

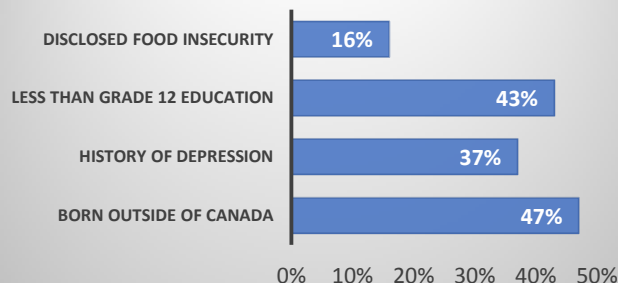
Building Blocks for Better Babies (BBBB): 2018 Annual Report

History and Funding

The Canada Prenatal Nutrition Program was launched by the Public Health Agency of Canada in 1995 as part of Canada's commitment to the UN Convention on the Rights of the Child.

Locally, BBBB received initial CPNP funding in 1996 through the sponsorship of the University of Windsor Faculty of Nursing. Our annual funding of \$174,150 is secured until March 31, 2020.

Participant Demographics



Mission and Goals

To assist pregnant women in Windsor-Essex County have healthy babies through nutrition support and health information. BBBB aims to:

- improve the health of mothers, infants, children and families
- encourage and support breastfeeding
- promote nutrition and food skills
- support maternal and infant mental health

Program Delivery

3 weekly programs (2 in Windsor and 1 in Leamington).

Classes conducted by Registered Dietitians and Public Health Nurses.

Classes focus on nutrition, labour & delivery, breastfeeding, infant & child development, safety, healthy weights, food skills and mental health.

Participants receive \$10 food gift certificates, free vitamins and a nutritious snack.

6,200 Annual Visits



150 weekly participants (clients, supports, infants and children)

97% breastfeeding initiation rate

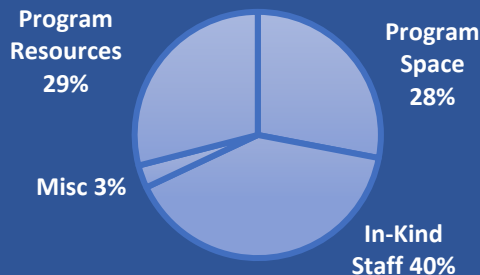
\$34,000 in food gift cards distributed annually

>15,000 lbs fresh produce distributed annually

Partnerships in the Community

- University of Windsor Faculty of Nursing
- Windsor Essex County Health Unit
- FRESH from the Downtown Mission
- YMCA Settlement Services
- Free prenatal vitamins and vitamin D drops for babies
- Agency Supports - free books and gifts for moms and children
- Reduced rent for office and programs

\$150,000 In-kind Support Provided Annually



Funding Limitations

- BBBB has had the same operating budget of \$174,000 for nearly 15 years, despite increased operating costs.
- According to the WECHU, the cost of eating well in WEC has risen over 60% in this time. The \$10 food gift certificate no longer has the same impact for families that it did in 1996.
- Discontinuation of free bus tickets has reduced the number of participants able to access our program.

Wish List if Funds Increase

- \$20 food gift certificates for clients
- Transportation support for clients
- Additional locations in WEC
- Postpartum Mood Disorder support program