

PROJECT UPDATE

The Partners in Inner-city Integrated Prenatal Care (PIIPC) project is now well underway. A Communication Bulletin was distributed in September to the research team, committee members and project partners. Information about the PIIPC Project is now accessible through the WRHA website at:

<http://www.wrha.mb.ca/community/publichealth/piipc/index.php>

1. Community Based Prenatal Care Initiative:

- Launched on September 7, 2012 with the 6 participating Healthy Baby/Healthy Start (HB/HS) program sites. Midwifery has been integrated into the program at each site. Women benefit from having the midwife share in the group discussions; as well, they can access a prenatal “check-up” from the midwife. Some women who do not regularly attend prenatal care (PNC) with their primary health care provider (HCP) have been placed under Shared Care following discussion between the midwife and HCP.
- To date, 6 women have been enrolled in the project, 3 of whom have delivered. These first few clients had only one contact with the midwife but received facilitated care at Women’s Hospital for delivery and additional supports from Social Work.
- Sage House, which is a health, outreach, and resource centre for street-involved women, has referred clients to Mt. Carmel Clinic midwives who are involved in the PIIPC project. These marginalized women will be included in the project under the care of the midwives and have PNC supported collaboratively with the Street Outreach Initiative as needed.

2. Street Outreach Initiative

- Staff orientation has been done at Women’s Hospital and Street Connections for the project. Pregnant women accessing the Street Connections van are being offered PNC, with referral to Women’s Hospital for women without a HCP, or facilitation of PNC with their regular HCP.
- Women presenting at Women’s Hospital triage unit or outpatient department who are at risk for inadequate PNC are having their access to PNC facilitated.
- The project is resulting in increased inter-professional collaboration to enhance PNC. It is also creating system change; for example, Medical Records is implementing a tracking system for clients in PIIPC project.
- A process is being explored to improve continuity of PNC for pregnant women being released from prison into the community.

3. Social Marketing

- Stakeholder consultations have resulted in selection of a logo and branding, and identification of various communication tools including bus shelter mapping posters and posters at various locations in the community focusing on the importance of “Early and regular prenatal care” and “This way to a healthy baby”. A website is being developed.
- Social Marketing Campaign will be launched in January/February 2013.

Pregnancy Passport:

Design and content finalized. Ready for printing. Distribution planned for late December 2012.

RESEARCH UPDATE

- Approvals have been received from Research Ethics Board (Sept.4, 2012), Health Sciences Centre Research Impact Committee (Oct. 11, 2012) and WRHA Research Review Committee (Oct.29, 2012).
- “Letters of Invitation” and “Consent Forms” have been translated into French, and both English and French versions have been printed. Recruitment of women participants for the evaluation has started. Qualitative interviews with HCP will begin in the spring of 2013.
- An amendment has been submitted to Research Ethics Board for approval of changes in recruitment (e.g., recruitment to include women from Sage House and women with a primary HCP who will be receiving Shared Care with a midwife; recruitment of participants by Clinical Nurse Specialist at Women’s Hospital) and additions to questionnaire to assess awareness of social marketing initiatives.

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