

# 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 – 3<sup>rd</sup> highest rate in Winnipeg
  - Teen Pregnancy -3<sup>rd</sup> highest rate in Winnipeg
- **Breastfeeding initiative rates for in hospital live births**
  - 2012/2013- 2<sup>nd</sup> lowest rate in Winnipeg
- **Childhood Immunization rates**
  - Rates have decreased for children aged 2 years
  - 2007/08- 3<sup>rd</sup> 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 – 3<sup>rd</sup> 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

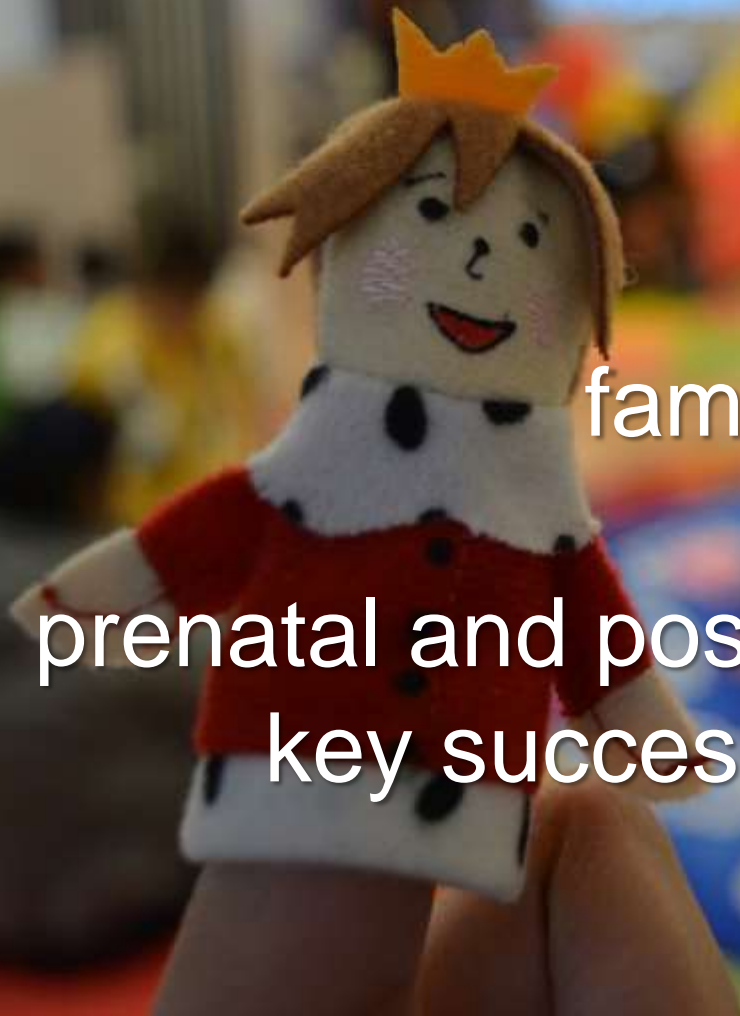
- Environment
- Strong focus on Community Development, Community Assessment and Profile
- Supportive, inclusive, respectful relationships
- Team building, Professional Development opportunities
- Celebrate our success with the community and our partnerships



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 is a unique drop-in program for families and their children aged 0-5 years and for prenatal and postnatal women where the key success has been derived from its partnerships.

# 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

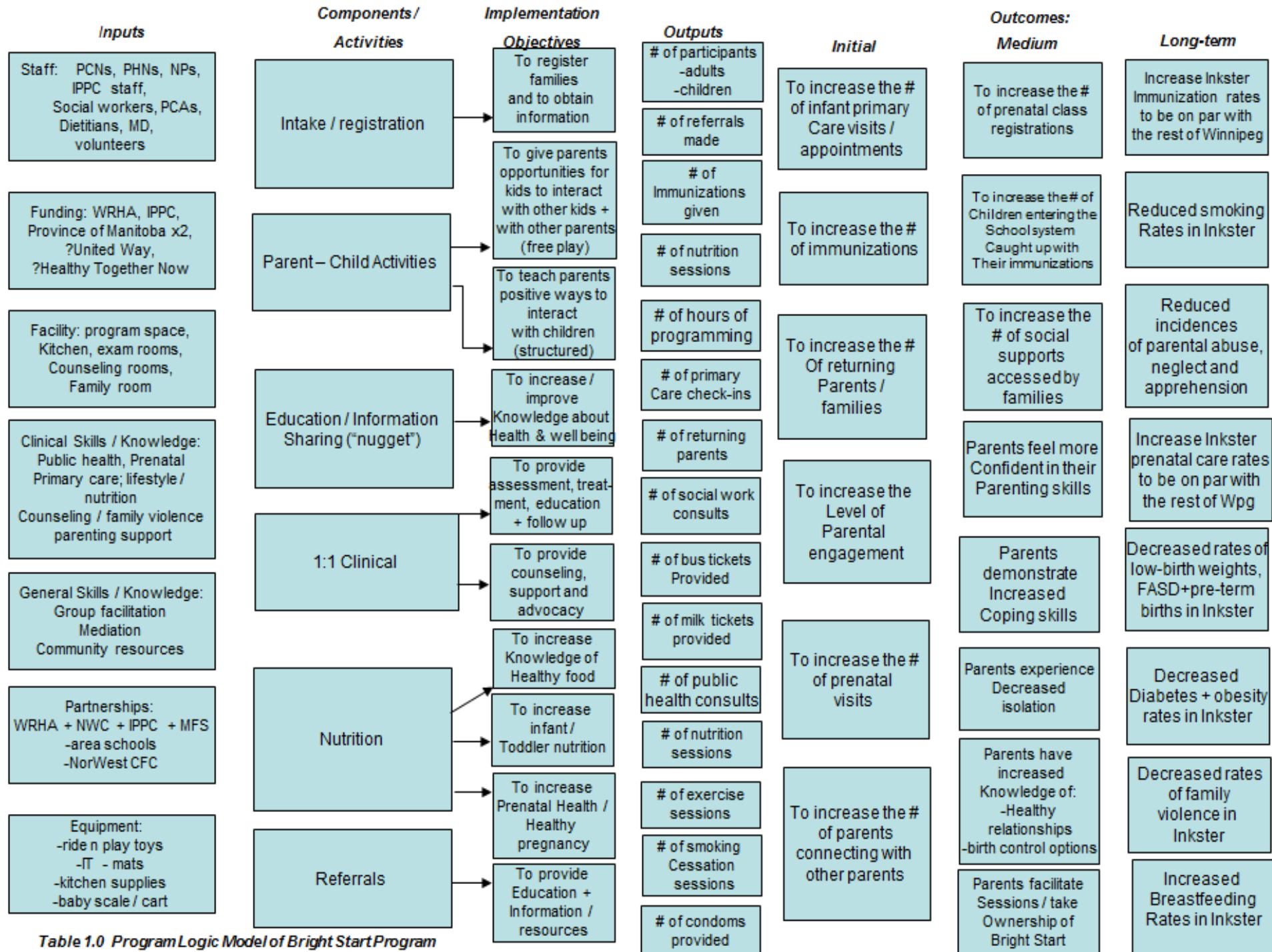


Table 1.0 Program Logic Model of Bright Start Program

Meet Najawa

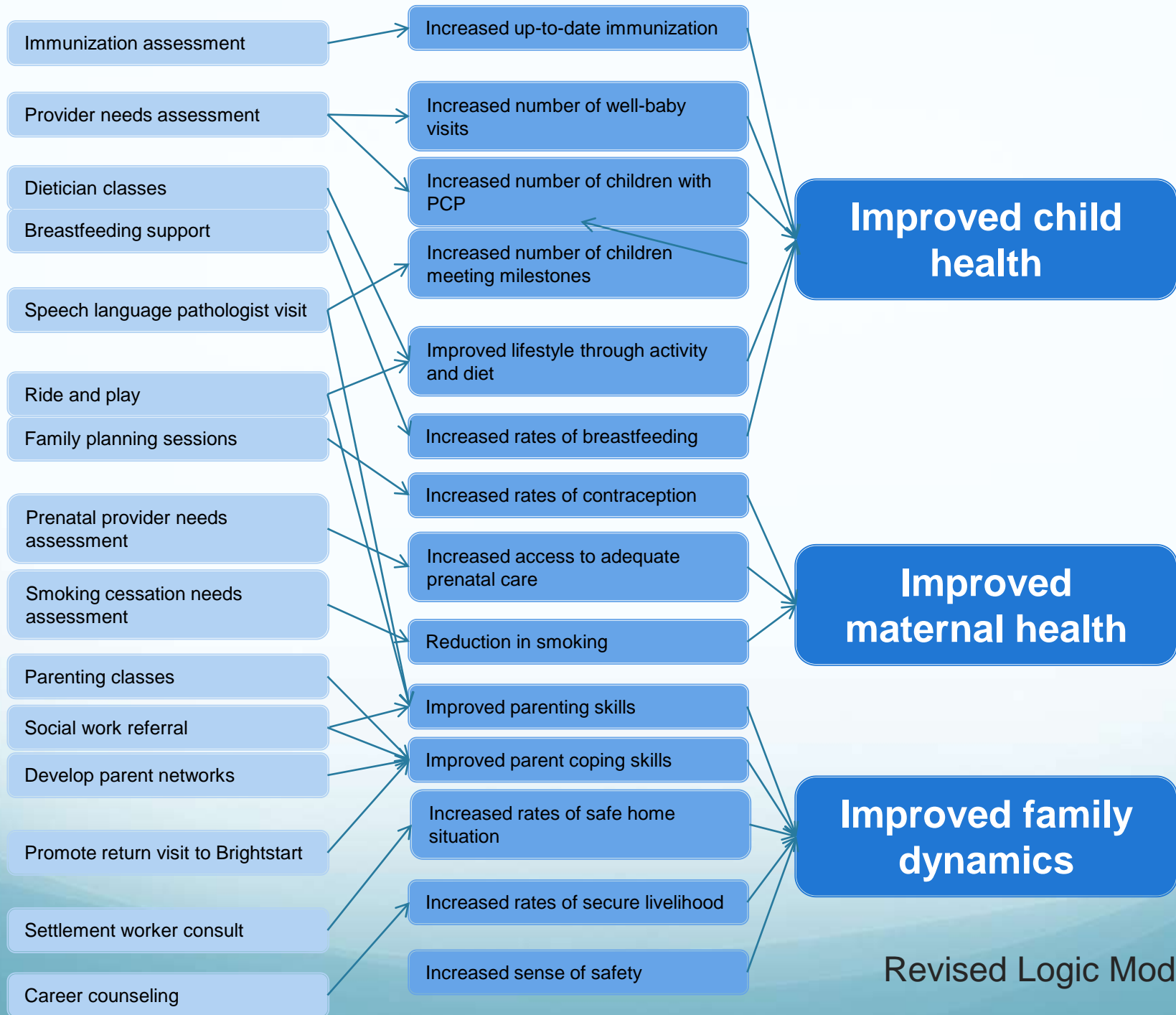
# Bright Start Statistics

	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

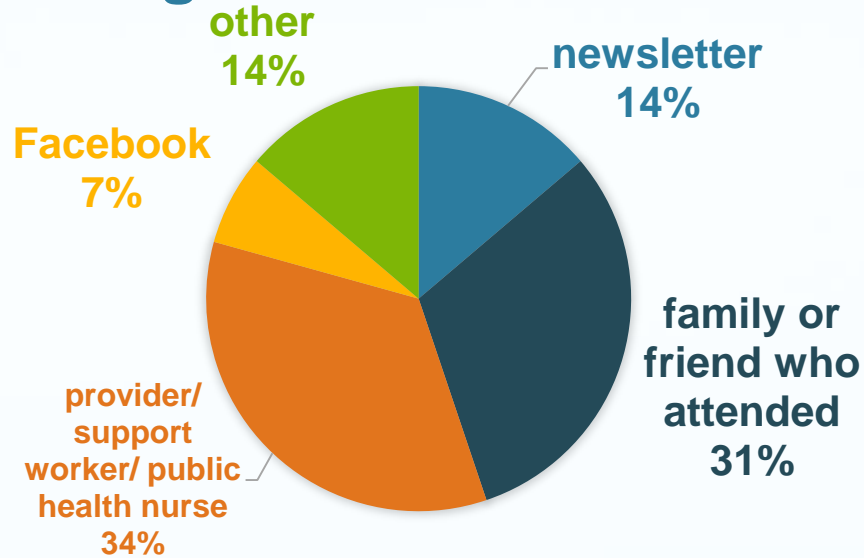




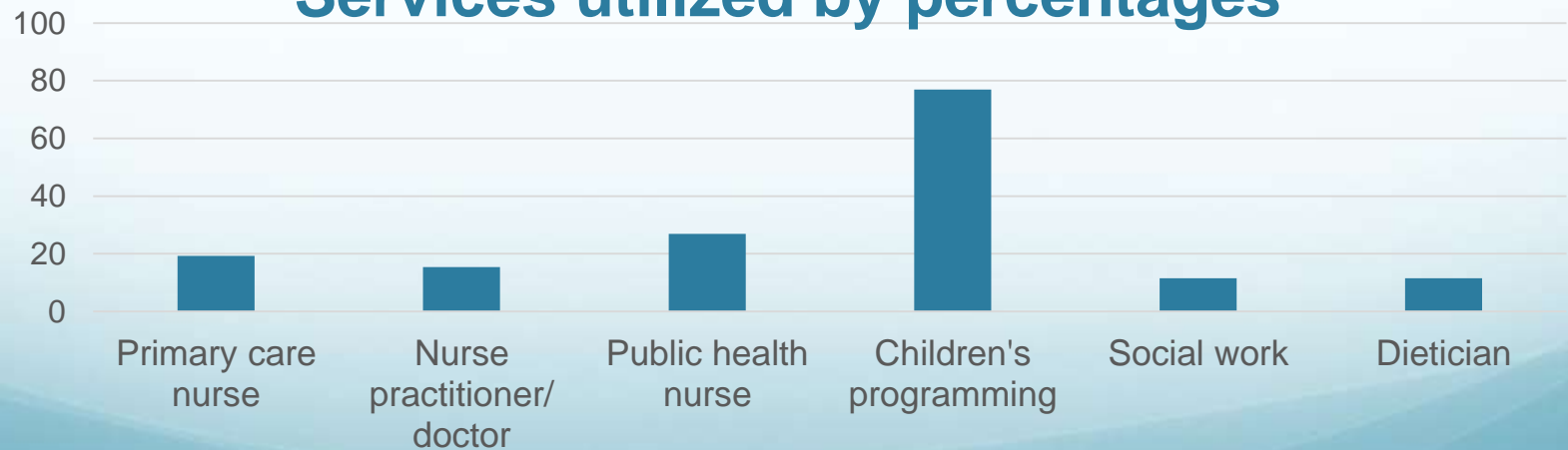
# Survey Background

- 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

# Bright Start outreach

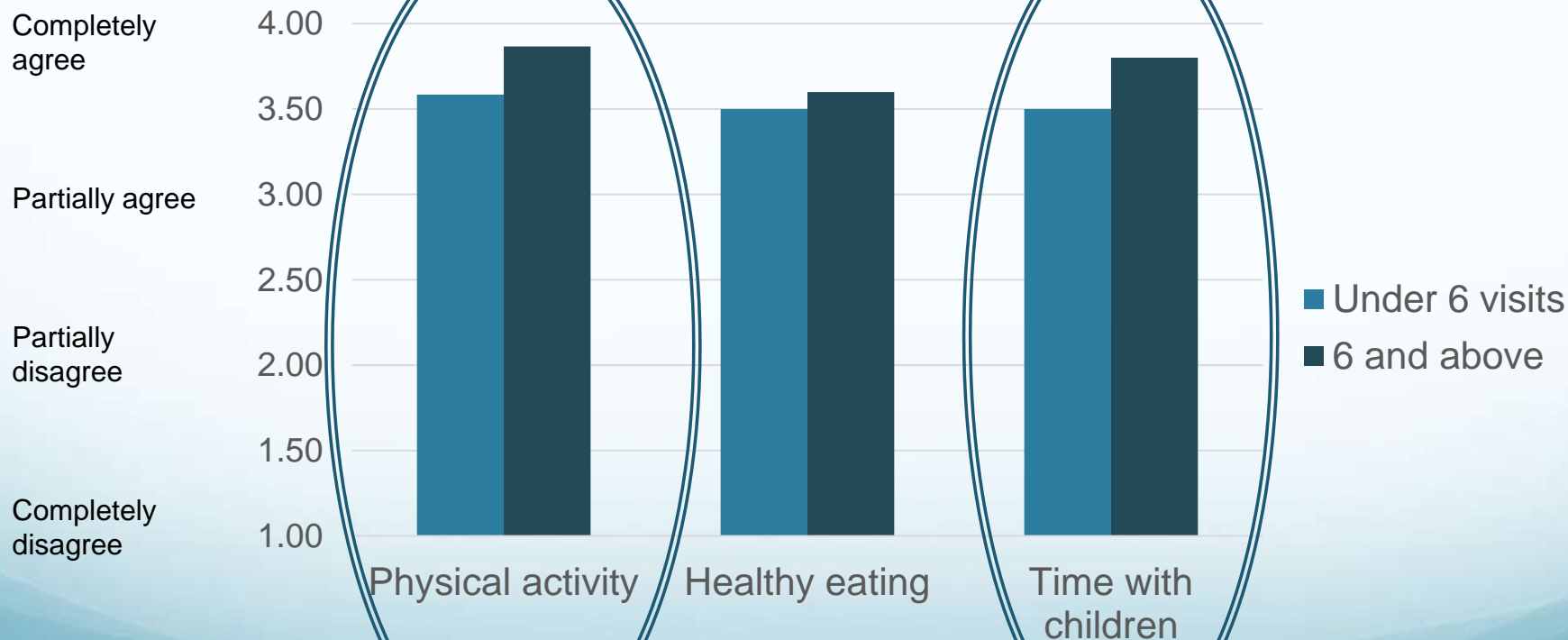


## Services utilized by percentages



# How is Bright Start attendance associated with healthy behaviour?

## Bright Start attendance and behaviour change



# 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