

# eLearning Prenatal Program

Learning about pregnancy and birth just got easier!

Your Prenatal Health Matters

CLICK HERE

Welcome Parents-to-Be to the eLearning Prenatal Program

Region of Peel Working for you PUBLIC HEALTH

The Gift of Motherhood

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Classroom

Prenatal Care Growing A Healthy Family Breathing and Relaxation Your New Baby Breastfeeding Becoming Parents Resources In Peel

Go to page:  GO Prev Page Next Page Breathing & Relaxation Audio

Presented to  
**CHNC Conference**

May 17, 2011

Lynda Vera, PHN  
Peel Public Health

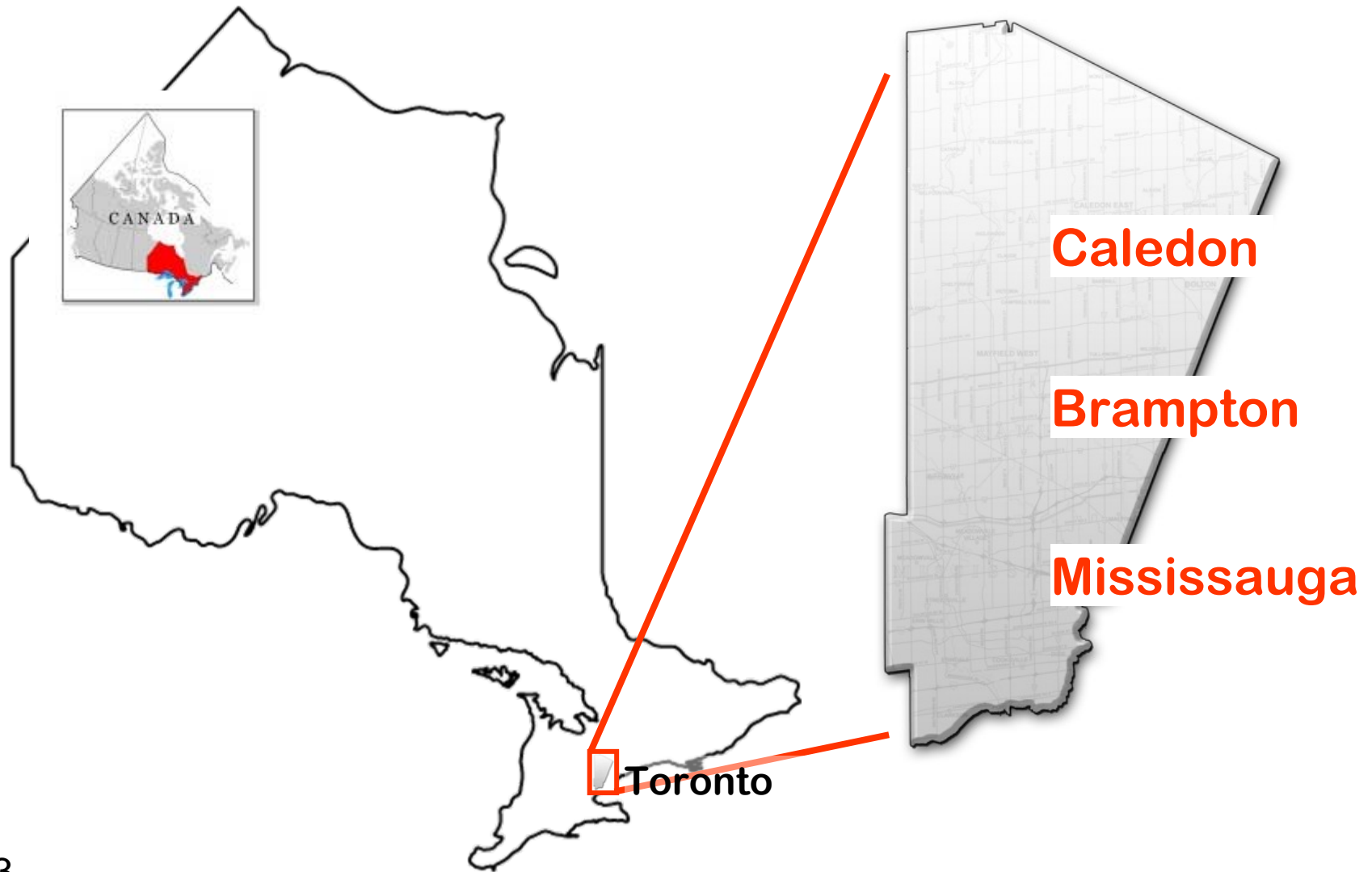
# The *eLearning Prenatal* Project

Anne Fenwick

Joan Davison



# Peel Region



# The Challenges

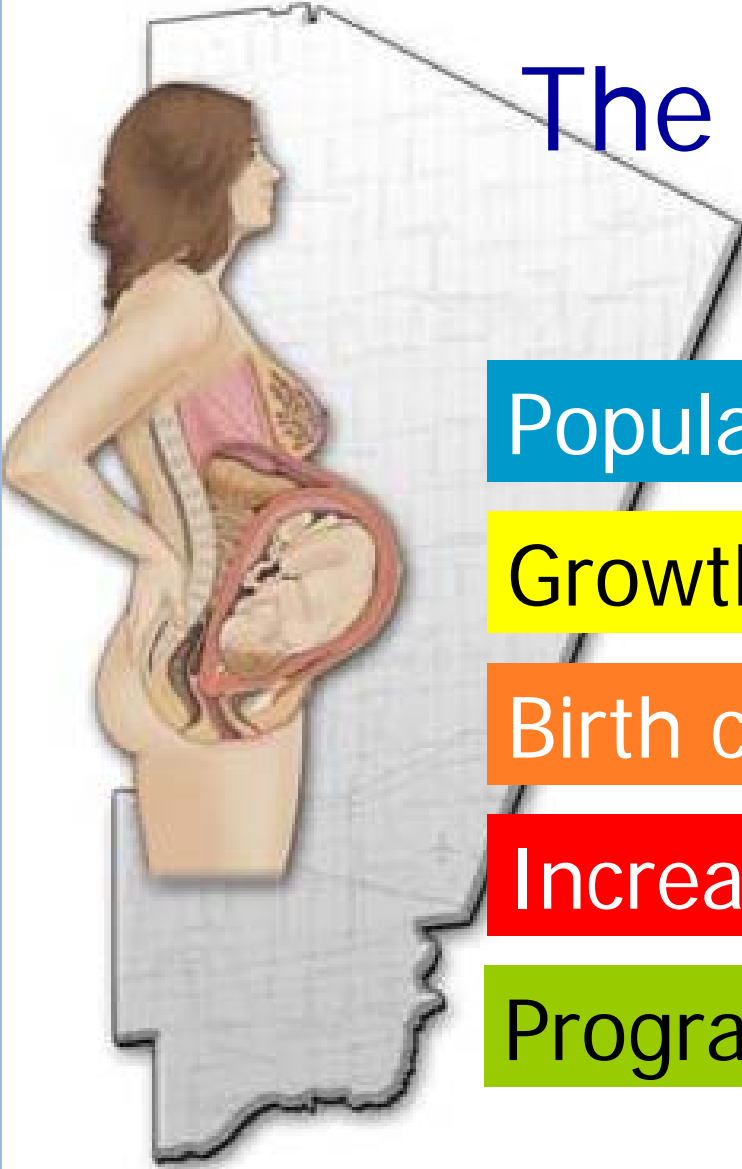
Population: 1.2 million

Growth: ~50% newcomers

Birth cohort: 17,000

Increased demand

Program reach: 16 % (2007)



# The Realities



Waitlist of 400

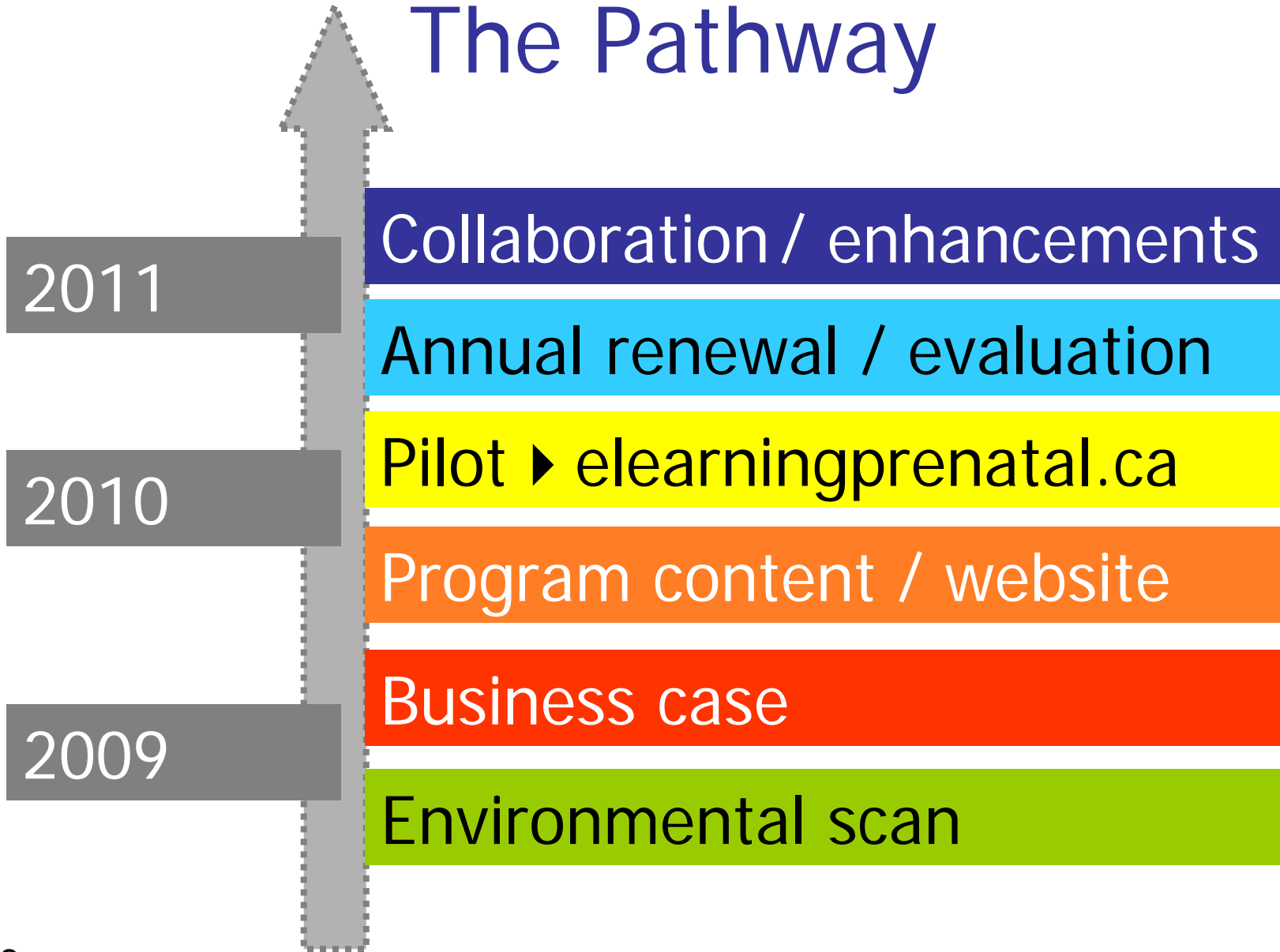
Economic strain and restraint

H1N1

Women work while pregnant

Tech savvy learners

# The Pathway



# The Concept of eLearning

Web-based learning platform that uses interactive teaching strategies.

eLearners are

- self-directed
- ready to learn because of life tasks or problems
- come with life experiences that are valued

3 dimensions

- technology
- access
- quality



# Generational Differences in Learning

## GenX: 30's and 40's

- Classroom-based education
- Personal computers
- Comfortable with changing technology



## GenY/Net Generation: 20's

- Online assignments and courses
- Innate ability to use technology
- Comfortable multi-tasking
- Expect interactivity and fast pace





# Objectives eLearning Prenatal Program



# The Program



Click here to start your journey!

PC users click **F11** for full screen mode.

## Your Prenatal Health Matters

Welcome Parents-to-Be to the eLearning Prenatal Program

*The Gift of Motherhood*  
your personal journey through prepared childbirth

Region of Peel  
Working for you  
Public Health

Prenatal Care | Growing a Healthy Family | Breathing and Relaxation | Your New Baby | Breastfeeding | Becoming Parents | Resources in Peel

Go to page:  GO Prev Page Next Page Listen to Breathing and Relaxation Audio



# [elearningprenatal.ca](http://elearningprenatal.ca)

The screenshot shows the website for the eLearning Prenatal Program. At the top, the Region of Peel logo is on the left, and navigation links for 'A-Z List', 'Careers', 'Contact Us', and 'Print this Page' are on the right. A search bar and a dropdown menu for 'Programs & Services' are also present. Below the header is a main navigation bar with categories: News/Notices, Regional Government, Health Services, Public Works, Social Services, and Housing. The breadcrumb trail reads: Health > Family Health > Pregnancy > Health During Pregnancy > eLearning Prenatal Program. On the left side, there is a vertical menu with 'Health Services', 'Peel Public Health', and 'Parenting in Peel' (highlighted). Under 'Parenting in Peel', there are links for 'Pregnancy', 'Breastfeeding', 'Just for Dads', and 'Your Comments?'. At the bottom of the left menu is a 'CONNECT TO PEEL' logo and a link to 'Subscribe to e-newsletter'. The main content area features a large image of a woman and the title 'Health During Pregnancy'. To the right of this image is a list of links: 'About the program', 'How to use the program', 'Troubleshooting Help', and 'Feedback Survey'. Below this is a section titled 'eLearning Prenatal Program' with a 'Last Reviewed July 2010' date and a 'Feedback Survey' button. Underneath is 'The Gift of Motherhood' section, which includes a welcome message and a list of links: 'About the Program', 'How to Use the Program', and 'Troubleshooting Help'. On the right side, there is a video player titled 'Important signs to watch for if you are pregnant [show]'. The video shows Dr. Kathleen Dooling, Associate Medical Officer of Health. Below the video player is a 'Program Demo' section with a 'Try it now:' button and the text 'Understanding Labour and Delivery'.

Region of Peel  
Working for you

A-Z List | Careers | Contact Us | Print this Page

Search go Programs & Services

News/Notices | Regional Government | Health Services | Public Works | Social Services | Housing

Health > Family Health > Pregnancy > Health During Pregnancy > eLearning Prenatal Program

## Health During Pregnancy

- About the program
- How to use the program
- Troubleshooting Help
- Feedback Survey

Last Reviewed July 2010

### eLearning Prenatal Program

Feedback Survey

#### The Gift of Motherhood

Welcome to the elearning program. Learning about pregnancy, birth and new baby care just got easier!

- About the Program
- How to Use the Program
- Troubleshooting Help

Log in with the access code sent to you by mail. When the first page has

#### Important signs to watch for if you are pregnant [show]

Dr Kathleen Dooling  
Associate Medical Officer of Health

Program Demo

Try it now:  
Understanding Labour and Delivery



# The Teen Story



It's such an easy program to use... at home, at work, at school... I didn't forget anything cause I learned it all really fast.

Josie and son, Laif

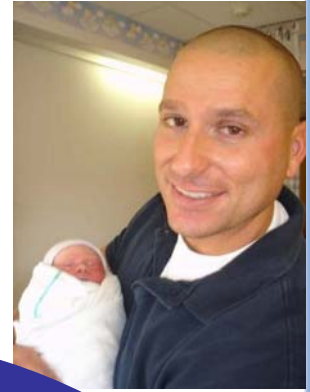
# The Busy Couple Story



We were able to do the program together... it gave us a time each week where we could focus on the baby.

Leah and  
daughter, Catherine

# The Dads-to-Be Story



**Best thing was that it was online and we used it from home on our own schedule.**

**My husband who was anti- prenatal classes enjoyed it as he could learn at his own pace.**

# Marketing

Learning about pregnancy and birth just got easier!

- Community Partners Email
- Press Release
- Health Professionals Update
- Tear-offs
- Bus Ad





Face-to-Face Classes or Online – It's Your Choice

# FREE Prenatal Programs

905-799-7700 • [www.PregnantInPeel.ca](http://www.PregnantInPeel.ca)

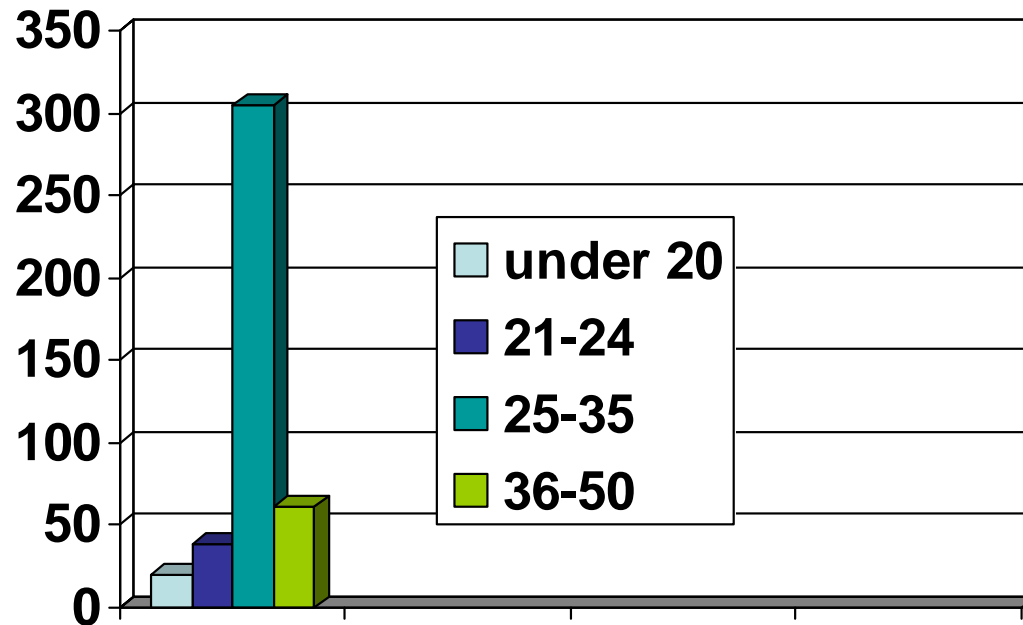
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# Registered Client Profile

Number  
Registered per  
Age Group

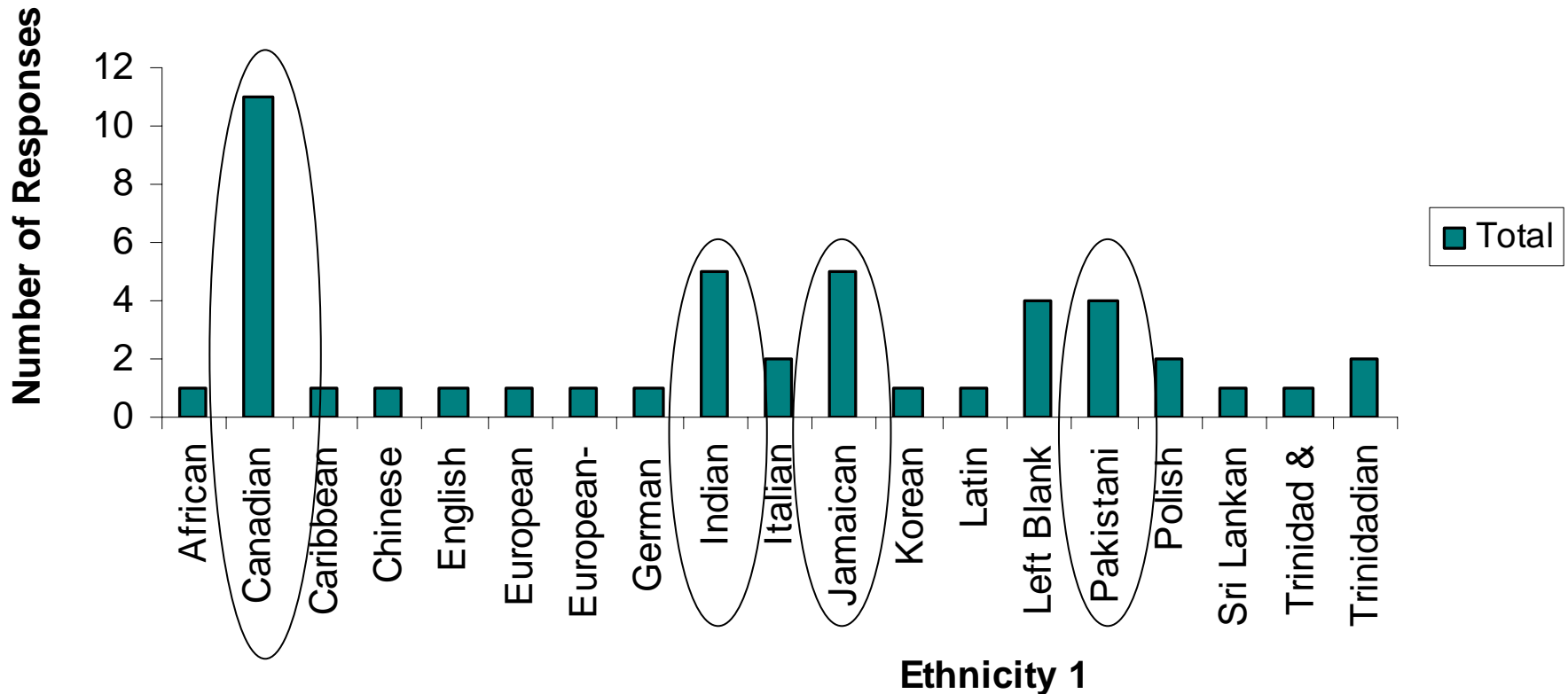


Total: 424 Registered Clients

82-95% were 1st Pregnancy

# Surveyed Client Profile

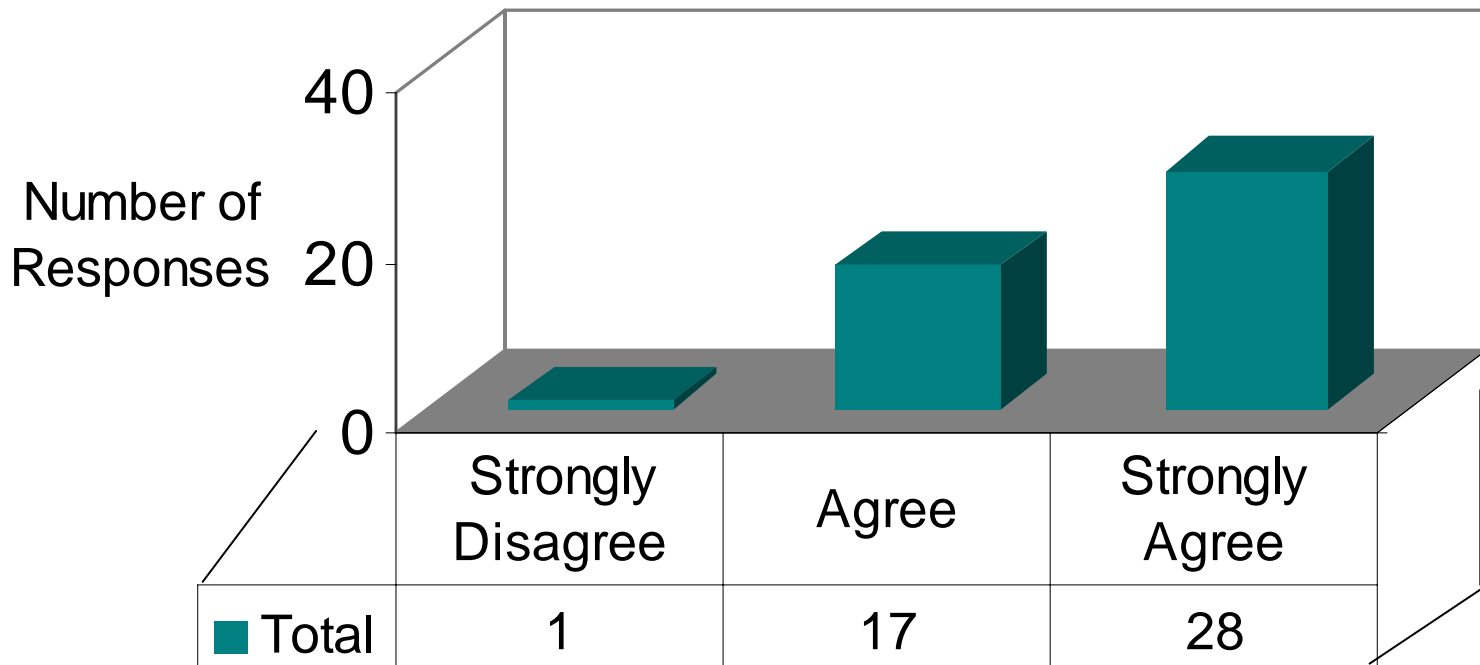
## Ethnicity 1 of Respondents



46 Respondents / 42 Female, 4 Male

# Survey Data

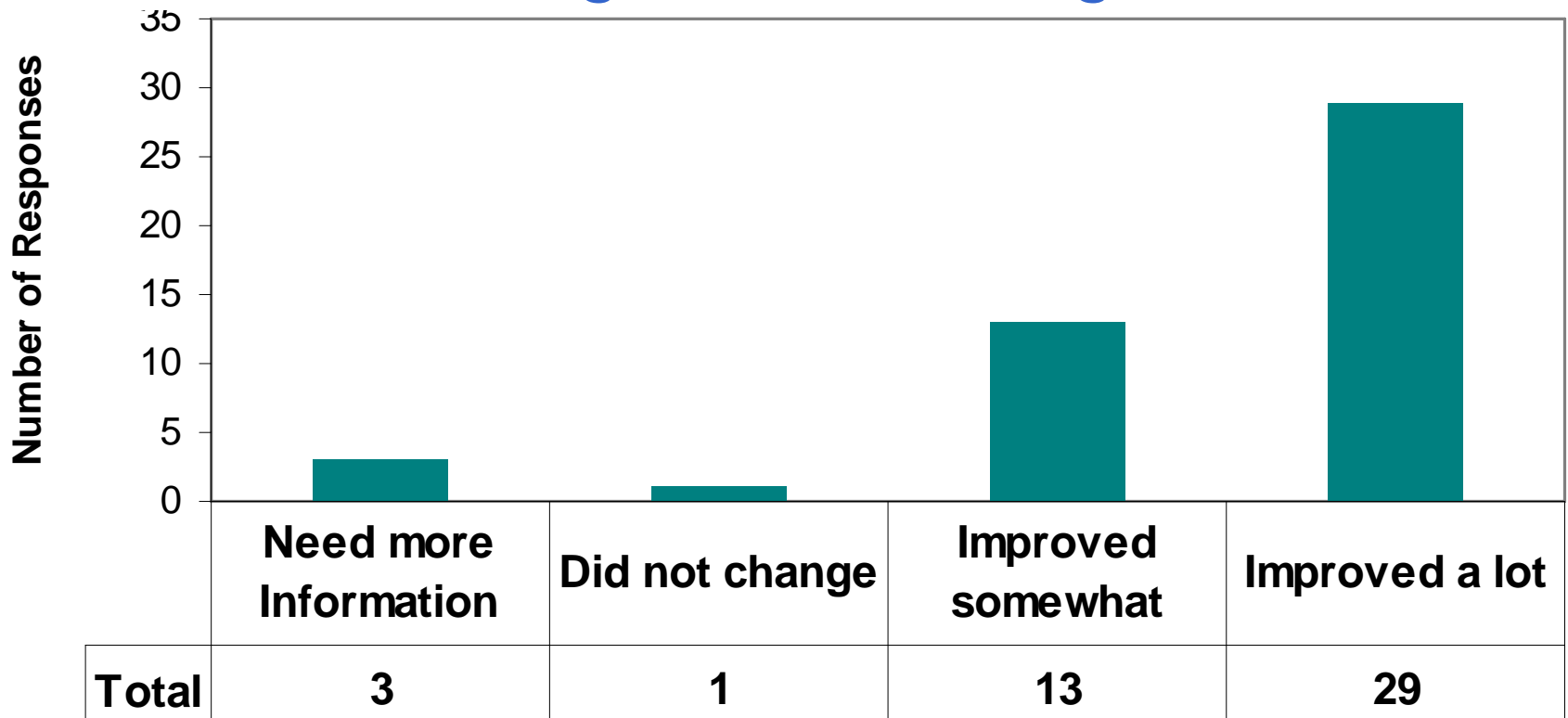
## Program Content Easy to Understand?



46 Respondents

# Survey Data

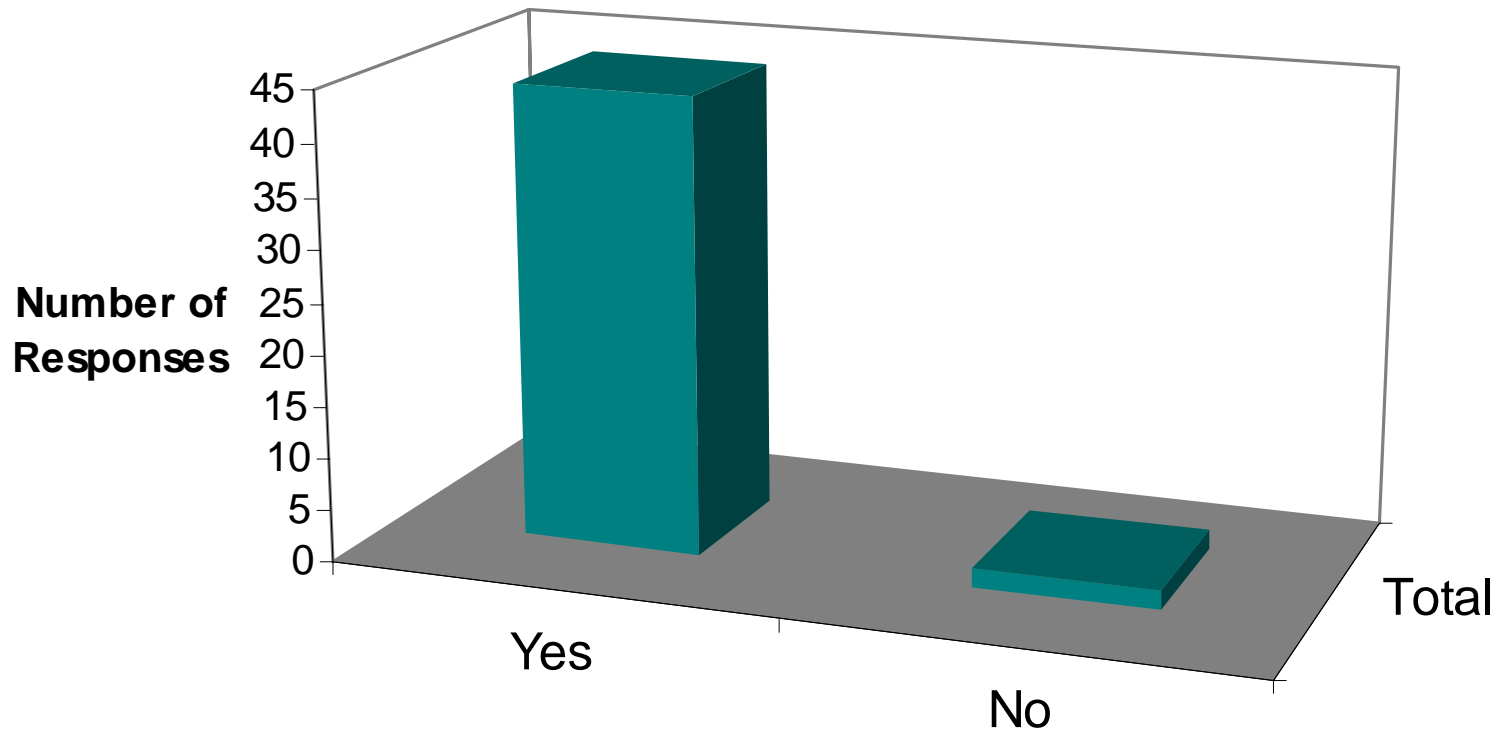
## Change in Knowledge?



46 Respondents

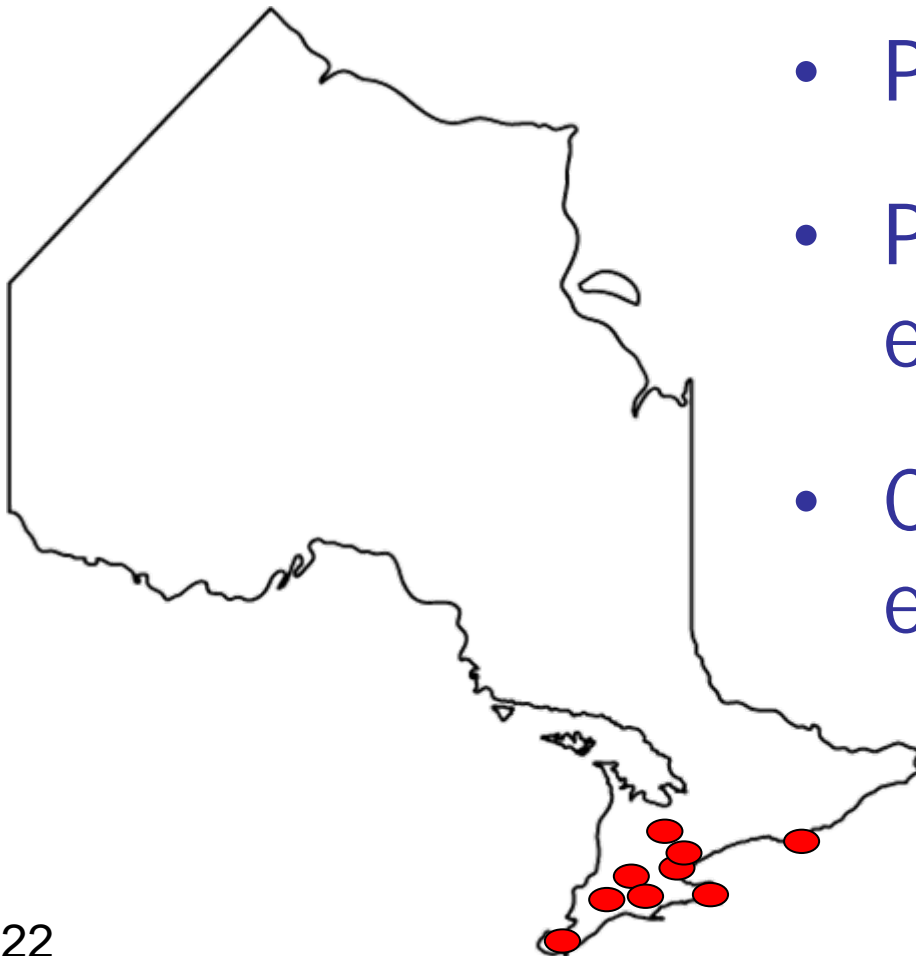
# Survey Data

## Would Recommend Program to Friends?



46 Respondents

# Collaboration



- Pooling resources
- Program enhancements
- Comprehensive evaluation strategy

# eLearning is increasing our reach!

**eLearning**



+

- Workshops
- Social media



Evidence-Informed  
Population-Based

schedules  
planning  
information  
**project**  
management  
contingency  
**contract** budget