

# Annual Report 2017

## Attachment Network of Manitoba

### 2017 Chairperson's Report

Dear Members,

Welcome, and thank you once again for taking the time to catch up with the work of the Attachment Network. As many of you know, we've had a busy and interesting year and we have some exciting things to share about the year to come as well.

We try to mount one large conference in Winnipeg each year, and in 2016 we were thrilled to welcome renowned baby expert Dr. Mary Claire Heffron to our friendly city. Dr. Heffron is not only wise, she is also kind and compassionate, which was evident to those Winnipeggers fortunate enough to attend her *Infancy Matters* workshop last October. In addition to her two-day workshop, where she wove theories of neurodevelopment, attachment and reflective functioning into an understanding of the importance of infancy and toddlerhood, she also donated her time to provide a free educational evening for parents of babies and toddlers, which was much appreciated by all who attended.

Last fall we were happy to finalize a long-awaited short 'video' based on our "Ten Things your Baby wants You to Know" brochure. This was a fun project, using photos taken by Attachment Network member and sometime photographer Laurie MacPherson, and the voice talents of some very young, local volunteers! We think it's adorable and we invite you to watch it on our website. If you like it, feel free to use it in your own attachment presentations or trainings. We would love to hear your feedback – and now you can communicate with us not only via our Facebook page but also on Instagram! Check those platforms regularly for interesting articles, videos and other attachment-themed resources. And please send us any interesting items you come across in your travels through the attachment world.

Most of you are familiar with our Ten Things brochure series, which has now undergone several reprintings due to ongoing demand. Right now, we are in the process of seeking out translations of the brochures into a number of local Winnipeg languages, and we hope to begin publication of these translated versions in the months to come. This year, we also produced four beautiful posters based on the brochures. They make great artwork for the walls of your office or waiting room, and they are available for a modest fee on our website.

We continue to offer the basic Attachment 101 training to local parent or community groups, at low or no cost depending on ability to pay. This is a very brief, introductory workshop designed to provide parents with a basic understanding of the concept of attachment. Contact us by email if you'd like to request this for your group.

The coming year is an especially exciting one! Some of you will remember that in 2012, as the Network celebrated it's 10<sup>th</sup> year of operation, we held a special 10<sup>th</sup> Anniversary Conference to mark that milestone. This year, the Network turns 15, and in recognition of that, we have decided that this is the year to focus on the attachment needs of all those OTHER teenagers out there! Save some room in your December schedule for a two-day conference focusing on the attachment needs of adolescents and the critical importance of this in relation to mental health. We feel this is an area of inquiry that is long overdue for attention, and we are happy to be bringing some internationally known experts, and some local experts together to start this conversation.

Also in December, we will be bringing an exciting training event to Winnipeg called *Connect*. This is a certification program that trains facilitators to deliver an attachment-based group for parents of teens. It has been demonstrated to be helpful in guiding parents to view the behaviours of adolescents as rooted in needs, and to then respond in a needs-meeting way to their teens. By bringing this training to Winnipeg, we are continuing to work toward our mission to increase capacity in our community.

Many of you know what a dedicated group of volunteers we have working on behalf of this network. Our board members give of their time not only for meetings, but as they take on special projects and event planning as well, or devote their time to managing the "nuts and bolts" of our organization – things like minute taking, bookkeeping, filling website orders, etc. Ours is truly a "working board" in every sense of the word! We simply can't express enough how grateful we are to have this talented and thoughtful group of people who are so passionate about the promotion of attachment at the helm of this network. Thank you once again to each and every one of you. We say good-bye now to Glenys Wirch, who is stepping down from the Board, and also to Dr. Jennifer Theule, who has been our point person for items we sell (dvd's, posters, pamphlets). Their expertise and guidance will long be remembered.

Our Board has appreciated the technological support from Daniel Blair of BitSpace Development these last few years. Daniel has helped re-create our website, started us in advertising our 10 Things Video on Facebook, and rescued us from electronic disaster (including glitches with Paypal and Eventbrite in the middle of a Conference campaign) more than once. As he turns his focus to other endeavours, we are pleased to welcome another Daniel, Daniel Normandeau of iweb Consulting, who is once again, keeping our website fresh and organized, and assisting us to continue moving through technological changes that keep occurring. One such change is the eventual streaming of our 2 dvd's, which we hope to roll out sometime this summer, as many people no longer have access to a disc drive.



Thank you as well to the members of the network who do not sit on the board but who give of their volunteer time in other ways, by working on sub-committees, seeking out resource material, taking photographs, delivering brochures, presenting at network meetings, providing a venue and snacks for meetings, etc., etc. You ARE the Attachment Network of Manitoba!

Warm Regards,

Leslie Johnston and Joanne Brown

Co-Chairs

### **1. Conference Committee Report**

In 2016 we were thrilled to once again have Kent Hoffman back to Winnipeg to train 77 people in the Circle of Security program. This continues to be a most sought after model to use for helping both parents and professionals understand children and to help them translate from managing behaviour to managing emotions in children. Kent is a gifted presenter and once again, all in attendance agreed this was quite possibly the most meaningful training they had ever attended. While Kent teases us that he will one day retire, we are hoping to have either him or Dr. Sonya Vellet, the Circle of Security's only Canadian trainer, to Winnipeg in 2018.

As Leslie mentioned in the Chairperson's report, we had a successful Conference entitled *Infancy Matters*, presented by California psychologist, Dr. Mary Claire Heffron. Many Health Authorities were able to send a number of Families First Home Visitors and a few Public Health Nurses, as well as several people from the therapeutic and clinical community, and we saw a lovely cross section of those of us who interface with parents of infants. Mary Claire reminded us over and over that it is *HOW* we are working with people, that creates the change. We had over 150 people attend this event.

Joanne Brown

### **2. Public Awareness Committee Report**

This past year, the Public Awareness Committee has managed to bring to fruition a couple of exciting projects. The first is a spin-off of our brochures, consisting of a series of beautiful posters based on the four age groups. We were thrilled with how these turned out! The posters have been distributed to a number of organizations for free, locally, and are available for purchase on our website.

The other project that we finalized this year was the series of "video-like" spots based on the *10 things your baby wants you to know* brochure. You may recall that these productions used the voice talents of a number of local volunteer kids, and we think they did a fantastic job bringing

the brochure to life! Please check out our website for the individual "spots" and for a longer "video" that contains all ten of the spots. You are welcome to use any and all of these in educational activities as you wish. You can also find them on YouTube and on our Facebook page.

Next on the agenda is to have the brochures translated into a number of languages spoken by Manitobans. In the coming year, we are hoping to have them translated into French, Tagalog, Oji-Cree, Cree, Arabic, Swahili and Tigrigna. In this way, we will be able to spread these positive messages even further in our community.

The Public Awareness Committee consists of Michelle Kowalchuk, Joyce Milligan, Laurie Marcella, Joanne Brown, Laurie MacPherson and Leslie Johnston. Please contact one of us or send an email to [attachmentnetwork@shaw.ca](mailto:attachmentnetwork@shaw.ca) if you are interested in becoming involved in this committee.

### 3. Social Media

Over the past few months we have stepped up our efforts to update and refresh the content on our Facebook page, which has resulted in a steady increase in our followers and our "likes"; our "likes" are up 25% over the course of the year and we are approaching 500 followers! This year we also entered the Instagram world, in order to make more accessible both the resources we share and our news and events. Check these platforms and our website regularly for updates and interesting articles and other resources. And please use any of these options to contact, connect and share with us!

We currently have 420 likes. As of March 1, 2016 we had 336 likes. As of January 1, 2017 we had 406. We have increased our followers engagement with our page which is also increasing our followers. We are pretty close to 500 followers.

Katie McDonald

### 4. Sales

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](http://www.attachmentnetwork.ca). Our DVDs currently sell for \$39.95 each, or a "box set" for \$69.95. 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 brochures, "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" are also available on our website, for \$8.00 for a bundle of

20 and \$16.00 for a bundle of 50. 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 also sell poster versions of each brochure on the website. Given the high costs of mailing posters, these are also available at a discount for those who can coordinate pick-up. Contact us at [attachmentnetwork@shaw.ca](mailto:attachmentnetwork@shaw.ca)

**Jennifer Theule**

### **Treasurer's Report**

Opening Balance, April 1, 2016 \$ 48, 500.36

Closing Balance, March 31, 2017 \$59, 026.41