

## 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>

NOTE: This update covers the last two quarters: January to March 2015 and April to June 2015.

### New and Noteworthy:

- A PIIPC Knowledge Translation workshop was held on May 22, 2015 at the Canad Inns Destination Centre Health Sciences Centre, Winnipeg, with over 60 participants in attendance, including members of the Research Team, Working Groups, Advisory Committee, and other stakeholders and invited guests. Preliminary findings from the evaluation of the PIIPC project were presented and discussed. A final workshop report is being prepared, and will be distributed to all participants, as well as to members of the PIIPC team who were unable to attend the workshop, by the end of July.



Presentation by Dr. Maureen Heaman



Gallery Walk Activity for participants

- Dr. Maureen Heaman and Lynda Tjaden have given presentations on the PIIPC project to the following groups:
  - The Aboriginal Issues Committee of Cabinet (Manitoba Legislative Building, June 8, 2015)
  - The Healthy Child Committee of Cabinet (Manitoba Legislative Building, June 22, 2015)
  - The Winnipeg Regional Health Authority Board Meeting (WRHA, 650 Main Street, June 23, 2015)
- Work on sustaining PIIPC services is ongoing and further updates and communication will be forthcoming soon.

- A new video for Facebook has been released as part of the PIIPC Social Marketing campaign to promote use of prenatal care. The video can be viewed at the following links:

<http://www.thiswaytoahealthybaby.com/enter-the-contest/>

<https://www.facebook.com/thiswaytoahealthybaby/videos/vb.1644123702465727/1644901915721239/?type=2&theater>

<https://www.youtube.com/watch?v=DK-IIA1rAJ4>

## The PIIPC Project Initiatives:

### 1. Facilitated Access

- Women's Hospital had **10** women enrolled in the project from November 30, 2014 - March 31, 2015, with a **total enrollment of 110 unique women since September 2012**. Six of these women were enrolled in the program for two of their pregnancies. Referrals were received from various sources including Women's Hospital Outpatient department, Health Sciences Centre (HSC) Emergency Unit, HSC in-patient units, Mount Carmel Clinic Midwives or Mothering Project or Nurse Practitioners, and Social Work Department.
- From November 27, 2014 - March 31, 2015, there were **23** pregnant women taken into care through facilitated access with the midwives involved in the PIIPC project. Twenty-two women were admitted under midwifery care only and one under shared care with a Physician at Women's Hospital. **To date, a total of 99 women have been enrolled with the midwives through this initiative**, 11 of whom are returning clients. Approximately half of the women were enrolled into PIIPC through referral from other services within Mount Carmel Clinic including Sage House, Mothering Project, and the Perinatal Nurses at the Primary care clinics.

### 2. Community Based Prenatal Care Initiative

- During the period of November 27, 2014 - March 31, 2015, there were 4 new intakes into midwifery care at the Healthy Baby PIIPC locations. **As of March 31, 2015, 59 women were enrolled in PIIPC through this initiative.**
- From September 2012 – March 31, 2015, **211 women** received “check-ups” and the midwives reported having done a total of **277** “check- ups” at the Healthy Baby/Healthy Start sites.

### 3. Street Outreach Initiative

- To date, **13 women have been enrolled in the project through Street Connections (SC)**, with referrals made for follow-up to either Women's Hospital 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- March 31, 2015) is 281.**

### 4. Social Marketing

- Ongoing strategies include the website [www.thiswaytoahealthybaby.com](http://www.thiswaytoahealthybaby.com), and PIIPC pamphlets distributed at various community resource centers and clinics within inner-city Winnipeg.
- Two video clip options promoting the importance of “early and regular care during pregnancy” were focus tested early in April 2015. The video went live the first week of May 2015 on Facebook, website and YouTube as noted at the top of this page.
- A new poster to complement the video was developed. Community members are assisting in the distribution of posters at local businesses and community centers within the Downtown, Point Douglas and Inkster community areas.

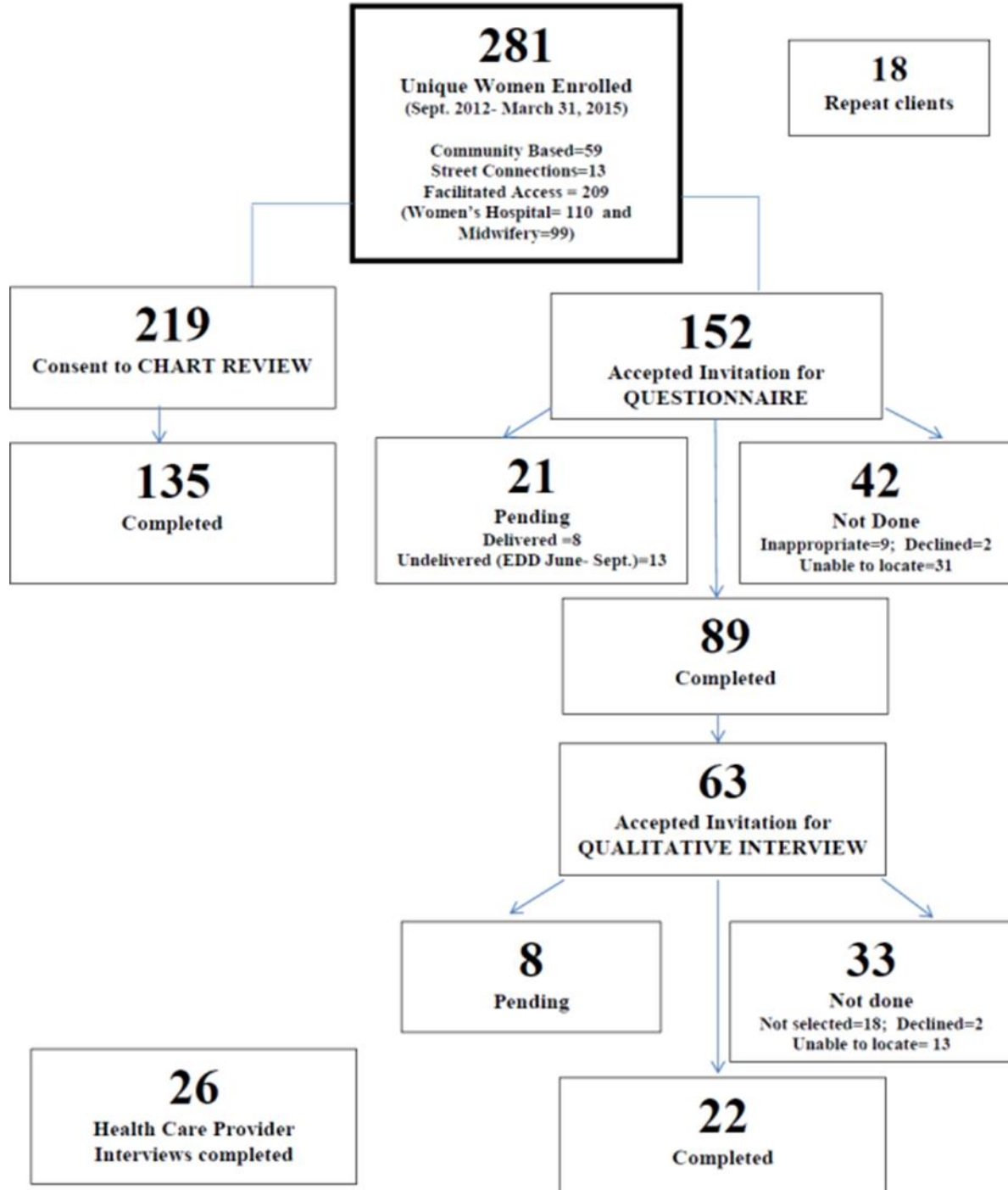
## RESEARCH UPDATE

- Of 281 unique women enrolled in the PIIPC project, **219** consented to chart review (9 consents were obtained from women enrolled in PIIPC with a subsequent pregnancy), and **152** women accepted the Invitation to Participate in Research (to be interviewed to complete a structured questionnaire)
- As of May 14, 2015, of the 152 invitations accepted for the questionnaire, **89** quantitative interviews have been completed. Out of these **89** women who completed the questionnaire, **63** accepted the invitation to be approached to participate in a qualitative interview and **22** interviews have been completed.
- Recruitment for interviews for the **21** women pending is ongoing. Tracking women continues to be a challenge for reasons such as inconsistent phone access, or no longer in contact with the PIIPC care providers.
- 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 be conducted between June and September to review PIIPC in the last 3 years, including its key components and recommendations moving forward.
- 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 **135** participants.

### Next steps:

- PIIPC clients were recruited into the research component of the PIIPC project until March 31, 2015. These clients will be followed until after delivery, when the chart review and interviews to complete the questionnaire will be done for women who provided consent.
- One of the goals of the PIIPC project evaluation was to calculate “before” (using fiscal years 2007/08 to 2011/12) and “after” (2013/14 and 2014/15) rates of inadequate prenatal care for the target areas of Point Douglas, Downtown, and Inkster, using administrative data at the Manitoba Centre for Health Policy (MCHP). Selected outcomes, such as rates of preterm birth, will also be studied. Dr. Heaman has already obtained the necessary approvals from the Health Research Ethics Board and the Health Information Privacy Committee, and has signed the required agreement with the University of Manitoba to conduct this component of the evaluation. The data for 2014/15 will not be available at MCHP until late 2015/early 2016, so these analyses will be conducted in the first few months of 2016.
- Kelcey Winchar has been awarded a BSc Medicine summer studentship under the supervision of Dr. Maggie Morris and Dr. Maureen Heaman to conduct a chart review of women giving birth in 2013/14 and 2014/15 who presented to the Obstetrical Triage unit at Women’s hospital with no prenatal care. The number of women with no prenatal care will be compared to baseline rates for women giving birth in 2008/09 to 2010/11 (reported in the following article: Knight, E., Morris, M., & Heaman, M. (2014). A descriptive study of women presenting to an obstetric triage unit with no prenatal care. *Journal of Obstetrics and Gynaecology Canada*, 36(3), 216-220.) This replication of the previous chart review will help us assess whether the PIIPC project has reduced the number of pregnant women from the Point Douglas, Downtown and Inkster areas who present to the Obstetrical Triage unit at Women’s Hospital with no prenatal care.

Flow chart of Participants in PIIPC Program



## PIIPC PRESENTATIONS and DISPLAYS

- February 26, 2015      *“Evaluation of The Partners in Inner-city Integrated Prenatal Care (PIIPC) Project: Perspectives of Women and Care Providers”* at  
The Canadian National Perinatal Research Meeting, Montebello, Quebec.  
Presentation by: Dr. Maureen Heaman (Principal Investigator)
- May 5, 2015              *“Partners in Inner-city Integrated Prenatal Care (PIIPC) Project”* Display at  
“The International Day of the Midwife” event  
Women’s Health Clinic Birth Centre, Winnipeg, Manitoba.  
Represented by: Kelly Klick, Co-Chair, Community Based Prenatal Care Working Group and  
Facilitated Access Initiative.
- May 25-28,2015        *“Applying a Health Equity Promotion Lens to Prenatal Care for Inner-City Families”* at  
The Canadian Public Health Agency Conference, Vancouver, British Columbia.  
Presenter: Lynda Tjaden, Principal Knowledge User/Decision Maker
- May 29, 2015            *“Partners in Inner-city Integrated Prenatal Care (PIIPC) Project”* Display at  
“North End Pregnancy and Baby Health Fair”.  
Indian & Metis Friendship Centre, Winnipeg, Manitoba  
Presented by: Zorina Marzan Chang- PIIPC Project Coordinator



(L-R) Melissa Brown (Midwife from Mount Carmel Clinic), Minister Melanie Wight (Minister of Children and Youth Opportunities, Manitoba Government) and Zorina



(L-R) Melissa Brown (Midwife), Zorina, Linda Uhrich (Primary Care Nurse- Community Based Prenatal Working Group) and Tammy Hamelin (Outreach Worker- Healthy Start for Mom and Me)

- June 23, 2015            *“Partners in Inner-City Integrated Prenatal Care (PIIPC): Facilitating Access to Community Based Prenatal Care”* at The 10<sup>th</sup> National Community Health Nurses Conference, Winnipeg, Manitoba. (Oral Presentation)  
Presenters: Darlene Girard (PIIPC Community Based Prenatal Care Working Group Co-Chair), Linda Uhrich (Primary Care Nurse - Community Based Prenatal Care Working Group) and Zorina Marzan Chang (Project Coordinator) on behalf of the PIIPC Research Team and the Community Based Prenatal Care Working Group.

June 24, 2015 *“Prenatal Street Outreach: Transformation in Healthy Sexuality and Harm Reduction Services Through Partners in Inner-City Integrated Prenatal Care (PIIPC).”* at The 10<sup>th</sup> National Community Health Nurses Conference, Winnipeg, Manitoba. (Oral Presentation)  
Presenters: Zorina Marzan Chang (Project Coordinator), and Michelle Klimczak (Public Health Nurse with Street Connections - PIIPC Street Outreach Working Group) on behalf of the PIIPC Research Team and the Street Outreach Working Group.

June 24, 2015 *“Partners in Inner-City Integrated Prenatal Care (PIIPC): A social marketing initiative to increase awareness of the importance of prenatal care and where to access care among Winnipeg’s inner-city women.”* at The 10<sup>th</sup> National Community Health Nurses Conference, Winnipeg, Manitoba. (Oral Presentation)  
Presenters: Lea Mutch (PIIPC Social Marketing Working Group Chair), and Zorina Marzan Chang (Project Coordinator) on behalf of the PIIPC Research Team and the Social Marketing Working Group.

## CONGRATULATIONS to members of our team!

- Dr. Larry Reynolds – recipient of The Manitoba College of Family Physician 2015 Awards of Excellence for his outstanding contributions and strong commitment to Family Practice obstetrics in Manitoba.
- Dr. Margaret Morris - reappointment as Head of Obstetrics, Gynecology & Reproductive Sciences, College of Medicine and Medical Director for the Women’s Health Program , Winnipeg Regional Health Authority, for a second term (April 1, 2016 to March 31, 2017).
- Dr. Catherine Cook - appointment as the Vice-Dean, Indigenous in the Faculty of Health Sciences.

## “Talk” about PIIPC

- PIIPC was described as a good example within the WRHA of how many public health issues can be addressed by shifting the health system to meet the needs of women by reducing barriers in access to prenatal care.  
WRHA Population and Public Health Newsletter on Health Equity, February 2015.  
[http://www.wrha.mb.ca/extranet/publichealth/files/2\\_15\\_Newltr\\_Feb6\\_fin.pdf](http://www.wrha.mb.ca/extranet/publichealth/files/2_15_Newltr_Feb6_fin.pdf)
- “The PIIPC Project is a good example of using social marketing to increase the use of equity-focused health services.” “This Way to a Healthy Baby” Blog, National Collaborating Centre for Determinants of Health (April, 2015).  
<http://nccdh.ca/blog/entry/this-way-to-a-healthy-baby>

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