

2021-2022 Annual Report: Building Blocks for Better Babies

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BBBB in the Pandemic

BBBB transitioned from a face to face program to a virtual program within 2 weeks of the pandemic announcement.

3 weekly virtual classes led by Registered Dietitians and Public Health Nurses

nutrition * healthy eating * food skills
menu planning * labour & delivery
breastfeeding * prenatal fitness
mental health * self care
infant development * newborn care
safety for mom and baby

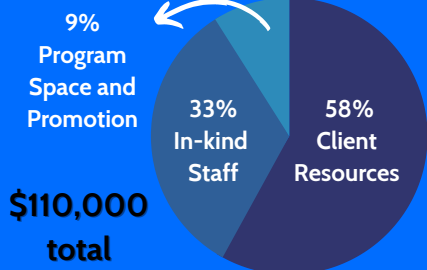
participants receive:

- food vouchers
- vitamins
- food deliveries
- community referrals

Program Statistics

\$50,000 FRESH food delivered
\$28,750 client food vouchers
\$5,500 vitamins provided
16,500 total client contacts
12,000 client emails
1350 client texts
1150 resource mailings
160 client phone calls
120 new clients
102 virtual classes
60 exercise classes
25 clients/week on Zoom

In-kind Supports



2022 Client Survey

Most helpful services include:

- Food vouchers
- FRESH food deliveries
- Free vitamins
- Health classes, talking with staff
- Clients indicated interest in participating in a hybrid virtual and face to face program in the future

Clients wrote "The BBBB program is important to me because..."

"It provides a community I would not receive otherwise as someone who has recently moved to Canada."

"It's reliable and helpful. My children and I always benefit from BBBB. It's a positive environment. And a safe place."

"They are a big loving support system."

"It kept my spirits up during COVID, providing both support and the social interaction I needed. Thank you to everyone!"

"It provides me with amazing education about my body, baby, partner, look for, health, nutrition and so much more."

Client Demographics



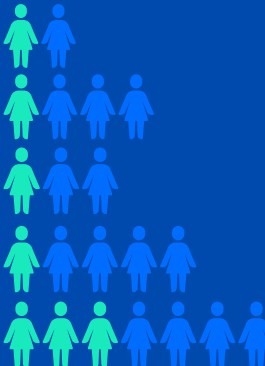
1 in 2 were born outside of Canada

1 in 4 are new to Canada (<10 years)

1 in 3 are food insecure

1 in 5 have less than Grade 12 education

3 in 7 struggle with mental health



Community Partners

University of Windsor | Windsor-Essex County Health Unit
FRESH from the Downtown Mission | Jamieson Laboratories
Agency Supports: free books, gifts for moms and children, and reduced rent

Food Security Initiatives



Mission and Goals

To assist pregnant woman 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 & infant mental health



History and Funding

The Canada Prenatal Nutrition Program (CPNP) was launched by the Public Health Agency of Canada in 1995. BBBB is sponsored by the University of Windsor, Faculty of Nursing, and received initial CPNP funding in 1996 to support a local part time prenatal nutrition program in WEC.



Funding Limitations

- BBBB has had the same budget of \$174,150 for nearly 20 years, despite increased operation costs.
- The cost of eating well in WEC has risen over 100% in this time.
 - Food vouchers of \$5 per week has minimal impact on food security for moms and families.

As operational costs increase, fewer resources are available for clients



Program Wishlist

If funds increase:

- Full time programming & more sites
- \$20/week/client food vouchers
- Transportation support for clients
- Support for mothers' mental health
- Childcare support program
- Permanent site as program hub