



CONNECTING MBC, CHAPTERS, VOLUNTEERS AND MEMBERS

From the Desks of the Directors...

DIRECTOR OF COMMUNICATIONS/CHAIR – GAIL MOORE

I find it quite rewarding to know that MBC was ahead of the buzz in choosing the 2008 theme for National Multiple Births Awareness Day. Since the birth of the, octuplets in California there has been a lot of discussion about the way the fertility industry is regulated around the world. It seems that the media is finally starting to see the big picture; a multiple pregnancy is high risk – a fact fertility experts need to emphasize more before their clients conceive. This hot “new” topic has resulted in many media interview requests for MBC which pleases me immensely because it allows us to create more awareness of MBC’s peer support systems (through Chapters) and educational resources.

In addition to answering media questions, I monitored the online survey MBC launched in late January to capture the thoughts of our members and collect feedback from our membership on MBC’s future strategic priorities and National Multiple Births Awareness Day themes. A big thank you goes out to everyone who took the time to provide input. It is important the Board focuses its energies and actions on the activities and initiatives that best support our members. Your comments will provide that direction. It was also rewarding to review the results because they confirmed MBC is on the right track and/or gave us food for thought. Please see the sampling of the Survey Results posted later in this Report From National, with the full results in the Members Only section of the website.

One suggestion expressed in the survey was a request for National Multiple Birth Awareness Day themes that are easier to deliver at the local level. Yes, the event is a huge opportunity to create awareness of specific issues, but Chapters need simpler phrasing to confidently deliver the message. You’ll see that the 2009 theme is a direct reflection to that request, “Classroom Placement of Multiples – together or not?”

A concern voiced in the survey is that the work put into each theme is not lost from year-to-year; specifically there should be a champion for each theme that keeps it alive and builds upon the foundation laid at the launch of the theme. The Board agrees with that comment. This is why we have been actively trying to recruit an Advocacy Committee. MBC needs a few good people to focus solely on advocacy work. If you are strongly committed to advancing the work of a past National Multiple Birth Awareness Day theme, we hope you will



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Breastfeeding Support Network Chair, Lynda P. Haddon
Clothing Sale Updates, Vicki Riley
Conference 2009 Committee
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consider this your personal invitation to step forward and join the MBC Advocacy Committee.

Finally, some of my time during the long, winter months was devoted to working with a team of marketing students from Brock University. My thanks to my daughter Sarah-Lana who suggested her 2nd Year Marketing group consider doing their final project on MBC. The ideas that came out of their work include enhancing MBC’s use of the Internet by producing video clips for www.youtube.com – with the first public service announcement making its debut in early March. To see this simple yet effective commercial, click on the appropriate link featured on the MBC homepage. Using YouTube to reach our members and prospective members opens up the opportunity to produce a wide range of educational clips while also being cost effective. It was personally gratifying for me as well, as I was touched to see how my singleton children believe in the work we do at MBC and support it even when they are living 500 miles away! Thanks Sarah-Lana!

My thanks also goes to all the national and local volunteers who continue to give their time to plan events, work on projects, promote National Multiple Births Awareness Day, and keep MBC alive and growing. We could not do it without you!

Comments or suggestions are always welcome. Please email me at mbcchair@multiplebirthscanada.org.

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National Multiple Births Awareness Day



May 28th, 2009 - The MBC Board of Directors is pleased to announce—with the support of members and volunteers who provided input on possible themes—the 2009 theme as **“Classroom Placement for Multiples – together or not?”**

Building upon printed resources produced by MBC to assist parents and educators with this annual decision, this year’s media and awareness kit will once again be posted online and accessible for download by mid-May.

A Community Celebration planner and a t-shirt/cake template are currently available on the [Awareness Page](#). Once Chapters have confirmed their celebration plans, please email office@multiplebirthscanada.org so we can help spread the word by posting your plans on the MBC website. Although May 28th is the official date of National Multiple Births Awareness Day, if Chapters wish to celebrate the event on the weekend before or after, they are encouraged to do so.

If you have questions, concerns, or comments about this year’s theme, please contact Gail, Director of Communications, at communications@multiplebirthscanada.org

2009 National Conference & AGM



It is with great pleasure that the MBC Board of Directors announces the 2009 Chapter Development Retreat & Annual General Meeting will be held **October 16-18 at Blue Mountain Resorts in Collingwood, Ontario**. Located 45 minutes west of Barrie, on the beautiful shores of Georgian Bay, Blue Mountain Resorts promises to be a picturesque location for three days of learning, networking, mentoring and relaxing. For more information about the resorts, take a look at their website at www.bluemountain.ca. We have secured special conference rooming rates at both the [Village at Blue Mountain-Mosaic](#) and the [Blue Mountain Inn](#).

The workshop topics for the Chapter Development Retreat will be designed to focus on the needs expressed by Chapters through the recent MBC survey, and with consultation over the next few months. As well, more time will be dedicated to Chapters sharing best practices with each other.

While the workshops and learning are important, so is the time to relax or try something new! There are many activities on-site or nearby that may be of interest to delegates in scheduled free time, including the Friday morning of the conference weekend. Watch for more information and sign-up details in the next few months. Although the conference will officially begin mid-day Friday, we encourage you to make plans now to arrive on Thursday to enjoy some “you” time with friends that evening at one of the many restaurants/activities on-site and then be ready to try a scheduled activity or spend time relaxing at the spa on Friday morning.

The Board is currently finalizing the programming for the weekend, and when completed, the registration form will be uploaded to the website and the on-line registration tool implemented last year will be activated.

We look forward to spending time relaxing, learning and sharing with you in October 2009! For more information, to offer volunteering or financial support for the Conference, or to identify topics you would like to see addressed during the Chapter Development retreat, please to contact the Committee at conference2009@multiplebirthscanada.org.

MBC Strategic Direction Survey Results

Thanks to everyone who took the time this winter to fill out this important survey. Your comments have helped to shape the 2009 theme for National Multiple Births Awareness Day. As well, they are currently being reviewed to assist the Board in developing the 2009-2012 MBC Strategic Plan.

Here is a snapshot of some of the results:

Why do you belong to MBC (as either a Direct Family member or as a member of an MBC Chapter)? Choose as many as apply.	Response Percent
To connect with other multiple-birth families	80.7%
To access the latest information about multiple-birth topics	63.9%
To support advocacy initiatives	36.1%
To be part of a support network	68.7%
To be part of my local Chapter	71.1%
To access the MBC Facebook Community	15.7%
To get support on Chapter issues, initiatives and outreach	34.9%
To access discounts provided to families with multiples	48.2%
To access online volunteer training	2.4%

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What areas of work do you think MBC should or should not be focusing on now and in the future?

	Priority 2009-2012	Not a priority, but important	In the future	Should never be a priority
National Voice for Multiple Birth Families	80.7%	14.5%	4.8%	0.0%
Provide Educational Resources	81.2%	17.6%	1.2%	0.0%
Expand and utilize more the MBC Advisory Board	18.3%	63.4%	18.3%	0.0%
Connecting and Supporting Chapters	70.6%	24.7%	4.7%	0.0%
Increasing Membership	35.8%	50.6%	8.6%	4.9%
Recruitment/establishment of new Chapters in areas not serviced by MBC	34.1%	42.7%	22.0%	1.2%
Encouraging Non-Member Groups to become MBC Chapters	22.5%	51.3%	22.5%	3.8%
Increasing Member Discounts	35.7%	38.1%	22.6%	3.6%
Increasing content for Multiple Moments	26.0%	40.3%	31.2%	2.6%
Changing format of Multiple Moments	3.8%	24.4%	55.1%	16.7%
MBC Website (in general)	30.4%	34.2%	29.1%	6.3%
MBC Website (translation to French)	14.3%	31.2%	36.4%	18.2%
Annual National Conference	33.8%	46.3%	16.3%	3.8%
Increasing the number of National Volunteers	22.7%	48.0%	26.7%	2.7%
Provide more training for National Volunteers	17.1%	53.9%	26.3%	2.6%
Business Office (increasing hours and services offered)	4.1%	32.9%	46.6%	16.4%
Business Office (increasing salary for employee)	20.0%	42.9%	22.9%	14.3%
National Multiple Births Awareness Day	50.6%	37.0%	9.9%	2.5%
Finding new sources of funding for operational and project purposes	62.0%	24.1%	12.7%	1.3%

Considering MBC today, what would you identify as its strengths? In row #1 choose the ONE quality you feel is the major strength, in row #2 choose the next quality you feel is the 2nd major strength, and in row #3 choose the next quality you feel is the 3rd major strength. The choices are on a pull down menu, just click on the box and you'll see all the choices.

MBC Strengths	National Voice	Educational Resources	Annual National Conference
#1	36.5% (31)	21.2% (18)	0.0% (0)
#2	4.8% (4)	38.1% (32)	4.8% (4)
#3	11.0% (9)	9.8% (8)	23.2% (19)

Full results are posted online in the Members Only section.

2010 National Conference & AGM

Edmonton Twin and Triplet Club (www.ettc.ca) will host the 2010 MBC National Conference and Annual General Meeting offering a comprehensive 3-day educational symposium on September 23 – 26, 2010.



The theme is "Our lives with Twins, Triplets or more ... where friendship begins" with programming for Professionals, Parents, Volunteers and Chapters. The event will be held at Fantasyland Hotel at West Edmonton Mall.

The Board of MBC is thrilled that ETTC will be hosting the conference for us – the first in western Canada in years!

MBC Business Office Update – Vicki Riley

Happy Spring! Thank you to everyone who has sent in their chapter renewals and membership renewals. The Chapter Renewal & Information Package was mailed on March 9th – if your chapter has not received this package, please contact me asap. The package includes renewal documents and other important information. Remember to check the Chapter Executive section regularly for updates and new posts.

On our toll-free line, the Business Office received 28 incoming calls in **January** and 30 calls in **February**. The MBC office refers families to MBC chapters and non-member multiple-birth groups through telephone conversations, email and written information included with orders.

The December issue of *Multiple Moments* was delivered in early March (late!). However, the March issue is almost complete and will be mailed by mid-April. Hopefully we will be back on schedule for the June issue. We appreciate your patience as we search for a new Editor. If you have any questions, please contact me at office@multiplebirthscanada.org.

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New Discounts

NEW Discount – My Pacifier is the only customizable pacifier in Canada. The perfect solution for multiple-birth babies! No more remembering which colour is for which baby! My Pacifier has offered MBC members a special promotion. When placing your order, use the special MBC promotional code and you will receive 25% off each item ordered - whether it be a 3 pack of personalized pacifiers, a designer pacifier or a holiday pacifier. Also, included in your order will be a complimentary holiday pacifier for each child. www.mypacifier.ca – be sure to login to the Members Only section of the website to find the promotional codes.

New Discount & Affiliate Program – Molly Magee has offered an MBC special discount of 7% off any or their products and members can also receive 10% off with purchase of 2 Spacesaver cribs for twins, 15% off with purchase of 3 Spacesaver cribs for triplets or 20% off with purchase of 4 or more Spacesaver cribs for higher-order multiples. In addition to the discount, Molly Magee will return 3% of net sales to MBC. Visit their website at www.mollymagee.com. Log into the Member Only section of our MBC website for promotional codes.

Summer Discounts Program – Ground work has begun to find attractions *nationally* that offer corporate/consignment ticket programs for the benefit of our members. In the past, many of our discounts have been regionally-based, and we would like to expand this program. New for 2009, we have confirmed the Pacific National Exhibition in Vancouver, as well as annual opportunities for attractions in central Ontario.

If your Chapter already has attractions that offer these programs, please forward that information so that we may share it with other members who may be visiting your area during the summer. Also if you have any ideas or connections, I would love to hear from you. Drop Heather a note at discounts@multiplebirthscanada.org

A message from Discounts Coordinator, Heather Scher – *As I slowly wade into this new position, I will be updating the "freebies" list and reviewing our current national discount list. In the next few months, continue to check in the Members Only section of the website for updates, and as always let me know if you find other discount opportunities for our multiple-birth community.*

Loss Support Network

MBC's Loss Support Network (LSN) has been providing bereavement support for 16 years and its support base and resources have changed dramatically in that time to meet changing needs. Initially support was only provided for bereaved parents. Now we also regularly provide support for grandparents, relatives and friends, as well as for surviving co-multiples themselves. The fact that MBC has had the ability to recognize that the loss of one, more or all multiple-birth babies affects more than the parents, speaks to its ability to recognize a need and move right away to fill a support gap. The LSN currently supports 62 families, grandparents, organizations as well as cross-Canada Chapters. To date 118 issues of the

monthly e-newsletter *Forever Angels*, have reached bereaved individuals. The Chair and Creator of the LSN is Lynda P. Haddon – reach her at loss@multiplebirthscanada.org.

Health and Education

On Tuesday, February 24, 2009, Donna Launslager gave a presentation on helping families to prepare for multiple-birth children at the 2009 Best Start Conference in Toronto. About 30 health professionals from various Ontario communities came to hear about how they can better prepare families expecting and parenting multiples, and how these experiences are different from that of a singleton pregnancy and parenthood. The presentation was based on the *Early Human Development Journal 2006 Preparation for Parenting Multiple Birth Children Best Practice Guidelines* written by two of MBC's Advisory Board members, Linda Leonard and Jane Denton. These guidelines were the inspiration of one of our former Advisory Board members, Dr. Elizabeth Bryan. This talk came on the first year anniversary of her death.

Multiple Thanks

The MBC Board wish to thank the following MBC supporters!

- Pat Preedy and John Mascazine for reviewing the MBC Multiples in School resources that will be used in the 2009 National Multiple Births Awareness Day media kit.
- Advisory Board members, Jane Denton, Dr. Louis Keith and Linda Leonard for assisting MBC with documents for an upcoming EI Parental Leave appeal
- EMD Serono Canada for their recent annual donation to towards the BSM Honorarium
- Theresa Meininger Sanders for creating a new MBC Fact Sheet – *Special Needs Financial Resources*
- A special thanks to Sarah-Lana Moore, 2nd Year student at Brock University for producing MBC's first YouTube public service announcement. (Daughter of Gail Moore)

Facebook – New Group

MBC is excited to announce that a private Facebook group for MBC members of the Special Needs Support Network has been launched. Theresa Meininger Sanders, MBC's Special Needs Support Network Chair, is inviting **all MBC members** interested in participating in this group. The group will be dedicated to parents helping each other, providing key information and advice, and above all, providing support for one another. Remember, you are not alone. Drop Theresa a line at specialneeds@multiplebirthscanada.org.

Sustaining Members

MBC would like to thank its sustaining members for their added support:

- **Kimberley Weatherall** – Orleans, ON
- **Donna Launslager** – Waterloo, ON
- **Diane Myers** – Moffat, ON