

**POVERTY, LOW LITERACY, AND SOCIAL ISOLATION ARE OFTEN LINKED.  
IT'S TIME TO BREAK THE CYCLE.**

We believe mothers are the catalyst for change within their families and communities. Motivated by a desire to secure the best possible future for their children, with support, mothers can overcome many obstacles.

The Mothers Matter Centre is a virtual, national consortium of organizations dedicated to serving socially isolated and low economic status mothers and their families using our **unique mother-to-mother approach**.

**We work with isolated mothers where they live** – at home – connecting them with other mothers in their communities who share an intimate awareness of the issues and challenges they face.

The Mothers Matter Centre will continue to grow and sustain our flagship program, HIPPY, while developing other program innovations such as housing assistance, job-skills training, literacy and language training, healthcare, and more.

**OUR MISSION:**

To empower isolated, at-risk mothers by helping them develop the knowledge and capacity they need to take control of their lives and become confident parents and engaged citizens.

**OUR VISION:**

To foster a Canadian society where all mothers and children can achieve their full potential and lead enriched lives.

## THE HIPPY (HOME INSTRUCTION FOR PARENTS OF PRESCHOOL YOUNGSTERS) PROGRAM

- As the foundational program of the Mothers Matter Centre, HIPPY Canada has transformed more than 40,000 lives.
- Since its debut in 2001, the HIPPY program has expanded to 25 sites in seven provinces: British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, and Nova Scotia.
- There are two branches led by program directors: [Aboriginal HIPPY](#) in Canada and [Multicultural HIPPY](#) in Canada. While the core of the program remains the same, each branch has modified the curriculum and the delivery strategy to address cultural requirements.
- The HIPPY programs are operated by settlement and Indigenous social purpose organizations (SPOs) and First Nations communities.
- HIPPY is an evidence-based program that works with families in the home to support parents, primarily mothers, in their critical role as their child's first and most important teacher. HIPPY strengthens families and communities by empowering mothers to prepare their children for success in school.

## OTHER PROGRAMS & INNOVATIONS

- [Adopt-a-Reader](#): Hosted in partnership with First Book Canada and supported by TD Bank Group, through Adopt-a-Reader, 500 HIPPY parents adopt and mentor non-HIPPY parents to read to their children for 10 minutes each day for two weeks. This program builds leadership skills in HIPPY parents as they learn to share their knowledge about early literacy with other parents.
- [Newcomer Innovations](#): Our newcomer innovations are designed to help immigrant families settle into Canadian society. With our partners, we research, design, test, and evaluate the feasibility of social innovations to ensure the well-being, dignity, and social connections of high-risk vulnerable mothers. Our innovations seek to redress ongoing structural barriers isolated newcomer and refugee women confront when attempting to

## DOES CANADA NEED THE MOTHERS MATTER CENTRE?



Poverty, illiteracy, and social isolation are linked and, together, hurt children. The Mothers Matter Centre is designed to change these social conditions.



More than 1.9 million women in Canada are living on a low income. That means that one in every five children live in poverty. From birth, many of our children will have the cards stacked against them.



Across Canada, 50% of status First Nations children live in poverty, a figure that increases to 62% in Manitoba and 64% in Saskatchewan.

## HOW DO POVERTY, LOW LITERACY, AND ISOLATION IMPACT CHILDREN?

Movement for Canadian Literacy argues that:

- Low literacy, poverty and exclusion are all part of the same problem. Children from low-income families are at risk of having low rates of literacy.
- Children from low-income families are burdened with labels and expectations that hinder their academic performance.
- Children from families living on low incomes are twice as likely to drop out of school as their non-poor counterparts.
- Low-income parents often lack the skills and capacity to advocate for their children in the school system.
- Families whose parents had one to eight years of formal education faced three times the probability of living in poverty

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Mothers Matter Centre's President/CEO [Debbie Bell](#) is an experienced public speaker and media resource. To speak with Debbie, please contact our communications team.

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