



## News & Information from Multiple Births Canada



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### Announcing Theme for National Multiple Births Awareness Day 2010

Last year MBC invited input on potential themes for National Multiple Births Awareness Day. We chose the 2009 theme based on information collected from an online survey and other communications. We also earmarked another theme receiving many positive comments as a potential focus for 2010. That theme is one requiring the partnership of the Society of Obstetricians and Gynaecologists (SOGC). In conversations with Dr. Barrett, MBC Advisory Board member, and Dr. Lalonde of the SOGC, it has been determined that MBC should postpone using the Consensus Statement on the Management of Twin Deliveries as a National Multiple Births Awareness Day theme until it has gone through a review. The Board then began discussing other potential options.

The MBC Board of Directors is pleased to announce the theme for National Multiple Births Awareness Day 2010 is: ***Canada's EI Parental Leave must reflect the needs of multiple-birth infants.***

Work is now underway to develop the communications plan, which will lead to producing the media kit for the event. Two strategies have been identified as potential opportunities to communicate the message to our key publics:

- A rally on the lawn of Parliament Hill in Ottawa on Friday afternoon, May 28<sup>th</sup>
- A call for expectant parents of multiples to both apply for EI Parental Leave

Anyone wishing to suggest other strategies is encouraged to contact Gail Moore, MBC Chair and Director of Communications as soon as possible at [mbcchair@multiplebirthscanada.org](mailto:mbcchair@multiplebirthscanada.org). Comments and suggestions regarding this initiative are also welcome.

### Thank You for In-Kind Donations

The Multiple Births Canada Board of Directors would like to thank Cleo Thompson and Character Creative for their work in creating MBC's new poster and brochure. We were very pleased to have been chosen as part of the 2009 Createathon as an organization that Character Creative would support with their generous in-kind contribution of design talents. To learn more about Cleo Thompson and Character Creative, please visit their website at [www.charactercreative.com](http://www.charactercreative.com).



CHANGING THE WORLD, ONE VOLUNTEER AT A TIME  
• • • • • CHANGER LE MONDE, UN VOLONTAIRE À LA FOIS

Multiple Births Canada (MBC) would like to thank CUSO-VSO for their recent in-kind donation of outdated computer servers to Multiple Births Canada. MBC is hoping to make use of these servers in the very near future. CUSO-VSO is a non-profit development agency that works through volunteers, as a member of the VSO International Federation. Each year, they send hundreds of global citizens to work on collaborative development projects in more than [40 countries](#) in Africa, Asia, the Pacific, Latin America, and the Caribbean. CUSO-VSO is one of North America's leading international development organizations that works through volunteers. CUSO-VSO volunteers work at the crossroads between hope and hardship. They place people of all ages who have the professional experience, hands-on know-how and perspectives needed to work in partnership with organizations working to overcome poverty and disadvantage in more than 40 developing countries.

MBC also works through volunteers here in Canada, similarly sharing either their personal (as parents of multiples) or professional experiences with those who need support in raising multiple-birth children, often while under considerable stress and financial constraints. And like CUSO-VSO, MBC works in collaboration and partnership with similar organizations world-wide. To learn more about CUSO-VSO, please visit their website [www.cuso-vso.org](http://www.cuso-vso.org).

**Supporting Canada's Multiple-Birth Community for over 30 Years!**

**[www.multiplebirthscanada.org](http://www.multiplebirthscanada.org)**