

PROJECT UPDATE

The Partners in Inner-city Integrated Prenatal Care (PIIPC) project has been underway for 9 months. Information about the PIIPC Project continues to be accessible through the WRHA website at:

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

The PIIPC Project is now comprised of four inter-related initiatives:

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 25 intakes (19 midwifery-only care, and 5 shared care) from September 7, 2012- June 6, 2013.
- Fifty-five women who attend the HB/HS program sites accessed a prenatal “check-up” from the midwife. A total of 73 “check-ups” have been documented by the midwives up to June 6, 2013.
- Midwives are recognized as a valuable addition to the team at the 6 community based programs.

2. **Street Outreach Initiative**

- Representatives from all three intake sites (Street Connections, Community Based Prenatal Care and Women’s Hospital) continue to have case conferences to coordinate care for all women enrolled in the PIIPC project.
- Work continues in facilitating system change to:
 - improve continuity of prenatal care for pregnant women being released from prison into the community, and
 - accessing addiction treatment for clients in manner which is fully client-centered.
- To date, five women have been enrolled in the project through the Street Connections.

3. **Facilitated Access**

- This initiative is an extension of the first two initiatives, which was formalized on May 17, 2013 by the Executive Committee.
- Within this component, women who present at Women’s Hospital (Obstetrical Triage Unit, Ambulatory Care, or Admitting) with no PNC or at risk of inadequate PNC have PNC initiated, and have appointments arranged to attend ongoing care with the woman’s own HCP or a HCP in ambulatory care at Women’s Hospital. As of May 31, 2013, there were 28 women enrolled based on a referral from Triage (6), Ambulatory care (6), Antepartum unit (2), Street Connections (3), Healthy Baby Sites (3 shared care with midwives, and 2 referred to HCP at Women’s Hospital), Sage House (3), and other (3).
- Pregnant women who present to the nurse practitioners at Sage House are also offered facilitated access to prenatal care by the midwives at Mount Carmel Clinic or health care providers at Women’s Hospital. To date, 5 women have been taken into care by the midwives and 3 by HCP at Women’s Hospital.
- Facilitated access is also offered to pregnant women who live in the three inner-city neighborhoods (Inkster, Downtown, and Pt. Douglas), with no PNC or at risk for inadequate PNC and who are referred to any of the 5 midwives involved in the PIIPC project. There are now 10 women taken into care through this route.

4. **Social Marketing**

- The first phase of the “This way to a Healthy Baby” Campaign was launched on February 11, 2013 with posters within the community about where to obtain prenatal care, an information phone line 204-942-BABY, and website www.thiswaytoahealthybaby.com, mapping posters on transit shelters and a radio ad on Streetz 104.7 FM (Winnipeg).
- A second phase of the campaign is planned for the fall of 2013.
- In order to evaluate the effectiveness of the strategies implemented during the first phase of the Social Marketing Campaign, the marketing firm (ChangeMakers) hired for this initiative is planning to administer an online survey.
- Postcards have been developed to be handed out to the general public with inquiry or to women interested in the PIIPC project. The double-sided postcard is bilingual and includes information on the website and phone line.

RESEARCH UPDATE

- May 6, 2013: Approval received from University of Manitoba Education/Nursing Research Ethics Board (ENREB) regarding amendment to obtain consent for chart review from all women enrolled in the PIIPC project and a revision made to the Chart Review consent form to add the woman’s date of birth. Health Information Services requires the full name (surname and first name) and date of birth and/or health care number (PHIN) in order to retrieve charts.
- June 20, 2013: Approval received from ENREB for additions to recruitment/data collection sites to include Postpartum Unit and Labor, Delivery, Recovery, and Postpartum Unit (LDRP) at Women’s Hospital.
- June 20, 2013: ENREB Approval received for a survey to evaluate the effectiveness of social marketing strategies implemented during the first phase of the Social Marketing Campaign, to be administered by ChangeMakers.
- Data collection with women enrolled in the PIIPC Project as of June 18, 2013: Quantitative interviews: 10 completed; 7 to be recruited around time of expected date of delivery; 1 who agreed to be recruited but could not be contacted and located. Three qualitative interviews completed and one pending.
- Twenty-five consents for Chart Review were obtained as of June 6, 2013.
- Qualitative interviews for a process evaluation were conducted with 11 service providers [nurses (3), midwives (2), obstetrician (1), social worker (2), and other (3)] from March 19- May 23, 2013.
- Preliminary summary of some of the findings arising from the interviews: 1) Challenges in providing prenatal care to target population include women living in chaos and poverty, pregnancy may not be their priority, no phone, housing issues, transient, addictions/ substance use, and Child and Family Services involvement, 2) System Changes resulting from implementation of PIIPC project include improved communication between and within programs, collaborative care that is client centred, and “one stop shop” concept for the community based settings.

MEDIA EVENTS

- No further media events since February 2013 with the launch of the first phase of the Social Marketing Campaign.

PRESENTATIONS

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| April 11, 2013- | <p>“Partners in Inner-city Integrated Prenatal Care (PIIPC)” at
 “MCNHR & WRHA Research Day: Building Successful Research Partnerships”
 Manitoba Centre for Nursing & Health Research (MCNHR), University of Manitoba, and WRHA
 Research Day
 Presentation by: Dr. Maureen Heaman (Principal Investigator) and Lynda Tjaden (Principal
 Knowledge User/Decision Maker)</p> |
| April 16, 2013- | <p>“Partners in Inner-city Integrated Prenatal Care (PIIPC)” Project Display at
 “Reaching In” Community Resource Fair
 Women’s Correctional Center, Headingly, Manitoba
 Represented by: Lisa Merrill, CNS, Women’s Hospital and
 Michelle Klimzcak (RN with Street Connections- Healthy Sexuality and Harm Reduction)</p> |

April 30, 2013-	<p>“Partners in Inner-city Integrated Prenatal Care (PIIPC)” at a Briefing with Minister Kevin Chief, Minister of Children and Youth Opportunities, and Jan Sanderson (Deputy Minister of Children and Youth Opportunities) Presented by: Dr. Maureen Heaman, with Lynda Tjaden (Director of Population and Public Health, WRHA), Kelly Klick (Community Based Prenatal Care Initiative- Co-chair), Lisa Merrill (Street Outreach Initiative- Co-chair), and Zorina Marzan Chang (Project Coordinator)</p>
May 6, 2013-	<p>“Partners in Inner-city Integrated Prenatal Care (PIIPC)” at Healthy Baby Provincial Meeting, Winnipeg, Manitoba Presentation by: Dr. Maureen Heaman</p> <p>Midwifery practice with the PIIPC Project Presentation by: Dawn Wiscombe, RM and Joan Kennan, RM</p> <p>PIIPC Project Display, attended by Zorina Marzan Chang</p>
May 19, 2013-	<p>“Partners in Inner-city Integrated Prenatal Care (PIIPC)” at Nursing Grand Rounds, Health Sciences Centre Presented by: Dr. Maureen Heaman, Lisa Merrill (CNS- PIIPC Project-Women’s Hospital) Jaimie Bartel (CRN- Labor and Delivery- Women’s Hospital)</p>
May and June 2013-	<p>“Partners in Inner-city Integrated Prenatal Care (PIIPC)” To Downtown, Pt. Douglas and Inkster Public Health Nurses Team – Population and Public Health, WRHA Presentation by: Darlene Girard and Kelly Klick (Co-chairs- Community Based Prenatal Care Initiative)</p>
June 11, 2013-	<p>“Partners in Inner-city Integrated Prenatal Care (PIIPC)” at ACCESS NorWest Centre, WRHA- Team Meeting. Presentation by: Dr. Maureen Heaman, PIIPC Project Initiatives’ Chairs/Members- Darlene Girard, Lisa Merrill, Lea Mutch and Project Coordinator: Zorina Marzan Chang</p>

CONTACT INFORMATION

Principal Investigator:

Maureen Heaman
Phone: 204-474-6222
Maureen.Heaman@ad.umanitoba.ca

Principal Knowledge User:

Lynda Tjaden
Phone: 204-940-3609
ltjaden@rwha.mb.ca

Project Coordinator:

Zorina Marzan Chang
Phone: 204-474-7140
zorina.marzanchang@ad.umanitoba.ca