



HELPING INNER-CITY WOMEN ACCESS PRENATAL CARE

The **Partners in Inner-city Integrated Prenatal Care (PIIPC)** Project aimed to reduce barriers to prenatal care for pregnant women in inner-city Winnipeg. The project started in 2012 and was evaluated until 2016.



MANY OF THE PARTICIPANTS

- received income assistance
- had less than high school education
- self-identified as First Nation or Metis
- smoked and used substances while pregnant
- were involved with Child and Family Services



BARRIERS INCLUDED

- not understanding the need for prenatal care
- not knowing where to get care
- mistrust of care/fear of being judged
- lack of transportation or childcare

PIIPC HEALTH-SYSTEM IMPROVEMENTS

Added midwifery care to selected Healthy Baby/ Healthy Start community groups

Made prenatal care more convenient, flexible and welcoming. Supports such as bus tickets, food and a "pregnancy passport" helped moms participate

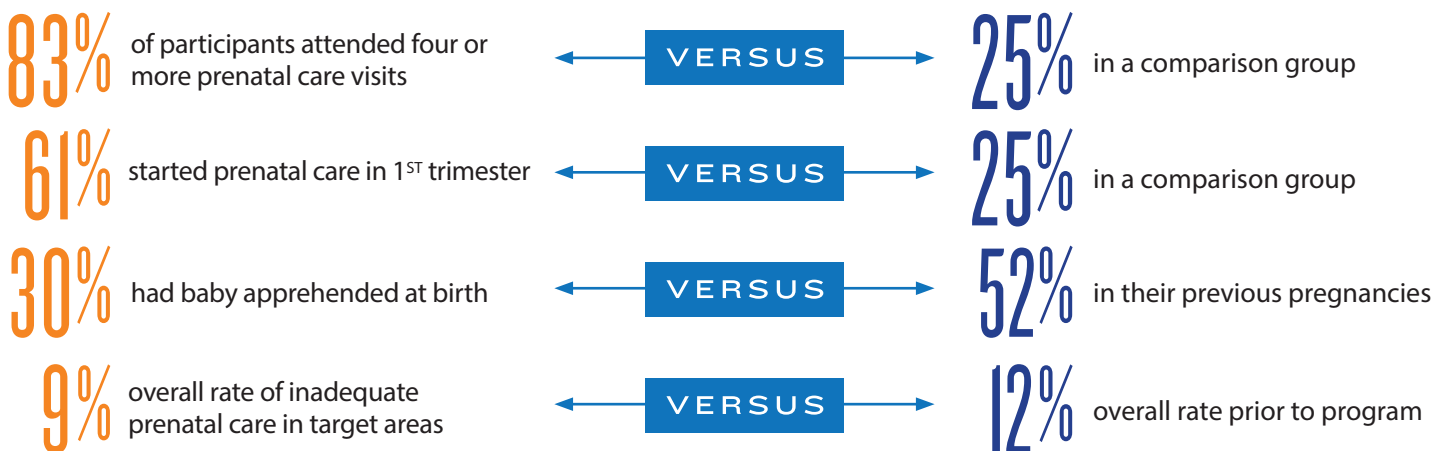
Enhanced outreach to pregnant women through Street Connections van

Launched "This Way to a Healthy Baby" marketing campaign using multiple strategies

www.thiswaytoahealthybaby.com

PROGRAM ACHIEVEMENTS

- Outcomes for moms and babies improved
- Collaboration among professionals and programs improved through use of family-centred model



"Because of where I live and how I live my lifestyle, trusting your practitioner is really hard.... They helped me connect with them so I could trust them.... It made me want to go to my appointments. It made me want to ask questions."

PIIPC Project participant

"The [social] worker at Women's Hospital helped me ... about parenting, because I never parented any of my other children; this is the first baby that I was able to bring home."

PIIPC Project participant

For more information: www.wrha.mb.ca/community/publichealth/piipc

