

## PROJECT UPDATE

The Partners in Inner-city Integrated Prenatal Care (PIIPC) project is now into its 6<sup>th</sup> month. Information about the PIIPC Project continues to be accessible through the WRHA website at:

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

### 1. Community Based Prenatal Care Initiative

- Midwives integrated in the 6 participating Healthy Baby/Healthy Start (HB/HS) program sites have had a total of 13 intakes (9 midwifery-only care, and 4 shared care) from September 7, 2012-end of January 2013.
- Four of the 9 intakes to midwifery-only care have been referred from Sage House, which is a health, outreach, and resource center for street-involved women. These referrals are made to Mt. Carmel Clinic midwives involved in the PIIPC project.
- Twenty women who attend the HB/HS program sites accessed a prenatal “check-up” from the midwife. A total of 30 “check-ups” have been documented by the midwives.
- Women benefit from having the midwife share in the group discussions at HB/HS sites, and have also been approaching midwives on an individual basis to ask questions.



Kelly Klick, RM, participating in HB/HS group discussion

### 2. Street Outreach Initiative

- Working group members feel the project has resulted in increased inter-professional collaboration to enhance prenatal care.
- As of February 28, 2013, there were 18 women enrolled based on a referral from Triage (5), Street Connections (1), Sage House (2), Antepartum Unit (1), Outpatient Department (5), and HB/HS sites (4).
- On February 19<sup>th</sup>, 2013, a “Meet and Greet” event was held at Women’s Hospital to share information about the project. Various displays included information about the PIIPC Project showing the inter-disciplinary, multi-program partnership, the 3 initiatives, the research results that led to the project and plans for the PIIPC evaluation.



Dr. M. Heaman with Dr. L. Reynolds

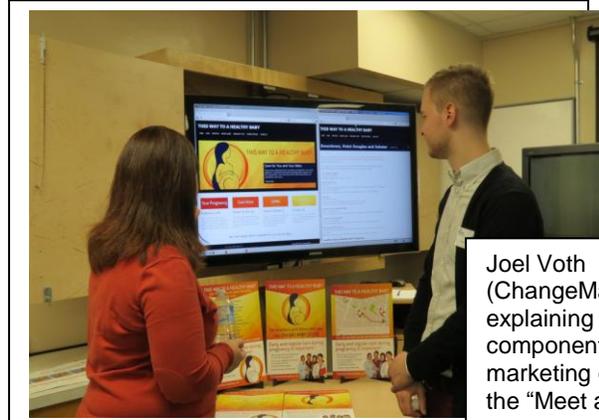


L. Tjaden (WRHA) with Wanda Phillips-Beck of Assembly of Manitoba Chiefs

- Representatives from all three intake sites (Street Connections, Community Based Prenatal Care and Women’s Hospital) had their first case-conference in February to coordinate care for all women enrolled in the PIIPC project.
- System Change: Health Sciences Centre Medical Records Department is working on a tracking system to help identify clients enrolled in the project and flag to contact the Clinical Nurse Specialist PIIPC project lead at Women’s Hospital for follow-up with client. .
- Exploring process to 1) improve continuity of prenatal care for pregnant women being released from prison into the community, and 2) accessing addiction treatment for clients in manner which is fully client-centred.

### 3. Social Marketing

- The “This way to a Healthy Baby” Campaign was launched on February 11, 2013 with mapping posters on bus shelters, posters within the community about where to obtain prenatal care, information phone line 204-942-BABY, radio ad on Streetz 104.7 (Winnipeg), and website [www.thiswaytoahealthybaby.com](http://www.thiswaytoahealthybaby.com)



Joel Voth (ChangeMakers) explaining the different components of the social marketing campaign at the “Meet and Greet”.

**Pregnancy Passport:** Printed and distributed to PIIPC primary Health Care Providers (HCP) for women enrolled in the project; translated into French.

## RESEARCH UPDATE

- An amendment submitted to Research Ethics Board for approval of changes in recruitment and additions to questionnaire to assess awareness of social marketing initiatives received approval on February 14, 2013.
- Amended “Letters of Invitation” and “Consent Forms” have been translated into French.
- Three quantitative interviews with women have been completed.
- Qualitative interviews with health care providers from different care sites and programs started the week of March 19, 2013. Transcription of interviews started.

## MEDIA EVENTS

Press release issued on Feb. 11, 2013 and Lynda Tjaden was interviewed on CKY Winnipeg morning show Feb. 26, 2013 re launch of social marketing campaign.

## PRESENTATIONS

PIIPC Project display was set up at a conference (March 14, 2013) organized by Healthy Sexuality and Harm Reduction, Population and Public Health, WRHA.

## CONTACT INFORMATION

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