Introduction

- Inkster Community of Winnipeg, Manitoba
- Access NorWest

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Bright Start program











BRIGHT START

An innovative program:
Strengthened by
Interprofessional and
Intersectoral partnerships

Key learning objectives

- Strategies to maximize interprofessional and intersectoral partnerships focusing on continuity of care.
- Utilize the logic model to develop an innovative drop in program for caregivers, children and women seeking prenatal and postnatal care.
- Apply nursing leadership skills to strengthen relationships with clients in the community.
- Innovative and creative way to work within full scope of nursing practice.
- Evaluation method and summary of a drop in program with the use of a survey.
- Improve communication and processes amongst a multidisciplinary team.

Access NorWest

- Winnipeg Regional Health Authority (WRHA)
 - Public Health, mental health, shared care, my health team
- NorWest Co-op Community Health
 - Primary care, community development, counseling, early learning and child care, community food centre, my health team
 - Inkster parent child coalitions children's programming
- The Department of Families
 - Employment & income assistance, children's disability services

Inkster

According to the Inkster Community area profile, 2015:



- Diverse community; aboriginal youth, newcomers, visible minorities
- Socio demographics
 - 80% of Lone parent families are female led
- Income
 - Unemployment rate rising
 - Inkster median household income:
 - \$57,765 < Winnipeg average
- Largest housing complex in Winnipeg
 - Still a shortage of affordable housing

Inkster

Prenatal Care

- Inadequate prenatal care 3rd highest rate in Winnipeg
- Teen Pregnancy -3rd highest rate in Winnipeg

Breastfeeding initiative rates for in hospital live births

2012/2013- 2nd lowest rate in Winnipeg

Childhood Immunization rates

- Rates have decreased for children aged 2 years
- 2007/08- 3rd lowest rates in Winnipeg

Access to medical provider

- 2007-2012 35% of Inkster West residents reported not having a regular medical doctor.
- Decreasing # of visits to health care provider compared to other parts of the city

Access to children's programming

• 2010/2011- Children "not ready": in the language and cognitive development, physical health and well being, social competence, emotional maturity, communication skills and general knowledge for the domain in Winnipeg – 3rd highest community in Winnipeg not meeting School readiness standard.

Inkster Parent Child Coalition

Registered Dieticians

Social Work

Pediatric Speech Language Pathologist

Primary Care Assistants

Physicians

Nurse Practitioners

Volunteers

Community Development Team

Community Food Center

Insight Mentor

Project Choices

Inkster Resource Centers

New Immigrant Settlement Program

Interprofessional and Intersectoral partnerships

Fostering Interprofessional and Intersectoral partnerships

- Environment
- Strong focus on Community Development, Community Assessment and Profile
- Supportive, inclusive, respectful relationships
- Team building, Professional Development opportunities
- Celebrate our success with the community and our partnerships

Imagine this was your community and your manager asked you to dream of a program focusing on the community area profile, what would you ask for?

Imagine if it came true.....





Bright Start Team

- Inkster Parent Child Coalition
- Public Health Nurses
- Primary Care Nurses
- Nurse Practitioner
- Primary Care Assistants
- Social Worker
- Registered Dietician
- Volunteer services

Logic Model

- The logic model is a tool that is used to describe:
 - the logical linkages among program resources
 - activities, outputs, audiences and short- intermediate and long term outcomes related to a specific problem or situation.
 - effectiveness of a program

	Components/	Implementation			Outcomes:	
Inputs	Activities	Objectives	Outputs # of participants	Initial	Medium	Long-term
Staff: PCNs, PHNs, NPs, IPPC staff, Social workers, PCAs, Dietitians, MD, volunteers	Intake / registration	To register families and to obtain information To give parents opportunities for	-adults -children # of referrals made # of	To increase the # of infant primary Care visits / appointments	To increase the # of prenatal class registrations	Increase Inkster Immunization rates to be on par with the rest of Winnipeg
Funding: WRHA, IPPC, Province of Manitoba x2, ?United Way, ?Healthy Together Now	Parent – Child Activities	kids to interact with other kids + with other parents (free play) To teach parents	# 01 Immunizations given # of nutrition sessions	To increase the # of immunizations	To increase the# of Children entering the School system Caught up with Their immunizations	Reduced smoking Rates in Inkster
Facility: program space, Kitchen, exam rooms, Counseling rooms, Family room		positive ways to interact with children (structured) To increase / improve	# of hours of programming # of primary Care check-ins	To increase the # Of returning Parents / families	To increase the # of social supports accessed by families	Reduced incidences of parental abuse, neglect and apprehension
Clinical Skills / Knowledge: Public health, Prenatal Primary care; lifestyle / nutrition Counseling / family violence	Education / Information Sharing ("nugget")	To provide assessment, treatment, education + follow up	# of returning parents # of social work consults	To increase the Level of	Parents feel more Confident in their Parenting skills	Increase Inkster prenatal care rates to be on par with the rest of Wpg
General Skills / Knowledge: Group facilitation	1:1 Clinical	To provide counseling, support and advocacy	# of bus tickets Provided	Parental engagement	Parents demonstrate Increased Coping skills	Decreased rates of low-birth weights, FASD+pre-term births in Inkster
Mediation Community resources Partnerships: WRHA + NWC + IPPC + MFS -area schools	Nutrition	To increase Knowledge of Healthy food To increase infant/ Toddler nutrition	# of public health consults # of nutrition	To increase the # of prenatal visits	Parents experience Decreased isolation	Decreased Diabetes + obesity rates in Inkster
-NorWest CFC Equipment: -ride n play toys		To increase Prenatal Health / Healthy pregnancy	# of exercise sessions # of smoking	To increase the # of parents connecting with	Parents have increased Knowledge of: -Healthy relationships -birth control options	Decreased rates of family violence in Inkster
-IT - mats -kitchen supplies -baby scale / cart Table 1.0 ProgramLogic Model of Bi	Referrals odel of Bright Start Program	To provide Education + Information / resources	Cessation sessions # of condoms provided	other parents	Parents facilitate Sessions / take Ownership of Bright Start	Increased Breastfeeding Rates in Inkster

Meet Najawa

Bright Start Statistics

	March 2014-March 2015	March 2015- March 2016	Total	
# of participants	168	256	424	
# of visits	578	1052	1630	
# of new families	85	96	181	
# of clients connected with new provider	16	23	39	
# of immunizations given	18	25	43	
# Prenatal clients with NP or PCN	16	11	27	
# of Well child visits with NP or PCN	16	35	51	
# of contacts with PHN	22	31	53	
Total # of referrals to health promoter, SW, RD	not available	19	19	

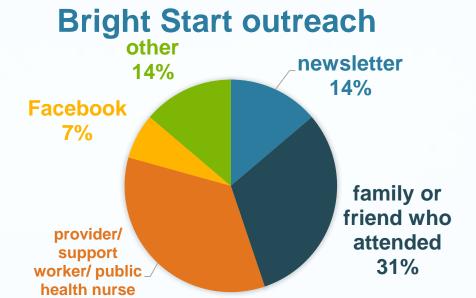
Evaluation

- Bright Start partnered with Dr. Nepomuceno
 - Developed surveys
 - Analyzed completed surveys
 - Revised Logic model
 - Presented to Bright Start team

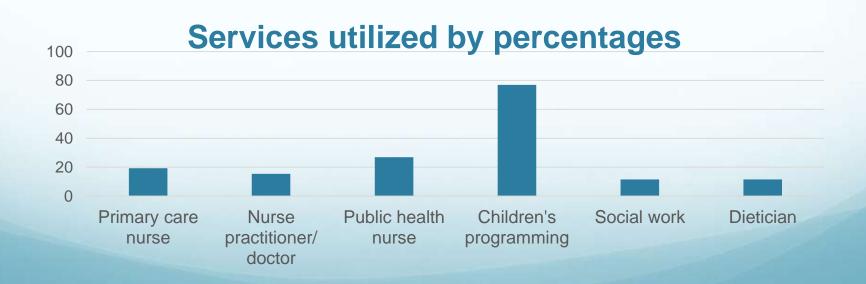
Increased up-to-date immunization Immunization assessment Increased number of well-baby Provider needs assessment visits Increased number of children with Dietician classes **PCP** Improved child Breastfeeding support Increased number of children health meeting milestones Speech language pathologist visit Improved lifestyle through activity and diet Ride and play Increased rates of breastfeeding Family planning sessions Increased rates of contraception Prenatal provider needs assessment Increased access to adequate **Improved** prenatal care Smoking cessation needs assessment maternal health Reduction in smoking Parenting classes Improved parenting skills Social work referral Improved parent coping skills Develop parent networks Improved family Increased rates of safe home situation dynamics Promote return visit to Brightstart Increased rates of secure livelihood Settlement worker consult Revised Logic Model, 2016 Increased sense of safety Career counseling

Survey Background

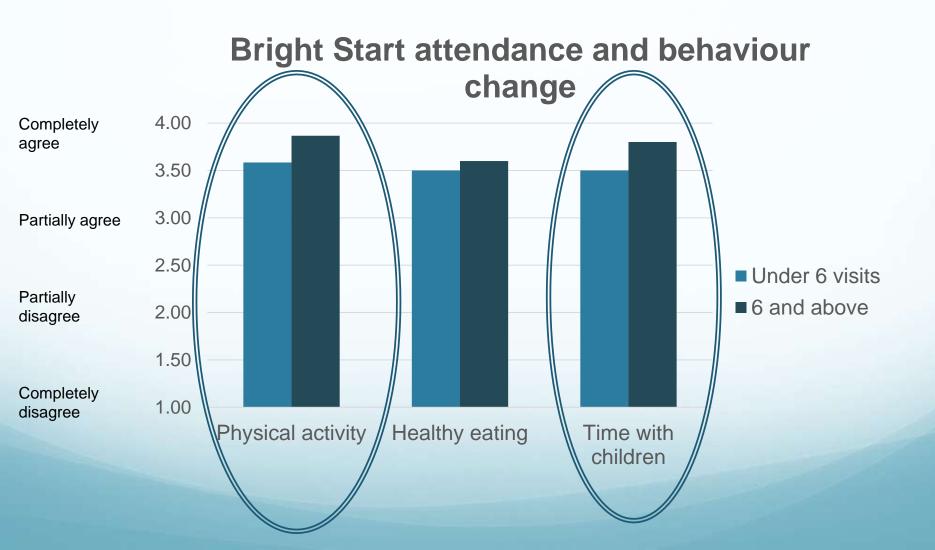
- Done via Survey Monkey and paper survey
- Goals were to:
 - Determine client profile
 - Determine short-term outcomes
 - Determine strengths and areas for improvement
- N = 29 responses
- Analysis using Excel



34%



How is Bright Start attendance associated with healthy behaviour?



Conclusions

- The most effective outreach method is face to face contact
- Majority of respondents report that Bright Start increases access to medical services
- Majority of respondents report that healthy behaviors (physical activity, healthy eating, time with children) increased since attending Bright Start
- Respondents report that Bright Start helps with being a better caregiver
- Respondents have a favorable view of interdisciplinary team of Bright Start
- Surveys can help measure satisfaction and future directions for the program but can be limited on measuring outcomes. Other methods are needed, ie. EMR, longitudinal studies.

Limitations

- Not a randomized sampling
- Small sample
- Non-validated questions
- Cross-sectional study
- Recall bias

Key Message

- Nursing Leadership
- Innovative, visionary and creative
- Client advocacy
- Interprofessional and intersectoral partnerships vital
- Collaboration with clients and partners
- Communication and continuity of care

None of it is possible without partnerships.

-Milton Sussman, CEO of WRHA