

## PROJECT UPDATE

The Partners in Inner-city Integrated Prenatal Care (PIIPC) project is now in its 3<sup>rd</sup> 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

- During the period of March 11- June 12, 2014, 6 women were enrolled in the PIIPC project (5 midwifery-only care, and 1 shared care) with 49 intakes since the project started in September 2012.
- Twelve women who attended 4 of the 7 HB/HS program sites accessed a prenatal “check-up” from the midwife from March 11- June 12, 2014. Ninety women have received “check-ups” without being enrolled in the project and a total of 210 “check- ups” have been reported by the midwives up to June 12, 2014.

#### 2. Street Outreach Initiative

- To date, 11 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 a previous pregnancy and access to prenatal care was facilitated by the community area Public Health Nurse.

#### 3. Facilitated Access

- Women’s Hospital had 14 women enrolled in the project from March 1- May 31, 2014, with a total enrollment of 70 women since September 2012. The primary care providers for these women are the Obstetricians working out of Women’s Hospital Outpatient department. Referrals during this period were received from Women’s Hospital Out-patient department, Obstetrical Triage unit, Sage House, Street Connections, Health Sciences Centre Emergency Department, and Mount Carmel Clinic (Midwives/Mothering Project or Nurse Practitioners).
- From March 11 to June 12, 2014, there were 22 pregnant women taken into care through facilitated access with the 5 midwives involved in the PIIPC project. Referrals to the midwives came from PIIPC clients (2), Medical Clinics such as Mount Carmel Clinic (11), Mothering Project (1), Public Health Nurse (1), other midwives (1), and walk-in (6). Eighteen women were admitted under midwifery care only and four under shared care. To date, a total of 50 women have been enrolled with the midwives through this initiative: 3 are seeing the midwives with subsequent pregnancies.

#### 4. Social Marketing

- Posters within the community about where to obtain prenatal care, an information phone line 204-942-BABY, the website [www.thiswaytoahealthybaby.com](http://www.thiswaytoahealthybaby.com) and pamphlet distributions are ongoing.
- “This Way to a Healthy Baby” website evaluation showed 671 unique visitors and 363 repeats since its inception. Hits to the website decreased without paid media (bus shelter mapping posters and radio ad). The website does not fall in the top 10 list for “prenatal care” search by key words, but the website falls in the top 10 using the key words search “prenatal care, Winnipeg”.
- New approaches to social marketing are being explored which include publication in a local First Nations Paper, Facebook and use of peer groups for face to face program recruitment.
- A summer social marketing campaign is in the planning stage.

## RESEARCH UPDATE

- As of May 31, 2014, of 155 women enrolled in the program, 112 consented to chart review and 79 accepted the Invitation to Participate in Research. This is an increase of 26 women being enrolled in the program, 28 consents to chart review and 18 accepted invitation to participate in research from March 20, 2014.
- As of June 12, 2014, 47 quantitative interviews and 14 qualitative interviews with women have been completed.
- Recruitment and interviews continue to present various challenges. However, all PIIPC care sites and PIIPC health care providers continue to assist in keeping track of clients both in and out of the hospital. Twenty-two interviews are currently pending (16 due to difficulties in tracking and 6 have expected date of delivery -July to November 2014).
- Content analysis of the 11 qualitative interviews with PIIPC Service Providers has been completed and transcripts have been imported to NVivo for further data analysis.
- Second round of qualitative interviews with PIIPC Service Providers commenced in April 2014 and 12 interviews have been completed as of June 23, 2014.
- Data entry into SPSS for the quantitative interviews is ongoing.
- Chart reviews commenced in May 2014 and 14 have been completed. Data entry into SPSS will start in July.

## PRELIMINARY RESEARCH FINDINGS

- The following preliminary research findings were shared at the June 6, 2014 Research Team Meeting #4 in Conjunction with Advisory Committee.

### Analysis of the first 42 questionnaires from the quantitative interviews:

- Demographic characteristics of PIIPC clients:
  - Neighborhood: Point Douglas n=24, Downtown n=15, Inkster n=3
  - Age range: 18-40 years
  - Single: n=24
  - Education < high school: n=33
  - Racial/ethnic background: First Nations n=23, Metis n=14, white n=4
  - Moved 3 or more times in last year: n=18
  - Had a paid job: n=6
  - Did not have a regular care provider before pregnancy: n=22
  - Wanted to be pregnant later (n=11) or not at all (n=18); not trying to get pregnant (n=32)
- Provider: Obstetrician n=22; Family practice physician n=4; Midwife n=31; Nurse practitioner n=6
- Where did you get most of your PNC? Mt. Carmel n=22, Women's Hospital n=12
- First visit for PNC in first trimester: n=24
- Number of PNC visits: everyone had at least 5 visits; half had 10 or more
- Only 1 woman did not think she needed PNC and only 4 women thought they could take care of themselves
- Facilitators identified as "helping a lot" included: help finding a care provider, bus tickets or taxi slips, clinic had convenient hours, help setting up appointments, and financial support such as Manitoba Prenatal Benefit.
- Social Marketing: The posters (mapping, site lists, and phone number) were most remembered by participants. Few research participants identified radio ad and website.

### Analysis of the first 13 Qualitative interviews with women enrolled in the Project.

- Prenatal Experience under PIIPC project:
  - Women described receiving coordinated and collaborative care, and prenatal care access that was convenient and flexible.
  - Appreciated incentives (bus tickets, taxi slips, food)
  - PIIPC Social Marketing and recommendations: PIIPC icon well liked and identifiable; mapping posters helpful; phone line well remembered but with recommendations to add tear off sheets for convenience; radio ad not heard and website not seen. These findings are directing the changes in social marketing approach.
  - Pregnancy Passport: not completely well utilized but positive feedback for specific sections including "Tell us what you need" , "How your baby grows inside your body", Ultrasound, and list of resources

### Analysis of the Qualitative interviews with Health Care Providers

- 11 interviews (March –May 2013) had a focus on process evaluation which led to the addition of Facilitated Access Initiative, change in locations for mapping posters, improved communication between programs and providers.
- 9 interviews (April-May 2014) had a focus on outcomes, sustainability and key components of the program program.

### Next Steps:

- Research
  - Continue with interviews
  - Complete chart reviews
  - Request an extension from CIHR
  - Start process to access databases at Manitoba Centre for Health Policy (MCHP)
  - Replicate Erin Knight's BSc Med project: chart reviews for women using Triage unit
- Process evaluation
  - Next phase of social marketing
- Discussions re sustainability of project
- Plan a Knowledge Translation workshop for end of project

## MEETINGS

Feb. 24, 2014	Community Based Prenatal Care Working Group Meeting.
May 26, 2014	Street Outreach Working Group Meeting
May 27, 2014	Social Marketing Working Group Meeting
June 6, 2014	Research Team and Advisory Committee

## PRESENTATIONS

May 15, 2014	PIIPC Information Display at the “Youth and Family Resources – Community Expo: Resources for those who work with youth and families” Portage Place Shopping Centre, Winnipeg Manitoba Attended by: Suzanne Lennon, Research Assistant
June 12,17 & 20, 2014	PIIPC Update Presentations Women's Hospital- Combined Care Unit and LDRP Unit Winnipeg, Manitoba Presentation by: Zorina Marzan Chang, Project Coordinator

## CONGRATULATIONS to members of our team!

- Lisa Merrill – recipient of the College of Registered Nurses of Manitoba (CRNM) Award of Excellence for Clinical Nursing Practice (May 15, 2014)
- Jan Sanderson – recipient of the YMCA/YWCA Women of Distinction award in the category of Leadership & Management (May 7, 2014)

## CONTACT INFORMATION

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