

PROJECT UPDATE

The Partners in Inner-city Integrated Prenatal Care (PIIPC) project is now at the start of its 2nd 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 Initiatives:

1. Community Based Prenatal Care Initiative

- Two changes have taken place involving midwifery services at Healthy Baby/Healthy Start (HB/HS) program sites. To increase the number of women enrolled in the project, the midwife from the Indian and Metis Friendship Centre (Point Douglas location) has moved to Four Feathers, located in the Inkster community area. Another midwife has added Wolseley Family Place (Downtown) to her sites.
- The five Midwives involved in the PIIPC Project are now attending 7 participating Healthy Baby/Healthy Start (HB/HS) program sites. During the period of August 30- December 2, a total of 7 women were enrolled in the PIIPC project (5 midwifery-only care, and 2 shared care) with a total of 40 intakes since the project started in September 2012.
- Nineteen women who attend the HB/HS program sites accessed a prenatal “check-up” from the midwife from August 30- December 2. A total of 84 women have received “check-ups” without being enrolled in the project and a total of 175 “check- ups” have been documented by the midwives up to December 2.

2. Street Outreach Initiative

- To date, 9 women have been enrolled in the project through the Street Connections (SC) 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. Five women are listed on SC log record for follow-up (1 accessed pregnancy testing but referred to another program at first contact, and 4 referred from other program for contact purposes) in the event these women show up at SC.

3. Facilitated Access

- 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; these women are referred to Primary Health Care providers at Women’s Hospital and to the Midwives involved in the PIIPC Project.
- Two Primary Care Clinics (NorWest Access and NorWest Co-op at Bluebird) in the Inkster Community area were added as PIIPC care sites starting October 2013. The Physicians and Nurse Practitioners who provide prenatal care services to women will enroll eligible women into the project and refer them to either Obstetricians at Women’s Hospital or to the Midwives involved in the PIIPC Project.
- Women’s Hospital had 8 women enrolled in the project from September 1- November 30, 2013, with a total enrollment of 45 women since September 2012. The primary care providers for these women are the Obstetricians working out of Women’s Hospital Out-patient department. In addition to the 8 women enrolled, the Clinical Nurse Specialist contact for the project at Women’s Hospital received 20 referrals for potential PIIPC enrollment. Referrals were received from HB/HS sites, Women’s Hospital Out-patient department, Triage unit and Social Work, Street Connections, and Mount Carmel Clinic.
- From August 30 to December 2, 2013, there were 8 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 (3), walk-in (2), Medical Clinic (1?), Mothering Project (3). All were admitted under midwifery care only. To date, a total of 26 women have been enrolled with the midwives through this initiative.

4. Social Marketing

- The second phase of the “This Way to a Healthy Baby” Campaign started on October 14, 2013, with mapping posters in transit shelters and radio ad on Streetz 104.7 FM.
- Posters within the community about where to obtain prenatal care, an information phone line 204-942-BABY, and website www.thiswaytoahealthybaby.com are ongoing.
- A PIIPC pamphlet with information on importance of and where to access prenatal care was developed for the general public. A strategic distribution of the pamphlets and posters will begin the first week of January.

Social Marketing (continued)

- The distribution will be managed by members of the Social Marketing committee, and will involve a face-to-face conversation with the staff at various establishments in the three community areas to describe the PIIPC project and how they can connect women to the project.

RESEARCH UPDATE

- As of Dec. 4, 2013, of 105 women enrolled in the program, 68 consented to chart review and 49 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 component have had the opportunity to experience prenatal care delivery within the project.
- Twenty-seven quantitative interviews and 8 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. One who accepted invitation to participate had a spontaneous abortion, and one had not had the chance to go through the system following enrollment. A PIIPC participant who agreed to the invitation to participate in research later admitted that her permanent residence is outside the three community areas for the study. Fifteen women have pending interviews, 10 of whom have an expected date of delivery in the first three months of 2014, 5 to be booked pending contact.
- 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 and data entry will start in the new year.

MEDIA EVENTS

- “Help for moms and little ones: Program targets women who need prenatal care”, Winnipeg Free Press article, by Carol Sanders, October 26, 2013, p. B1 <http://www.winnipegfreepress.com/local/help-for-moms-and-little-ones-229357681.html>

PRESENTATIONS

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| June 25, 2013 | <p>“Partners in Inner-city Integrated Prenatal Care (PIIPC)” to Western Cities Medical Health Officers Meeting
Regina, Saskatchewan
Presented by: Dr. Lawrence Elliott, Co-Investigator
Medical Officer of Health; Medical Director, Population and Public Health, Winnipeg Regional Health Authority.</p> |
| September to November 2013 | <p>“Partners in Inner-city Integrated Prenatal Care (PIIPC)” at Women’s Hospital Fall Staff Education Sessions, Children’s Hospital, Health Sciences Centre (HSC) Neonatal Nursing Education Days 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)</p> |

Presentations (continued)

- October 25, 2013 “Partners in Inner-city Integrated Prenatal Care (PIIPC)” at
“Starting Early, Starting Strong: Providing Manitoba Children with a Great Start in Life”
One of the Early Childhood Development Dialogue sessions with the Honorable Kevin Chief,
Minister of Children and Youth Opportunities. The focus of this collaborative work to support and
connect pregnant women with Prenatal care in the inner-city.
Mount Carmel Clinic, 886 Main Street, Winnipeg, Manitoba.
Presented by: Dr. Maureen Heaman, Principal Investigator
Darlene Girard- for Lynda Tjaden, Principal Knowledge User/Decision Maker, Winnipeg Regional
Health Authority
Kelly Klick, Co-chair, PIIPC Community Based Prenatal Working Group
Lisa Merrill, Co-chair for the Street Outreach Working Group
With a former PIIPC client
- PIIPC Project Display, attended by Zorina Marzan Chang, Project Coordinator
- October 30, 2013 “Partners in Inner-city Integrated Prenatal Care (PIIPC)” at
Family Medicine Obstetrics Network (FMON) Meeting
Presentation by: Dr. Maureen Heaman, Principal Investigator
Kelly Klick, Co-chair, PIIPC Community Based Prenatal Working Group and
Lisa Merrill, Co-chair for the Street Outreach Working Group
- 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 13th Annual Conference,
Ottawa, Ontario.
Presentation by: Kelly Klick, Midwife and Co-chair for the Community Based Prenatal Care
Working Group
- November 20, 2013 “Partners in Inner-city Integrated Prenatal Care (PIIPC)” at
“Manitoba Early Childhood Development Programs are Putting Feet to Innovation”,
Starting Strong Early Childhood Development Summit, Winnipeg, Manitoba.
Panel Member: Lynda Tjaden, PHSI Principal Knowledge User/Decision Maker

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