

Report from Lynda Tjaden on continuation of PIIPC in the Winnipeg Health Region:

Now that we have seen the positive results of the PIIPC model, our next goal is to develop a model that sustains and continues to improve that model. A PIIPC Steering Committee has been formed and has been meeting monthly. Some areas of focus for that group include:

- Exploring opportunities to expand the primary care sites that identify PIIPC clients and strengthen that model
- Drafting a description of the 'ongoing PIIPC model' that can be shared with all stakeholders so everyone is aware the services are still available and how to make referrals
- Reviewing the role of midwifery in the Healthy Baby/Start sites and communicating that to all relevant stakeholders
- Reviewing the results related to the involvement with Child and Family Services including meeting with CFS to share the results and discuss next steps
- Developing a plan to sustain the incentives and enablers
- Developing a sustainment plan for the social marketing resources.

This group will continue to meet on a monthly basis to explore opportunities to strengthen the PIIPC services.

As we work toward expanding the Partners in Inner-city Integrated Prenatal Care (PIIPC) project to other areas of Winnipeg, it will now be called “Partners In Integrated Prenatal Care (PIIPC)”. We wanted to retain the acronym “PIIPC” in order to capitalize on name recognition and continue using the logo and other social marketing materials that have been developed.

Information about PIIPC will continue to be accessible through the WRHA website at:
<http://www.wrha.mb.ca/community/publichealth/piipc/index.php>

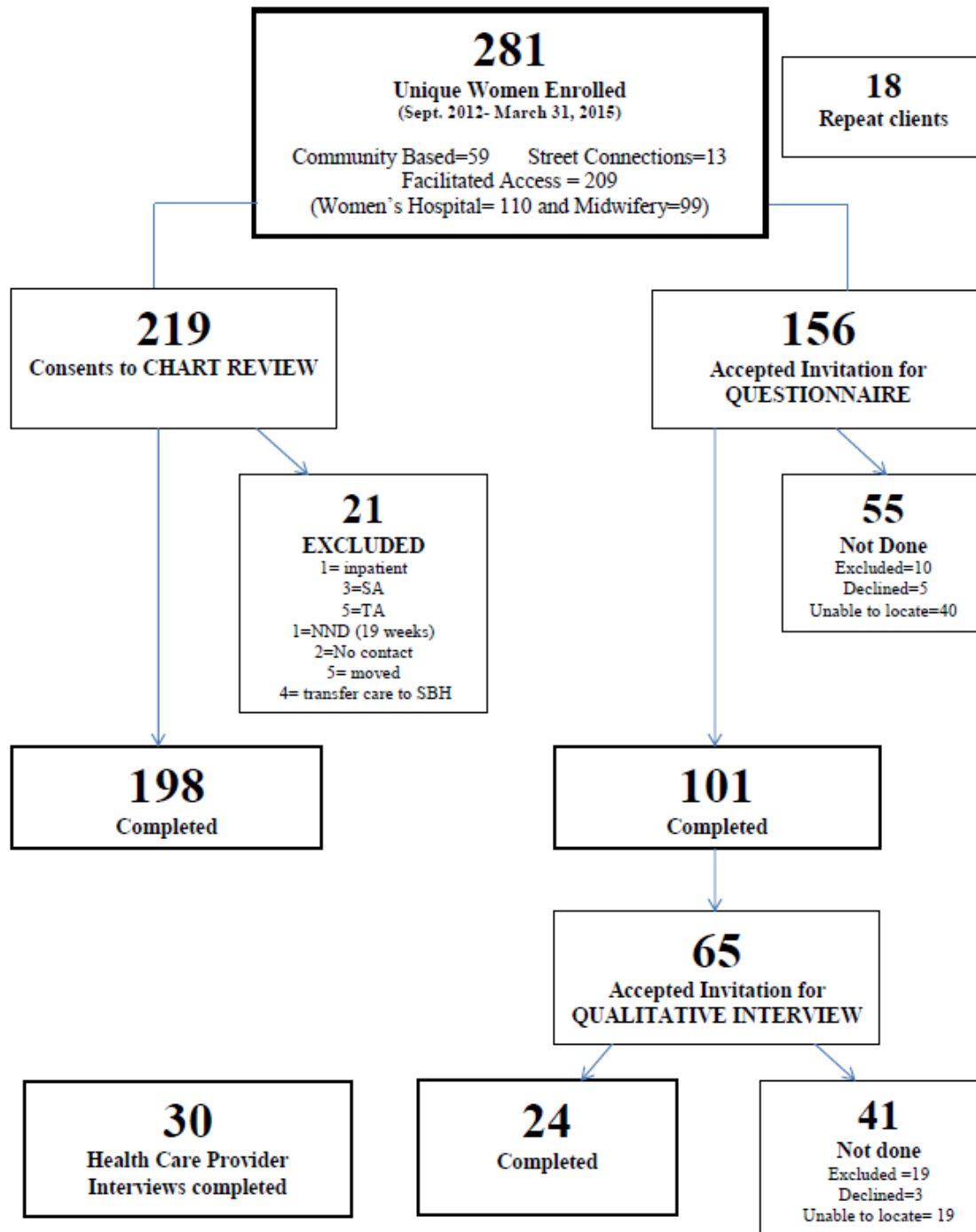


Reflecting on the work of PIIPC.

RESEARCH

- Completed enrolment of pregnant women into the evaluation component of this project at the end of March 2015.
- Administration of the study questionnaire and review of the health records were completed for consenting women after they gave birth. Data collection was completed on February 29, 2016. Analysis of results is ongoing.

Flow chart of Participants in PIIPC Program



- CIHR approved an extension to the grant funding until March 31, 2017, and the U. of M. Nursing/Education Research Ethics Board approved an extension to the Research Protocol.
- A summary of the results is being prepared for those research participants who requested a summary. Three versions will be prepared: 1) Questionnaire - women participants; 2) Qualitative - women participants; and 3) Qualitative – health care provider participants. Summaries will be sent out individually via email or postal service based on the participant’s request.
- A population based component of the evaluation of PIIPC is being completed at the Manitoba Centre for Health Policy (approved by the Health Research Ethics Board and PIIPC) to:
 - 1) Calculate before and after rates of inadequate PNC in the three community areas (Point Douglas, Downtown and Inkster) to see if rates have been reduced
 - 2) Calculate rates of selected outcomes (e.g., preterm birth, infant apprehension) before and after implementation of PIIPC
- A final report on the evaluation will be completed and distributed to stakeholders, and publications will be written.

PIIPC Knowledge Translation Presentations

February 11, 2016	<p><u>Canadian National Perinatal Research Meeting</u>, Banff, Alberta, Canada</p> <p><i>“Evaluation of the Partners in Inner-City Integrated Prenatal Care (PIIPC) Project.”</i> Maureen Heaman and Lynda Tjaden on behalf of the PIIPC Research Team. (Oral Presentation) Presenter: Maureen Heaman</p> <p><i>“A social marketing initiative to increase awareness of the importance of prenatal care and where to access care among Winnipeg’s inner-city women”.</i> Maureen Heaman, Zorina Marzan Chang, Lisa Merrill, Lea Mutch, & Lynda Tjaden on behalf of the PIIPC Research Team. (Poster Presentation) Presenter: Maureen Heaman</p>
May 11, 2016	<p><u>Department of Obstetrics & Gynecology Grand Rounds</u>, Winnipeg, Manitoba, Canada.</p> <p><i>“Evaluation of the Partners in Inner-City Integrated Prenatal Care (PIIPC) Project.”</i> Maureen Heaman, Lynda Tjaden, and Margaret Morris on behalf of the PIIPC Research Team. Presenters: Maureen Heaman, Lynda Tjaden, and Margaret Morris</p>
May 30, 2016	<p><u>MCHP Conference - Pathways to Health Equity: Levelling the Playing Field</u>, Winnipeg, Manitoba, Canada</p> <p><i>“Reducing inequities in access to and use of prenatal care in the Winnipeg Health Region: Implementation and evaluation of the Partners in Inner-city Integrated Prenatal Care (PIIPC) project”.</i> Maureen Heaman. (Panel Presentation) Panel Members: Maureen Heaman, Lynda Tjaden, Lea Mutch, Wanda Phillips-Beck.</p>
June 15-17, 2016	<p><u>SOGC Annual Clinical and Scientific Conference (ACSC)</u>, Vancouver, BC, Canada</p> <p><i>“Evaluation of the Partners in Inner-city Integrated Prenatal Care Project: Perspectives of Women and Health Care Providers.”</i> Maureen Heaman, Lynda Tjaden, Zorina Marzan Chang, and Margaret Morris on behalf of the PIIPC Research Team. (Oral Presentation) Presenters: Maureen Heaman and Margaret Morris.</p> <p><i>“Quantitative Evaluation of Partners in Inner-city Integrated Prenatal Care Project”.</i> Maureen Heaman, Lynda Tjaden, Zorina Marzan Chang, Margaret Morris, and Michael Helewa on behalf of the PIIPC Research Team. (Poster Presentation) Presenters: Maureen Heaman and Margaret Morris</p>

“A social marketing initiative to increase awareness of the importance of prenatal care and where to access care among Winnipeg’s inner-city women”. Maureen Heaman, Zorina Marzan Chang, Lisa Merrill, Lea Mutch, & Lynda Tjaden on behalf of the PIIPC Research Team. (Poster Presentation) Presenters: Maureen Heaman and Margaret Morris.

PUBLICATIONS

The SOGC abstracts were published as follows:

Heaman M, Tjaden L, Chang ZM, Morris M, Helewa M, Elliott L, Moffatt M, Sword W, & Kingston D. (2016). Evaluation of the Partners in Inner-City Integrated Prenatal Care Project: Perspectives of women and health care providers. [abstract] *Journal of Obstetrics and Gynaecology of Canada*, 38(5): 487-488.

Heaman M, Tjaden L, Chang ZM, Morris M, Helewa M, Elliott L, Moffatt M, Sword W, & Kingston D. (2016). Quantitative evaluation of the Partners in Inner-City Integrated Prenatal Care Project. [abstract] *Journal of Obstetrics and Gynaecology of Canada*, 38(5): 488.

Heaman M, Chang ZM, Merrill L, Mutch L, Tjaden L. (2016). A social marketing campaign to increase awareness of the importance of prenatal care and where to access care among Winnipeg’s inner-city women. [abstract] *Journal of Obstetrics and Gynaecology Canada*, 38(5): 488.

CONGRATULATIONS to members of our team!

- Jan Sanderson, on her celebration of more than 30 years of public service and the many partnerships that have been central to her career, held on June 29th. We wish her well in her future endeavors!
- The PIIPC “This Way to a Healthy Baby Campaign - #Text Babies Video” for receiving First Place for the Winnipeg Advertising Association Signature Award in the category of Animation and Motion Graphics, awarded to ChangeMakers social marketing firm, who worked closely with the PIIPC Social Marketing Working Group to develop the content of the video. The Signature Awards are a celebration of local creative talents, showcasing the best in advertising, marketing and design and are judged by an international panel of industry peers.

THANK YOU TO ZORINA!

On behalf of the Research Team and Working Groups, I would like to extend a big “thank you” to Zorina Marzan Chang for serving as the PIIPC Project Coordinator. Zorina’s term ended on June 29, 2016. I appreciated her dedication to the PIIPC project and her many contributions to its success. We will miss her! Sincerely, Maureen Heaman

CONTACT INFORMATION

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