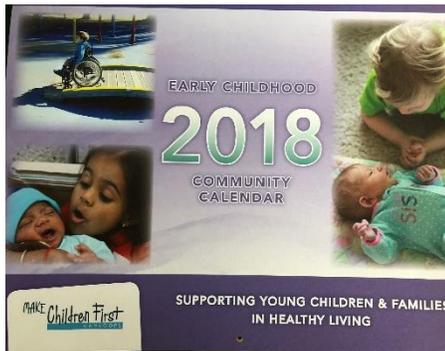


Make Children First

Annual Report 2018

When children know what to expect they feel safe.
Public Awareness



Our community theme in planning for 2017 was the importance of predictable routines. The 2018 calendar provides information to help families be consistent so children know what to expect. This helps them feel safe, secure and loved!

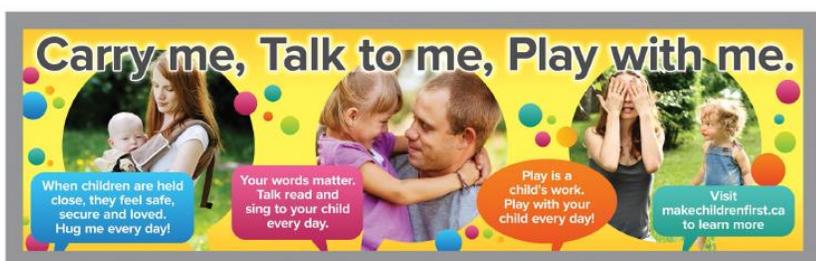
MCF continues to direct parents to our website for information, events and resources in our community. We are focused on providing current, evidence-based information to parents in ways that are convenient for them.

www.makechildrenfirst.ca

Analytics show social media messages can reach from 60 – 3000 people depending on topic and interest! Parents are very responsive to our Facebook, Twitter and YouTube content.



Our 2017 Bus Ad shows the importance of face to face interactions and play!



MCF Strategic Goals

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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 15 years, with a total of over \$2,600,000 directed to improving the healthy development of children 0 to 6 years old.

In 2017, 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 12 learning events hosted by MCF.



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

Promote awareness of healthy child development	Support use of ASQs and ASQ:SEs
Support growth and development of Early Years Centre	Participate in UBC - HELP Participatory Research Proposal
Strengthen relationship between family and physicians	Offer wellness events and activities for families with young children
One of four community partners in SSHRC 2017 Partnership Development Grant Application (TDI)	ECMHS - COP & Thompson Region Division of Family Practice Referral Pathway Pilot Project
Implement Hand in Hand Developmental Support Planning Tool	Improve communication among service providers and with families to monitor and support growth and development of vulnerable children

Early Identification, intake and screening conversations continue to bring community partners together to improve the experience for parents and outcomes for children.

MCF is a proud supporter of the **Breast Feeding Matters in Kamloops (BMIK)** committee formed through Public Health and part of our MCF structure. Some of the 2017 successes are:

Miracle Milk Stroll

Breastfeeding Celebration

Public Awareness of the importance
of breastfeeding

Community education

Support to breastfeeding Mothers

BMIK sent **199.5 litres** of donor
milk to BC Women's Milk Bank in
2017. Wow!



Strong, Prepared And Ready for Kindergarten

Getting Ready for Kindergarten!

The SPARK pilot was a success with many lessons learned. MCF and the school district will expand this program in 2018 with the help of our partners.

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 Info night was a success and may become an annual event.

*MCF Supports
Childcare
Providers*



Another grant was awarded to Laura Doan to continue the 'Peer-Support' 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.