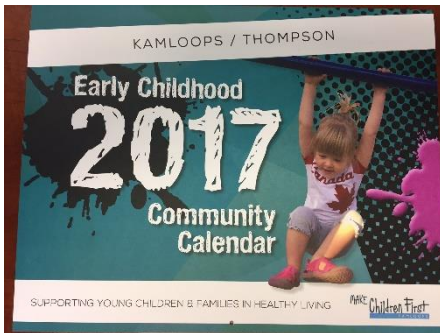


# Make Children First

Annual Report 2017

## 2016 was all about social and emotional health Public Awareness



Our community theme in planning for 2016 was all about fostering the social and emotional health of families. The 2017 calendar provides information to help families prioritize activities that allow for relationship building, brain development and self-regulation.

MCF continues to direct parents to our website for information, events and resources in our community. We are focused on providing current, evidence-based information to parents in ways that are convenient for them.

[www.makechildrenfirst.ca](http://www.makechildrenfirst.ca)

Analytics show social media messages can reach from 60 – 1500 people depending on topic and interest! Parents are very responsive to our Facebook, Twitter and YouTube content.



## Our 2016 Bus Ad shows the importance of modeling healthy behaviours



## MCF Strategic Goals



1. Enhance community education and awareness of the importance of the early years.
2. Facilitate, support and enhance a sustainable and collaborative system of community services.
3. Enhance existing and new systems and opportunities for early identification of children age 0 to 6 years old.
4. Support and encourage research and special projects for Early Childhood Development.

*Make Children First (MCF) has initiated and facilitated Early Year's Community Development work in Kamloops for 14 years, with a total of over \$2,400,000 directed to improving the healthy development of children 0 to 6 years old.*

## Early Development Instrument – Wave 6

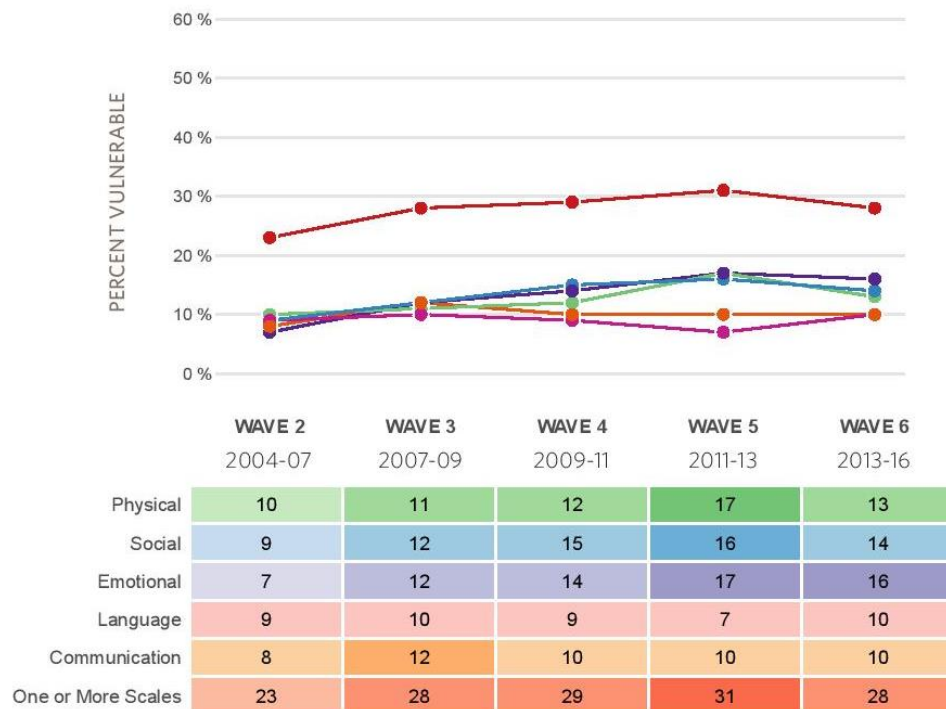
MCF uses current research and local knowledge to identify relevant issues and address the needs in the community. The Kamloops Thompson Wave 6 EDI results indicated:

28.5 % vulnerability school district average which is slightly below provincial average

Vulnerability is DOWN from Wave 5

Domains of greatest vulnerability are still: physical health and wellbeing, social competence & emotional maturity

Figure 4. Kamloops - Thompson EDI trends from Wave 2 to 6



Out of 9 neighbourhoods within school district 73:

**5** had a meaningful decrease in vulnerability

**1** had a meaningful increase in vulnerability

**3** had no meaningful change

In 2016, MCF had 53 stakeholders representing a variety of organizations who meet regularly to plan and facilitate community development work. The many meetings and workshops enable networking and collaborative opportunities amongst service providers, parents and stakeholders. During the year there were over 75 meetings and 14 learning events hosted by MCF.



## Early Identification & Screening remains a priority for MCF 2016 Highlights:

Increase awareness of social & emotional development

Support & promote use of ASQs and ASQ:SEs

Support growth and development of Early Years Centre

Infant Mental Health Community Training sessions to enhance knowledge and skills of care providers

TDI Pilot Project with HELP- UBC next phase

Deborah MacNamara Presentations

Presentation at Rossland Early Screening event (Managing Resources & Referrals)

Activities to increase awareness of children being developmentally ready for Kindergarten

MCF is a proud supporter of the **Breast Feeding Matters in Kamloops (BMK)** committee formed through Public Health and part of our MCF structure. Some of the 2016 successes are:

Miracle Milk Stroll

Breastfeeding Celebration

Public Awareness of the importance  
of breastfeeding

Community education

Support to breastfeeding Mothers

BMK sent **34.5 litres** of donor milk  
to BC Women's Milk Bank and it  
was enthusiastically received!



### Getting Ready for Kindergarten!

MCF is working with our community partners to provide a better experience for children and families entering kindergarten by:

- Increasing awareness of true "readiness"
- Alleviate parent and child anxiety about kindergarten
- Improve the transition to the school system from home or child care
- Identify children who need support

**Kindergarten Round-Up & SPARK (Strong Prepared and Ready for Kindergarten) Pilot Program rolling out in early 2017**

### MCF Supports Childcare Providers



Grant for Laura Doan's 'Peer-Support Pilot' program in the ECE Department at TRU looking to better support new and experienced childcare providers.

Ongoing financial support for the Creative Concepts in the Early Years Conference.