT model. That with their expertise in working with children with autism, children and families with trauma histories, and their expertise in pet therapy, play therapy and attachment, made for a fascinating day. We hosted 75 people including a number of Masters of Psychology students from University of Manitoba, where the day took place. The day afforded us with networking opportunities as some of the city's best therapists gathered to hear Jody and Deanne's presentation.

In October, we were thrilled to host Dr. Jude Cassidy of the University of Maryland, and she spoke of her continued research into the applicability of attachment in the teenage years. Jude has been a principal researcher with the Circle of Security model, and someone who has been at the forefront of the growth of attachment research and development since her days as a graduate student of Mary Ainsworth. Jude shared the Circle of Security for teenagers (spoiler alert: the needs are the same!) but stressed the importance of parents providing the safe base more than ever. She introduced us to some great ideas for assessment techniques, intervention ideas and provided some great videos to observe. How lovely to get to know Jude as well, and hear her stories.

Looking ahead, this fall we will be hosting Dr. Kent Hoffman here Sept 24-26 when he will present on the Core Sensitivities, a subtext of the Circle of Security. This 3 day training has only ever been offered a few times and we're thrilled at the opportunity to host, and to once again have Kent present to us. One need not have taken prior trainings in COS to attend this, but it is more focused on the needs of clinicians. Check www.circleofsecurity.net for registration details.