

## PROJECT UPDATE

The Partners in Inner-city Integrated Prenatal Care (PIIPC) project has been underway for 1 year. 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 33 intakes (26 midwifery-only care, and 9 shared care) from September 7, 2012- August 29, 2013.
- Sixty-five women who attend the HB/HS program sites accessed a prenatal “check-up” from the midwife. A total of 102 “check-ups” have been documented by the midwives up to August 29, 2013.
- We are exploring the addition of new Healthy Baby/Healthy Start Program sites located within the three community areas of Point Douglas, Downtown and Inkster to increase the number of women enrolled in the project.

#### 2. **Street Outreach Initiative**

- To date, 8 women have been enrolled in the project through the Street Connections with referrals made for follow-up at Women’s Hospital (WH) and with a Midwife if they did not have a Health Care Provider (HCP), while other women were reconnected with a HCP from previous pregnancy.

#### 3. **Facilitated Access**

- This initiative is an extension of the first two initiatives allowing facilitated access to Primary Health Care providers at Women’s Hospital and to the Midwives involved in the PIIPC Project.
- Facilitated access is 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 whose first prenatal care contact is not through the first two initiatives.
- As of August 31, 2013, a total of 37 women have been enrolled in the project at Women’s Hospital. These women were referred from HB/HS site (6); Out Patient Department (8); Obstetrical Triage (7); Antepartum Unit (2); Sage House (3); Street Connections (4); and other (7).
- From May 15 to August 29, 2013, there were 17 pregnant women taken into care through facilitated access with the 5 midwives involved in the PIIPC project. Referrals to the midwives came from Sage House (7), another PIIPC client (1), walk-in (2), Medical Clinic (1), Methadone Clinic (1), Mothering Project (1), Public Health Nurse (1), Mt Carmel Clinic Staff (2) and Street Connections (2). Sixteen of these were admitted under midwifery care only and 1 under shared care.
- ACCESS Nor/West, WRHA, a Health and Social Services clinic servicing the Inkster community will be involved with the PIIPC project. The Physicians and Nurse Practitioners who provide prenatal care services to women will enroll women into the project. In addition, other service providers such as community outreach workers, Social Workers, and Public Health Nurses can refer women who meet criteria for the project, to appropriate HCPs involved with PIIPC.

#### 4. **Social Marketing**

- Diane Heywood has stepped down as Chair for the Social Marketing Working Group and also co-chair of the Street Outreach group in order to accept another position with a different program in the WRHA. The new Chair for the Social Marketing working group is Lea Mutch, Clinical Nurse Specialist, Population and Public Health, WRHA. A big thanks to Diane and welcome to Lea!
- A second phase of the “This Way to a Healthy Baby” Campaign is planned to start on October 14, 2013, with mapping posters in transit shelters. Posters within the community about where to obtain prenatal care, an information phone line 204-942-BABY, and website [www.thiswaytoahealthybaby.com](http://www.thiswaytoahealthybaby.com) are ongoing.
- The results of on line survey to evaluate the effectiveness of the strategies implemented during the first phase of the Social Marketing Campaign, and implemented by the marketing firm (ChangeMakers) hired for this initiative closed September 15, 2013. Summary of the report is pending.
- The bilingual postcards with information about the website and phone line continue to be distributed to women and the general public in response to inquiries or interest in the PIIPC project.

Social Marketing (continued)

- A PIIPC pamphlet with information on importance of and where to access prenatal care is being developed for the general public. In addition, the pamphlet will be distributed as an insert to all women who has been approved to receive the Manitoba Prenatal Benefit (<http://www.gov.mb.ca/healthychild/healthybaby/index.html>) and are living in the three inner-city neighborhoods (Inkster, Downtown, and Pt. Douglas).
- Other strategies being explored include live interviews on radio and television programs, and news items/stories in local and community area newspapers.
- Social Marketing committee members have agreed to be involved with the distribution of posters and pamphlets at various establishments such as walk-in clinics and pharmacies within the three community areas, in order to have a face-to-face conversation with the staff about PIIPC and how they can connect women to the project.

**RESEARCH UPDATE**

- August 29, 2013- research protocol renewal approval received from the University of Manitoba, Education/Nursing Ethics Board.
- As of August 31, 2013, of 86 women enrolled in the program, 41 consented to chart review and 32 accepted the Invitation to Participate in Research. Generally, the Consent to Chart Review is presented at the time of enrollment. The Invitation to Participate in Research is presented to the client at subsequent prenatal care contacts in order to ensure that all women who are recruited for the research have had the opportunity to experience prenatal care delivery within the project.
- Nineteen Quantitative interviews and 4 Qualitative interviews have been completed. Four of the women who agreed to be approached for research could not be reached based on contact information provided. Nine women have pending interviews, 7 of whom have expected date of delivery from October 3, 2013- January 23, 2014.
- Content analysis of the 11 Qualitative interviews with PIIPC Service Providers is ongoing.
- An SPSS database for entry of the quantitative data has been developed.

**MEDIA EVENTS**

- Media events are being planned for the second phase of the Social Marketing Campaign.

**PRESENTATIONS**

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| June 29, 2013  | <p>“Partners in Inner-city Integrated Prenatal Care (PIIPC)” to Inkster/Norwest Community Development Team<br/>Winnipeg, Manitoba<br/>Presented by: Diane Heywood (Chair-PIIPC Social Marketing Working Group) and Lea Mutch (Working Group Member)</p>   |
| July 24, 2013- | <p>“Partners in Inner-city Integrated Prenatal Care (PIIPC)” at “Starting Early, Starting Strong: Providing Manitoba Children with a Great Start in Life”<br/>One of Early Childhood Development Dialogue with Kevin Chief, Minister of Children and Youth Opportunities.<br/>The Aboriginal Centre of Winnipeg, 181 Higgins Ave., Winnipeg, Manitoba.<br/>PIIPC Project Display, attended by Zorina Marzan Chang</p> |
| Sept. 2013-    | <p>“Partners in Inner-city Integrated Prenatal Care (PIIPC)” at Child and Family All Nations Coordinated Response Network (ANCR)<br/>Winnipeg, Manitoba<br/>Presented by: Lisa Merrill (CNS, -Women’s Hospital and Co-chair for the Street Outreach Working Group)</p>  |

PIIPC Presentations (continued)

Fall 2013- "Partners in Inner-city Integrated Prenatal Care (PIIPC)" at Women's Hospital Fall Staff Education Sessions  
Women's Hospital, Health Sciences Centre, Winnipeg, Manitoba  
Presented by: Lisa Merrill (CNS,-Women's Hospital and Co-chair for the Street Outreach Working Group)

**Upcoming Presentations:**

October 2013 "Partners in Inner-city Integrated Prenatal Care (PIIPC)" at Family Medicine Obstetrics Network (FMON) Meeting  
Presentation by: Dr. Maureen Heaman and Zorina Marzan Chang

November 1, 2013 "Partners in Inner-city Integrated Prenatal Care (PIIPC)" at One of Early Childhood Development Dialogued with Kevin Chief, Minister of Children and Youth Opportunities.  
Presentations by: various members of the PIIPC project

November 6-8, 2013 "PIIPC Midwives bring prenatal care to inner city women through an innovative research based collaborative care model"  
Concurrent Oral Presentation at the Canadian Association of Midwives 13<sup>th</sup> Annual Conference, Ottawa, Ontario.  
Presentation by: Kelly Klick, Midwife and Co-chair for the Community Based Prenatal Care Working Group for PIIPC Project.

November 21, 2013 Lynda Tjaden, Principal PHSI Knowledge User/Decision Maker  
Panel member for PIIPC Project for panel on Early Childhood Development Innovation.  
2013 National Child Day Event.

## CONTACT INFORMATION

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