

## PROJECT UPDATE

**The Partners in Inner-city Integrated Prenatal Care (PIIPC) project is working towards reducing inequities in use of prenatal care (PNC) in the Winnipeg Health Region.**

Information about the PIIPC Project is accessible through the WRHA website at:

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

### The PIIPC Project Initiatives:

#### 1. Facilitated Access

- Women's Hospital had **20** women enrolled in the project from September 1- November 30, 2014, with a **total enrollment of 106 women since September 2012**. Twenty referrals during this period were received from the following sources: Women's Hospital Out-patient department (9), Health Sciences Centre (HSC) Emergency Unit (1), HSC in-patient (1), Mount Carmel Clinic Midwives/Mothering Project or Nurse Practitioners (3), Social Work Department (3), a former PIIPC client (1).
- From September 5- November 26, 2014, there were **20** pregnant women taken into care through facilitated access with the midwives involved in the PIIPC project. Referrals to the midwives came from PIIPC clients (5), eight women from Medical Clinics (Mount Carmel Clinic=7 and McGregor Quick Care=1), Mount Carmel Clinic Programs (5), and walk-in (2). All 20 women were admitted under midwifery care only. **To date, a total of 87 women have been enrolled with the midwives through this initiative**, nine as returning clients. The midwives at Mount Carmel Clinic have provided 30 check-ups to a total of 6 women through the Mothering Project.

#### 2. Community Based Prenatal Care Initiative

- During the period of September 5- November 26, 2014, there was only one new intake into midwifery care at one of the 6 Healthy Baby PIIPC locations. **As of November 26, 2014, 56 women were enrolled in PIIPC through this initiative.**
- Eight women who attended the 6 HB/HS program sites accessed a prenatal "check-up" from the midwife during this time. One-hundred twenty-three women have received "check-ups" without being enrolled in the project. As of November 26, 2014, the midwives reported having done a total of **279** "check- ups" at the HB/HS sites.

#### 3. Street Outreach Initiative

- To date, **11 women have been enrolled in the project through Street Connections (SC)**, with referrals made for follow-up at either 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. One of these women accessed prenatal care support through SC in her previous pregnancy.

**TOTAL number of women enrolled in PIIPC (September 2012- November 30, 2014) is 260.**

#### 4. Social Marketing

- Ongoing strategies include 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 PIIPC pamphlets distributed at community resource centres and through mail outs with the Manitoba Prenatal Benefit.
- PIIPC team members continue their participation at Community and Resource fairs allowing for networking with other community programs, as well as an opportunity to meet face to face with women who may benefit from PIIPC.
- PIIPC presentations to various health practitioners.
- Development of two video clips promoting prenatal care (to be used on Facebook and other venues) is awaiting focus group testing for selection of one final video clip, and approval within WRHA.

## RESEARCH UPDATE

- Of 260 women enrolled in the program, **188** have consented to chart review (7 consents obtained from women enrolled with PIIPC with a subsequent pregnancy), and **128** women accepted the Invitation to Participate in Research (3 PIIPC clients accepting invitation for each of their pregnancies). In the 3 months since our last report, this represents an **increase of 52** women being enrolled in the program, **43** consents to chart review and **29** accepted invitation to participate in research.
- As of December 3, 2014, **72** quantitative interviews and **20** qualitative interviews with women have been completed.
- All PIIPC care sites and PIIPC health care providers are actively involved with research recruitment and tracking PIIPC clients. Twenty-two women who accepted the Invitation to Participate in Research have an expected date of delivery between January and July 2015. However, two of these are repeat PIIPC clients and were already interviewed the first time. We were not successful in tracking 15 PIIPC clients for quantitative research. Eleven were not eligible for recruitment for various reasons including: fetal demise, therapeutic abortion, moved out of province, and permanent residence outside of the three inner-city neighborhoods of the study.
- Twenty-six service providers have participated in the qualitative interviews to date. The first 11 interviews focused on process evaluation and the following 15 interviews included a discussion on sustainability of PIIPC. The last round of interviews will commence January 2015.
- Data entry into SPSS for the quantitative interviews and content analysis of qualitative interviews are ongoing.
- Chart reviews commenced in May 2014, and SPSS data entry has been completed for **89** participants.

## MEETINGS

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| October 15 2014 | Community Based Prenatal Care Working Group        |
| November 7,2014 | Executive Committee and PIIPC Working Group Chairs |

## PRESENTATIONS

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|------------------|--|
| October 17, 2014 | <p>“Partners in Inner-city Integrated Prenatal Care (PIIPC)” Project Display at<br/>           “Reaching In” Community Resource Fair<br/>           Women’s Correctional Center, Headingly, Manitoba<br/>           Represented by: Kelly Klick, Co-Chair, Community Based Prenatal Care Working Group<br/>           and Facilitated Access Initiative.</p>   |
| October 23, 2014 | <p>“Partners in Inner-city Integrated Prenatal Care (PIIPC) Project: Improving Access to Care for<br/>           Inner-City Women in Winnipeg” at<br/>           The 17<sup>th</sup> Canadian Diabetes Association/Canadian Society of Endocrinology and Metabolism<br/>           Professional Conference and Annual Meeting, Winnipeg, Manitoba.<br/>           Presentation by: Dr. Maureen Heaman (Principal Investigator)</p> |
| October 24, 2014 | <p>“Partners in Inner-city Integrated Prenatal Care (PIIPC)” Project Display at<br/>           North End Pregnancy and Baby Health Fair<br/>           Win Gardner Place (North End community)<br/>           Represented by: Zorina Marzan Chang- Project Coordinator, and Stephanie Hall (former<br/>           PIIPC Client)</p>  |



Zorina, Stephanie (previous PIIPC client), and Midwives from partner site Mount Carmel Clinic

- October 27, 2014      “Partners in Inner-city Integrated Prenatal Care (PIIPC)” at a Briefing for the Deputy Minister of Health, Karen Herd, Assistant Deputy Minister Avis Gray, and Policy Analyst (Primary Health Care-Manitoba Health) Sylvia Buchholz  
Presentation by: Dr. Maureen Heaman (Principal Investigator) and Lynda Tjaden (Principal Knowledge User/Decision Maker)
- November 4, 2014      “Partners in Inner-city Integrated Prenatal Care (PIIPC): Facilitated Access to Prenatal Care”  
Klinik Community Health Centre Practitioners’ Meeting, Winnipeg, Manitoba  
Presentation by: Zorina Marzan Chang- Project Coordinator
- November 20, 2014      “Partners in Inner-city Integrated Prenatal Care (PIIPC): Facilitated Access to Prenatal Care”  
Site Medical Leaders Meeting,  
Klinik Community Health Centre, Winnipeg, Manitoba  
Presentation by: Zorina Marzan Chang- Project Coordinator and Kelly Klick, Co-Chair,  
Community Based Prenatal Care Working Group and Facilitated Access Initiative.

## CONTACT INFORMATION

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