

IMPACT REPORT

— 2019 - 2020



CPBF

Canadian Premature Babies Foundation

Charity number: 801837287 RR0001



4225-B Dundas St. W. Etobicoke, ON M8X 1Y3
www.cpbf-fbpc.org | info@cpbf-fbpc.org

CPBF IMPACT REPORT 2019–2020: TOGETHER FOR BETTER OUTCOMES

As a parent-led charity, Canadian Premature Babies Foundation (CPBF) supports and educates families of babies born prematurely. We provide education, support, and advocacy for Canada's premature babies and their families.

Approximately 30,000 babies are born prematurely every year in Canada. Our goal is to build momentum by continuing to develop peer support programs, distribute helpful materials and resources to families and health care professionals, and investigate how we can better the lives and experiences of premature babies and their families.

**TOGETHER, WE'RE CREATING A BRIGHTER
FUTURE FOR ALL BABIES BORN PRETERM.
THIS IS ONLY POSSIBLE WITH YOUR SUPPORT.**

NICU parents & health care professionals: Family Integrated
Care (FICare) Conference – February 2020, Calgary, AB



OUR REACH

facebook LIVE

SESSIONS
40

PAGE
FOLLOWERS
6312

LIVE VIDEO
VIEWS
26,000+

PARENTS REACHED ON
FACEBOOK PAGE
81,000

Using Facebook Live as a platform, CPBF's twice-weekly sessions from March to July 2020 with experts, researchers, and parents achieved an international audience.

LIVE
TRAUMA &
RELATIONSHIPS



“ Thanks CPBF for creating this for us [parents]. This is very convenient as I can watch and learn while caring for my baby.

NICU Parent

On behalf of our staff and parents from our Saint John Regional Hospital NICU, we would like to thank you and CPBF for such a great project directed to parents, their families and staff. It has made our day to day care for our families and babies much easier! Well done!

Dr. Luis Monterrosa, neonatologist

OUR REACH

facebook

World Prematurity Day

ILLUMINATIONS
ACROSS CANADA

23
IN 5
PROVINCES

REACH
383,087

ENGAGEMENT
37,454

GRADUATION
VIDEO VIEWS
225,000

World Prematurity Day took place on November 17th, 2019. CPBF-FBPC plays a major role in raising awareness of World Prematurity Day across Canada, and partners with several organizations to promote nationwide programming. We also support the International Global Illumination Project, which has significant landmarks illuminate in purple to honour preemies, their families, and their caregivers.

#WORLDPREMATURITYDAY
#PREEMIEPOWERCANADA

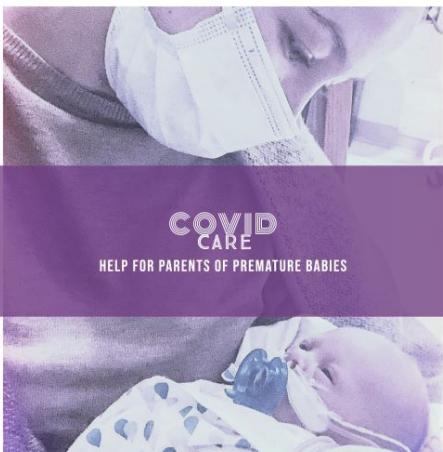


In 2019, the national Illumination campaign of buildings and monuments across Canada was enjoyed by hundreds of thousands of people, as well as on CPBF's social media channels. To raise awareness, we were also pleased to present our first "graduation video", highlighting the journey of a premature baby from the NICU to discharge day (graduation).

COVID CARE

HELP FOR PARENTS OF PREMATURE BABIES

Meeting the emerging mental health crisis brought on by the global pandemic, CPBF offered a pilot program of free online individual and group therapy for families in the NICU and for those who had been discharged within the last 12 months. Our pilot project helped 50 families, and our goal is to extend the COVIDCare program into 2021 to meet increasing demand.



Being able to open up about what I was struggling with and receiving support. Very thankful to receive free counselling support as I cannot afford to pay for private counselling.

Program Participant

The therapist was someone who knew what I was going through. She was kind and understanding and gave me some tools to work with to handle anxiety better. I wish more than two sessions were available.

Program Participant



PEER SUPPORT NETWORK

Our online peer support network has more than 2500 members across Canada. In this closed Facebook group, parents can share experiences, resources, and challenges as well as celebrate their babies' milestones. It's a place of comfort with people who have walked in the same shoes.

REAL-TIME SUPPORT GROUP FOR NICU PARENTS

Offered once a week, this group is facilitated live online by a therapist who is also a premie parent.

It's my favourite time of the week. I never miss it. I love listening to other people's stories and understanding I'm not alone. I learn something from someone every single time.

Parent group attendee

Recognizing the importance of peer support, from members' own experiences, ongoing identified needs and a scarcity of peer support in Canada, CPBF created a program for NICUs and community groups as well as families post discharge. These trained peer parents have become pivotal in providing support as parents struggle through the crisis of having had a preterm infant.

Marianne Bracht, RN

CPBF has been an invaluable resource for me as a parent with a premie. The ability to connect with others going through the same situation, in an amazingly positive and supportive community, gave me the help I needed in a stressful time of life. With my little one growing up healthy, I'm so glad to be able to help other parents through their premie journey.

NICU Parent

PAMPERS CONNECTIVITY GRANT

Awarded to:

MONTREAL CHILDREN'S HOSPITAL
BRAMPTON CIVIC HOSPITAL
TRILLIUM HEALTH PARTNERS
CHILDREN'S HOSPITAL
OF EASTERN ONTARIO
VICTORIA GENERAL HOSPITAL
MOUNT SINAI HOSPITAL
CHU DE QUÉBEC UNIVERSITÉ LAVAL
HOSPITALS OF REGINA FOUNDATION

Facilitated by the CPF, this grant creates connection between families and their hospitalized babies when a parent, siblings, or extended family members cannot be present. Awarded to eight hospital NICUs across Canada, it helps hospitals purchase technology, enabling families to stay connected during and beyond the pandemic.



"In these unprecedented times, bonding and connecting is more crucial than ever. The funding will help families connect with their newborns during the NICU team interactions, and will allow the babies to hear the voices of their parents via recording."

Renée Vézina, President, Montreal Children's Hospital Foundation



EFCNI 2020 AWARD RECIPIENT

CPBF is very proud of executive director Fabiana Bacchini, recipient of a European Foundation for the Care of Newborn Infants (EFCNI) Award for the amazing work our organization is doing in Canada. Since CPBF was founded in 2012, we have maintained a close relationship with EFCNI, sharing information and resources.

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FUTURE FOR ALL BABIES BORN PRETERM.
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Left to right: Silke Mader, Nicole Thiele, Fabiana Bacchini
and Aurelia Abenstein



KEY COLLABORATIONS

FiCare



“CPBF has been a true partner and a guiding force behind the International FiCare movement, promoting the engagement of parents in the care of their infants in the NICU by providing education and peer support to those parents and highlighting the benefits of FiCare in national and international forums.”

Dr. Karel O’Brien, Associate Professor and Staff Neonatologist, Mount Sinai Hospital

CPBF collaborated with the International FiCare (Family Integrated Care) Steering Committee to bring parent-partners from across Canada to FiCare’s national conferences in 2019 and 2020. Since the onset of COVID-19, CPBF has worked with the FiCare team to create a position statement and recommendations to keep parents and babies together in the NICU even during the pandemic.

GLANCE

CPBF has joined the Global Alliance for the Newborn Care (GLANCE) to advance standards of care worldwide, advocating with 150 organizations on the ZERO Separation campaign to keep babies and parents together during the pandemic and beyond. In 2019, our executive director Fabiana Bacchini was part of the founding committee of GLANCE.

The Canadian Neonatal Network and the Canadian Preterm Birth Network strongly support collaborations with the CPBF in issues related to advocacy for parents and families of neonates admitted to NICUs. The values of parental involvement in the NICUs have been validated in CNN studies. We will continue to support this direct relationship and to further explore opportunities for parents to take part in our continuous nationwide quality improvement program (“Evidence-Based Practice for Improving Quality” or “EPIQ”) and research program so that we can together improve outcomes of preterm infants nationally and internationally.”

Dr. Prakesh Shah, Director of CNN and Pediatrician-in-Chief, Mount Sinai Hospital

EPIQ



CPBF is collaborating with EPIQ (Evidence-Based Practice for Improving Quality) and the CNN (Canadian Neonatal Network) to educate families and health care professionals about how to engage families in quality improvement projects to improve outcomes for babies and families. Parents who volunteer or work in NICUs as parent partners need a voice at the table and the opportunity to co-design projects. Only in the past two years have parents been invited to participate, along with clinicians, and share the parent perspective.

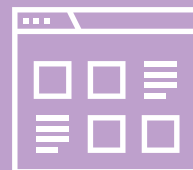
HIGHLIGHTS

RESEARCH



Across Canada, CPBF fosters a culture of engaging parents of babies born preterm in research projects. This results in meaningful research that focuses on what really matters to families, and improved outcomes for babies born too soon or too sick.

NEW CPBF WEBSITE



Our new site features updated evidence-based educational materials for families and health care professionals. The website had 24,000 visits and 18,000 unique visitors from September 2019 to August 2020.

CANN 2019 PRE-CONFERENCE WORKSHOP



CPBF hosted a session bringing parents, nurses, and other health care professionals together to share the latest research, knowledge, and experiences in the NICU.

WITH YOU IN THE NICU PODCAST SERIES



This new CFPB podcast was created for mothers pumping breastmilk. Episodes garner approximately 210 listens each, above average in the podcast world!

HIGHLIGHTS

NATIONAL SURVEY



The Understanding Parents' Knowledge of Common Winter Illnesses and Respiratory Syncytial Virus (RSV) Survey was undertaken by CPBF and Préma-Québec to identify gaps in NICU parents' understanding of the impact of RSV. 691 parents participated in the survey (108 French, 583 English). CPBF will launch a full report on October 28, 2020, on the data as well as recommendations for health care professionals on how to educate families in the NICU and post-discharge on RSV and other winter illnesses.

FUNDING FOR PEER SUPPORT PROGRAMS



CPBF has provided 17 hospitals and three community organizations with funding to organize and facilitate peer support programs. Participating parents enjoy refreshments, craft time, conversations, and a safe and welcoming place to turn while inside and outside the NICU. CPBF has trained more than 150 "NICU graduate parents" (or mentor parents) across Canada to provide peer support.

MISSION

To support and educate Canadian families every step of the way – before, during, and after their NICU stays.

A brighter future for all premature babies and those who care for them.

VISION

OUR STRATEGIC GOALS

- **Partnerships:** Work collaboratively with key stakeholders to improve knowledge, resource sharing, and support for families in NICU and discharged to home.
- **Families:** Improve access to support for families, particularly peer support, by providing online, real-time support groups and individual therapy via our COVIDCare Program.
- **Financial resource development:** Achieve sustainability through expanding our donor network and applying for new grants.
- **Governance:** Recruit new directors to the Board, and build scientific advisory and a family advisory committee.
- **Operations:** Build operational capacity.

To our community of donors, volunteers, families, and health care professionals who make it possible for us to continue to support, educate, advocate, and collaborate with researchers to improve outcomes and help families build resilience:

**THANK YOU FOR CREATING A BRIGHTER FUTURE
FOR BABIES BORN TOO SOON!**

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Our Sponsors

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medela 



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natus®
newborn care

Grants



General Mills Foundation Hometown Grantmaking Program



The Mathisen Family Foundation



THE SANDBOX PROJECT

The Sandbox Project



Kingsway Humber Kiwanis

Collaboration



International Collaboration

