

PROJECT UPDATE

The Partners in Inner-city Integrated Prenatal Care (PIIPC) project is now completing 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

- The changes that took place involving midwifery services at Healthy Baby/Healthy Start (HB/HS) program sites: 1) The move of the midwife from the Indian and Metis Friendship Centre (Point Douglas location) to Four Feathers, located in the Inkster community area; and 2) The addition of Wolseley Family Place (Downtown), have not seen the increase in enrollment to the project that was hoped for.
- During the period of December 3, 2013- March 10, 2014, a total of 5 women were enrolled in the PIIPC project (4 midwifery-only care, and 1 shared care) with a total of 43 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 December 3 – March 10. A total of 84 women have received “check-ups” without being enrolled in the project and a total of 204 “check- ups” have been documented by the midwives up to March 10, 2014.

2. Street Outreach Initiative

- To date, 10 women have been enrolled in the project through Street Connections (SC), with referrals made for follow-up at Women’s Hospital (WH) or 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

- Women’s Hospital had 11 women enrolled in the project from December 1, 2013- February 28, 2014, with a total enrollment of 56 women since September 2012. The primary care providers for these women are the Obstetricians working out of Women’s Hospital Outpatient department. Referrals were received from Women’s Hospital Out-patient department, Obstetrical Triage unit, Antepartum unit, Social Work, Street Connections, Mount Carmel Clinic Midwives or Nurse Practitioners, and NorWest Co-op.
- From December 3, 2013 to March 20, 2014, there were 10 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 (1), Mount Carmel Clinic (2), Mothering Project (2), Public Health Nurse (2), Access Downtown (1), and other PIIPC clients (2). Nine were admitted under midwifery care only and one under shared care. To date, a total of 29 women have been enrolled with the midwives through this initiative.

4. Social Marketing

- Posters within the community about where to obtain prenatal care, an information phone line 204-942-BABY, and the website www.thiswaytoahealthybaby.com are ongoing.
- The second round of Phase II of “This Way to a Healthy Baby” Campaign with mapping posters in transit shelters ran simultaneously with the PIIPC poster and pamphlet distribution in January.
- Some members of the Social Marketing committee were involved in a face-to-face conversation with the staff at various clinics and other sites such as community resource centres, and pharmacies in the three community areas to describe the PIIPC project and how providers can connect women to the project, as well as distributing pamphlets and posters in person. They found this strategy to be effective in capturing service providers’ interest in supporting the project by sharing the information and making referrals.
- Through the same strategy, the staff at the Emergency Department at Health Sciences Centre has agreed to post posters and hand out pamphlets with contact information for the Clinical Nurse Specialist leading the project at Women’s Hospital, to women who present during off hours.
- Other social marketing options such as a publication in a local First Nations Paper are currently being explored.

RESEARCH UPDATE

- As of March 19, 2014, of 128 women enrolled in the program, 84 consented to chart review and 61 accepted the Invitation to Participate in Research.
- Forty-three quantitative interviews and 13 qualitative interviews with women have been completed.
- Recruitment and interviews continue to present various challenges. This includes women who refuse to be seen and interviewed while in hospital because they are tired from delivery, busy meeting with Child and Family Services, or wanting to spend as much time with their baby who is being apprehended. These women often request to be contacted at a later time which presents difficulties in tracking them down, such as a contact number no longer in service, unanswered calls, and unreturned calls. Just as in contacting them for prenatal care, access to these women for recruitment requires collaboration with their service providers.
- 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.
- Manual coding for the 11 qualitative interviews with PIIPC Service Providers have been completed and transcripts have been imported to NVivo for further data analysis.
- Half of qualitative interviews with women have been manually coded.
- Data entry into SPSS for the quantitative interviews database is ongoing.
- March 27, 2014- Approval was received from the University of Manitoba Education/Nursing Research Ethics Board (ENREB) for the Health Record Data Collection Form.
- Second round of qualitative interview with PIIPC Service Providers will commence in April.

PRESENTATIONS

March 10, 2014 Update: "Partners in Inner-city Integrated Prenatal Care (PIIPC)" at
Ambulatory Education Day,
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)

CONTACT INFORMATION

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