

LA MAISON BLEUE

**in
2014
—2015**

**Help us
give their stories
a happy ending.**



We believe that every child should be born and grow-up surrounded by joy and with the promise of a full life, nourished with solidarity, confidence and rediscovered and honored strengths.

Because we recognize the universal desire to mobilize families to provide the the best for their children, we chose to do things differently.

We gathered around the birth and early childhood conditions that would be favorable to this wish: a welcome on a human scale, a weaving of links that recreates the village, an intersection of fruitful listening, care, transmission and creation a circle of safety and fun.

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La Maison Bleue**

Fragile Nests

WHO DO WE HELP?

Portrait of families	CDN	PX
Live below the low income with a child under 6 years	81%	82%
Are single parent families	32%	6%
Were under 20 years when gave birth	11%	5%
Have a precarious immigration status upon registration	16%	14%
Are experiencing marital difficulties	19%	22%
Have a history or a joint monitoring with the Directorate of Youth Protection / Batshaw	8%	7%
Face mental health issues or adjustment disorders	40%	32%

Where references come from	CDN	PX
CSSS de la Montagne	17%	32%
Personal connections	46%	24%
Spontaneous registration	2%	5%
Other references: DPJ, Birthing centres, Info-Santé, schools, community organizations, hospitals	35%	39%

Use of services	CDN	PX	Total of the 2 Maisons Bleue
Number of pregnancies followed	96	90	186
Number of families followed	313	289	602
Number of children followed	476	437	913
Number of partners followed	86	72	159
Total number of people followed	875	798	1673
Total of persons followed at La Maison Bleue since the opening (active and transferred files)	1712	953	2665

Data on Results

Data taken from the “Évaluation de la mise en œuvre, des effets et de la valeur économique de La Maison Bleue” (Dubois N. et al. 2015). Complete report available on our website.

› 3.9% Percentage of low birth weight babies at La Maison Bleue (versus 5.7% in Quebec)

› 5.7% Premature births at La Maison Bleue (versus 6.3% in Québec)

› 94.9% Breastfeeding rate at hospital discharge from La Maison Bleue (versus 82.8% in Quebec [2010]).

Act Together to Act Better

OUR LIAISON AND SERVICES

Côte-des-Neiges Team

Bernadette Thibaudeau
NURSE

Anne-Marie Bellemare / Jessica Rona-Hartzog
SOCIAL WORKER

Isabelle Brabant / Valérie Perrault
MIDWIFES

Tamara Sulzinger / Marie-Pier Biron
SPECIALIZED EDUCATOR

Sophie Pillarella
PSYCHOEDUCATOR

Parc-Extension Team

Maty Dupuis-Sène
NURSE

Anne Van Den Bosschelle
SOCIAL WORKER

Mejda Shaiek
MIDWIFE

Félix Rivet-Aumont
SPECIALIZED EDUCATOR

Sophie Pillarella
PSYCHOEDUCATOR

Dr. Fanny Hersson-Edery
FAMILY DOCTOR

Dr. Vania Jimenez
FAMILY DOCTOR

Dr. Helen Mavromichalis
FAMILY DOCTOR

Dr. Hélène Rousseau
FAMILY DOCTOR

Dr. Layla Younes
FAMILY DOCTOR

Dr. Juan Carlos Chirgwin
FAMILY DOCTOR

Dr. Vania Jimenez
FAMILY DOCTOR

Dr. Laura MacLaren
FAMILY DOCTOR

Dr. Hannah Shenker
FAMILY DOCTOR

Dr. Gaël O'Shaunessy
FAMILY DOCTOR

Marie-Véronique Décary
COORDINATOR

Judette Accéus
MEDICAL SECRETARY

Manon Lapierre
COORDINATOR

Catherine Grégoire-Couillard
MEDICAL SECRETARY

Direction

Amélie Sigouin
GENERAL DIRECTOR

Dominique Arsenault replaced by Éléonore Cazelais
DEVELOPMENT PROJECT MANAGER

Salma Moussatef
FINANCE AND COMMUNICATIONS MANAGER

Board of directors

Dr. Vania Jimenez
BIRTHING FAMILY DOCTOR, LA MAISON BLEUE ET GMF CÔTE-DES-NEIGES

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GENERAL DIRECTOR, LA MAISON BLEUE

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Mme Julie Carbon
SENIOR STRATEGIST—TOUCHÉ! OMD

M. Marc Sougavinski
GENERAL DIRECTOR CSSS DE LA MONTAGNE

Patron

Guyline Tremblay

Partnerships with Health and Social Services network

CSSS de la Montagne

Jewish General Hospital

Birthing Centre Côte-des-Neiges

Côte-des-Neiges Family Medicine Group

Côte-des-Neiges Family Medicine Unit

McGill University — Department of Family Medicine

Implication—La Maison Bleue:

- › is a member of the Réseau de Centres de Ressources Périnatales du Québec
- › is a member of the Community Development Corporation of Côte-des-Neiges.
- › serves on la Table famille de Côte-des-Neiges.
- › serves on the monitoring committee on school readiness of la Table de concertation petite enfance de Parc Extension.
- › serves on la Table de concertation petite enfance de Parc Extension.
- › participates in the pilot process in early childhood Parc-Extension
- › serves on la Table des femmes de Parc Extension.
- › serves on the Salubrity Housing Committee of Côte-des-Neiges' community development Corporation.

Special Projects

Complementary to the general services of La Maison Bleue, our team of professionals host special projects, which are supported by various partners.

Parents' Group

Therapeutic class co-facilitated by Elsa Perez, Master's candidate in Drama Therapy at Concordia University. As part of the Parents' Group, participants worked on the theme of attachment by incorporating drama therapy techniques and psychoeducation. The main objective was to improve parenting skills through the exploration of one's childhood and one's own attachment relationship through role playing and projective techniques.

Dads' Group

Taking a field-based approach inviting fathers to comment on their realities, their concerns and their expectations. The Dads' Group started at La Maison Bleue in Parc-Extension. Co-hosted by team members and an intern, Claire Rocher, Master's candidate in social work, this anti-oppression, intercultural focus group organised participants around issues related to fatherhood and setbacks with regards to oppression in the context of post-migration.

Les Ville-Laines

A textile arts collective of young urban artists, took over the Côte-des-Neiges Cultural Centre during the summer of 2014. Helped by young mothers from La Maison Bleue in Côte-des-Neiges, they "transfigured" the urban space of the Cultural Centre's roof and terrace, creating a collective knit work of art.

Reading Kids

The Métropolis Bleu Foundation established a series of workshops for toddlers and their parents to stimulate child development through the discovery of books, while offering parents the opportunity to share special moments with their child.

HIPPY Québec

HIPPY Québec is a program that provides direct assistance to Maison Bleue families with preschool-aged children at risk (from 3 to 5 years) through weekly home visits by peers who are trained in this area. By participating in HIPPY Québec, we support our families in their child's skill development to prepare them for integration in school. Home caregivers are hired from within the community being served and are paid for their work. More than a dozen La Maison Bleue families have benefited from HIPPY-Québec's services this year.

Babysitting

La Fondation de la Visite offers in-home babysitting services to La Maison Bleue families in Côte-des-Neiges who have just had a baby. This foundation also offers starter boxes containing blankets, bonnets, etc.

Projet Colobri

Funded by the Inclusion and Innovation program and supported by the Eureka! organization, this project has allowed our clients to create collective works of art. Guided by professional mosaic artist Isabelle Claire Murphy and multimedia artist Chantal Bergeron, participants had the opportunity to learn the art of mosaic and to share their experiences. These works will be presented at the Cultural Centres in Parc-Extension and Côte-des-Neiges.

Projet Contact

In collaboration with the libraries of the City of Montreal, a host reads to parents and their children (under 5 years). These workshops specifically target people from disadvantaged backgrounds, as well as newcomers, in order to foster social integration and provide parents with the desire to read with their children.

Winter Preparation Projects

Pharmacy students from the University of Montréal have developed resources for use by families about preparing for winter and the services offered by community organizations in the neighbourhoods of Côte-des-Neiges and Parc-Extension. The objective of this project is up-front intervention into the health of families

Horizon 0-5, Projet Constellation

This project seeks to pool and share strategies from the Island of Montreal to reach isolated families with young children.

Christmas Campaigns

This year, over 400 gifts and food baskets were distributed to families of La Maison Bleue thanks to generous partners: Opération Père Noël, Magasin-Partage, Pensionnat Saint-Nom de Marie, and the knitter Copadoudou. We also relied on fundraising organized by Blakes Law Firm. Also this year, the first Guignolée de La Maison Bleue was held where the entire team put on its Santa hat. We had the support of 6 Juliette & Chocolat branches to increase the reach of this event.

A Village of Mutual Support PHILANTHROPY, INTERNSHIPS, VOLUNTEER WORK

Philanthropy

Key Financing Partners for 2014-2015



Internships

Including both Maison Bleue, this year's record for the welcoming and guidance of students is as follows:

- › 16 family medicine interns—observational internship (McGILL, UNIVERSITÉ DE MONTRÉAL)
- › 2 fellows from the Maternal & Child Health Fellowship program (McGILL)
- › 10 family medicine residents (McGILL, UNIVERSITÉ DE MONTRÉAL)
- › 4 social paediatrics externs (STE-JUSTINE, HÔPITAL DE MONTRÉAL POUR ENFANTS)
- › 9 community medicine and social engagement interns (UNIVERSITÉ DE MONTRÉAL)
- › 1 In Community intern—family medicine intern (McGILL)
- › 8 Transition to Clinical Practice interns (McGILL)
- › 2 midwifery interns—community internship (UQTR)
- › 2 IPS interns (UNIVERSITÉ DE MONTRÉAL)
- › 1 nursing science intern (UNIVERSITÉ DE MONTRÉAL)
- › 5 social work interns (UNIVERSITÉ DE MONTRÉAL, UQAM, HAUTE ÉCOLE LOUVAIN EN HAINAUT)
- › 1 Master's in Social Work intern (UNIVERSITÉ DE MONTRÉAL)
- › 1 Master's in Drama Therapy intern (CONCORDIA)
- › 3 special education interns (VIEUX-MONTRÉAL, CÉGEP DE MATANE)
- › 2 Émica secretariat interns
- › Total: 67 students

Voluntary Work

Nearly 40 volunteers gave their valuable contribution to La Maison Bleue during this year:

- › organizing and conducting parties with families
- › support during regular group activities
- › handicrafts and storage
- › help at fundraising events

We also have several Guardian Angels who, through material gifts, meet the needs of some of our most disadvantaged families. Doing fundraising within their social groups to provide strollers or new winter

clothes; sponsoring families over several years so that our little ones may dance, play soccer, learn music and go to camps as their own children would; all this anonymous and unsolicited.

We should also mention the volunteer involvement of many professionals who made a range of services and additional support available for some families:

- › Montreal Birth Companions, Alternative-Naissance and MotherWit Doula Care allowed a free doula monitoring to 34 women
- › 1 acupuncturist (Isa René-De-Cotret) and 4 osteopaths (Karina Laitonberger, Karima Latbi, Jessica Weisz and Rima Salhany) offered free treatments to 138 persons

A Model That Generates Spin-Offs INTEREST IN AN INNOVATIVE PERINATAL AND EARLY CHILDHOOD PRACTICE AND MODEL

Assessment and Knowledge Transfer

Research project with the support of Avenir d'Enfants

After 3 years of research, the assessment report entitled “Évaluation de la mise en œuvre, des effets et de la valeur économique de La Maison Bleue” (Dubois N. et al. 2015). In collaboration with partners in the health, academic, community and institutional fields, this research helps address the issues associated with the establishment of a Maison Bleue and its essential features, both from an organizational and clinical perspective. The following is a summary of the guidelines that emerged from this research:

- › The “Maison Bleue” model is effective and efficient at helping vulnerable families welcome their baby and support its development.
- › Its intervention model is innovative and replicable, provided the essential criteria for integrity and its link to the public health system are respected.

MAVAN Project (Maternal well-being, vulnerability and neurodevelopment)

This study aims to evaluate the effects of the environment and, more specifically, of maternal stress on children's development. La Maison Bleue families are invited to participate in this large-scale research.

Transfer of expertise on the model of La Maison Bleue

Different visits and meetings have occurred this year to exchange on the model of La Maison Bleue and for future establishments in other communities.

- › Inukjuak Family Centre – presentation of the model and transfer of expertise among vulnerable populations in childbirth and childhood – April 2014
- › Family medicine doctors at the Hôpital Maisonneuve-Rosemont – presentation of the model of La Maison Bleue – June, 18, 2014
- › Native Friendship Centre – 2nd visit to further their knowledge on our practices and joint doctor/midwife work, September 19, 2014, Éléonore Cazalais
- › CSSS de Laval- Direction de la planification, performance et approche populationnelle (DPPAP) – telephone meeting and presentation on the model and discussion on the required elements for the establishment of a Maison Bleue, August 2014
- › CSSS Lucile-Teasdale (DG-DSP) – presentation of the model and discussion on the required elements for the establishment of a Maison Bleue, November 3, 2014
- › Regroupement d'organismes de la ville de Sherbrooke (fédération des coopératives de quartier, Maison de Quartier, CDEC) – visit of La Maison Bleue, November 28, 2014
- › Centre de santé des Innus de Pakua Shipi – transfer of expertise on working with vulnerable populations, February 13, 2015
- › Implementation team, Jeffery Hale Hospital – Saint-Bridgid's of Quebec. Exploratory meeting for a potential Maison Bleue opening in Quebec, March 19, 2015

Continuing Education

- › Celyne Lalande and Sonia Gauthier, guest speakers. Concept implementation workshop on “l'approche de la réduction des méfaits”, April 9, 2015
- › Celyne Lalande and Sonia Gauthier guest speakers – presentation of “l'approche de la réduction des méfaits”, February 19, 2015
- › Dr. Cecille Rousseau, guest speaker – Dialogue and reflection on team “self care” in relation to certain cases that have presented unique challenges, October 30, 2014.
- › Benoit Clotteau, IFACEF guest speaker on “l'aliénation parentale et l'impact sur le développement des enfants”, June 12, 2014.
- › Carl Lacharité, guest speaker on the “question du père en lien avec les pratiques d'aide / comment améliorer nos pratiques dans l'implication des pères à La Maison Bleue”, April 10, 2014

Conferences and Presentations

MARCH 2015

Parliamentary committee. “La Maison Bleue within the Context of Bill 20”. Dr. Vania Jimenez.

FEBRUARY 2015

Département de Protection de la Jeunesse (DPJ) – Bureau Nord. “Presentation on the Model of La Maison Bleue”. Anne Van Den Bosschelle and Anne-Marie Bellemare,

NOVEMBER 2014

Pensionnat du Saint-Nom de Marie, “Presentation on La Maison Bleue within the Context of their Fundraising Event” Anne-Marie Bellemare.

École de service social de l'Université de Montréal. “Psychosocial Intervention among Immigrant Families”. Anne-Marie Bellemare.

Fondation du Grand Montréal. “Philanthropy Day and Presentation on the Model of La Maison Bleue”. Isabelle Brabant and Salma Moussatef

OCTOBER 2014

Grossesse secours, “Presentation on La Maison Bleue”. Anne-Marie Bellemare.

SEPTEMBER 2014

McGill University. “La Maison Bleue's Response Model on Childbirth”. Dr. Vania Jimenez and Dr. Hélène Rousseau.

Club Kiwanis, “Presentation on the Model of La Maison Bleue”. Isabelle Brabant

La Voix du Succès, “Presentation on the Model of La Maison Bleue”. Isabelle Brabant et Salma Moussatef

AUGUST 2014

International Symposium: Ecohealth and Climate Change: Connections for health, ecosystems and society. "Presentation on the Model of La Maison Bleue". Isabelle Brabant and Éléonore Cazalais.

JUNE 2014

National Forum on Teaching Competency in Family Medicine Maternity care. "Childbirth Response Model of La Maison Bleue Focused on Interdisciplinarity". Dr. Vania Jimenez and Dr. Hélène Rousseau.

MAY 2014

Forum de Santé Mondiale, faculté de médecine de Sherbrooke. "The Impact of Armed Forces on the health of populations and the role of health professionals in terms of prevention". Dr. Juan Carlos Luis Chirgwin.

Collège Sainte-Marcelline. "Presentation on La Maison Bleue within the context of their Fundraising Event" Bernadette Thibaudeau accompanied by a family from La Maison Bleue.

APRIL 2014

École Camille-Laurin, "Presentation on La Maison Bleue". Anne Van Den Bosschelle.

Media Outreach

Radio

MARCH 2015

Isabelle Brabant, "Être enceinte sans le savoir" *Médium Large, Radio-Canada.*

JANUARY 2015

Dr. Vania Jimenez, "Il faut tout un village pour élever un enfant" *Ma grand-mère disait..., Radio-Canada.*

DECEMBER 2014 – JANUARY 2015

Guylaine Tremblay and Catherine Major, publicité radio "Fais Dodo" *Radio de Bell Média et Cogeco (Rouge FM, NRJ, 98.5, Ckoi)*

NOVEMBER 2014

Dr. Vania Jimenez, "Accompagner les femmes enceintes vulnérables" *Les Éclaireurs, Radio-Canada.*

Press

MARCH 2015

Dr. Vania Jimenez, Mme Amélie Sigouin, "La Maison Bleue, aider les familles vulnérables" *Magazine Coup de pouce.*

Bernadette Thibaudeau, "Crimes justifiés par l'honneur" *Journal communautaire de l'Ordre des infirmières et des infirmiers du Québec.*

FEBRUARY 2015

La Maison Bleue, "Jardin suspendu" *des Ville-Laines. Site web Ville de Montréal, La Médiation culturelle.*

JANUARY 2015

Dr. Hélène Rousseau, "Héros du mois" *Journal La Presse.*

Dr. Hélène Rousseau, "Enceintes, sans suivi" *Journal La Presse.*

Dr. Hélène Rousseau, "Un village d'entraide La Maison Bleue" *Bulletin des médecins francophones du Canada.*

DECEMBER 2014 – JANUARY 2015

La Maison Bleue, Campagne publicitaire en collaboration avec DentsuBos. *Journal La Presse, Journal de Montréal, Journal 24h, Journal Metro.* Affichage externe (CBS, Pattison). Affichage interne (Newad, Cogeco, Pattison).

DECEMBER 2014

Dr. Vania Jimenez, "La révolte gronde en médecine familiale" *Journal Le Devoir.*

NOVEMBER 2014

Bernadette Thibaudeau, "L'allaitement" *Planète F.*

SEPTEMBRE 2014

Guylaine Tremblay, "marraine de La Maison Bleue" *Magazine L'Itinéraire.*

JULY 2014

Isabelle Brabant, "Un modèle de périnatalité sociale" *La pratique Sage-femme, Journal Le Mouton Noir.*

Television

MARCH 2015

Bernadette Thibaudeau, “L’allaitement” *Libre-Service, Ma Tv.*

JANUARY 2015

Guylaine Tremblay, “C’est ma Toune, au profit de La Maison Bleue”
C’est ma Toune, Radio-Canada.

SEPTEMBER 2014

François Papineau, “Le Tricheur pour La Maison Bleue”
Le Tricheur, TVA.

JUNE 2014

Guylaine Tremblay, “Guylaine Tremblay en soutien à La Maison Bleue”
Téléjournal 18h du Grand Montréal, Radio-Canada.

APRIL 2014

Guylaine Tremblay, “Marraine de La Maison Bleue” *Émission Pénélope McQuade, Radio-Canada.*

Direction for the next three years

- › Sustainability of La Maison Bleue’s funding sources.
- › Montreal development plan for Maisons Bleues in the most disadvantaged areas where there is a shortage of perinatal services.
- › Sustained participation and consultation with community resources as well as childcare and school environments.
- › Increased participation and involvement of fathers and other family members at La Maison Bleue.
- › Development of more specific clinical and administrative tools and consistent with La Maison Bleue’s vision and practices.

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