The Partners in Inner-city Integrated Prenatal Care (PIIPC) Project aimed to reduce barriers to prenatal care for pregnant women in inner-city Winnipeg. The project started in 2012 and was evaluated until 2016.

**MANY OF THE PARTICIPANTS**
- received income assistance
- had less than high school education
- self-identified as First Nation or Metis
- smoked and used substances while pregnant
- were involved with Child and Family Services

**BARRIERS INCLUDED**
- not understanding the need for prenatal care
- not knowing where to get care
- mistrust of care/fear of being judged
- lack of transportation or childcare

**PIIPC HEALTH-SYSTEM IMPROVEMENTS**
- Added midwifery care to selected Healthy Baby/Healthy Start community groups
- Made prenatal care more convenient, flexible and welcoming. Supports such as bus tickets, food and a “pregnancy passport” helped moms participate
- Enhanced outreach to pregnant women through Street Connections van
- Launched “This Way to a Healthy Baby” marketing campaign using multiple strategies

**PROGRAM ACHIEVEMENTS**
- 83% of participants attended four or more prenatal care visits
- 61% started prenatal care in 1st trimester
- 30% had baby apprehended at birth
- 9% overall rate of inadequate prenatal care in target areas

"Because of where I live and how I live my lifestyle, trusting your practitioner is really hard.... They helped me connect with them so I could trust them..... It made me want to go to my appointments. It made me want to ask questions."

PIIPC Project participant

"The [social] worker at Women's Hospital helped me ... about parenting, because I never parented any of my other children; this is the first baby that I was able to bring home."

PIIPC Project participant

For more information: [www.wrha.mb.ca/community/publichealth/piipc](http://www.wrha.mb.ca/community/publichealth/piipc)