

Public Health Nursing: What difference does it make for priority perinatal women?



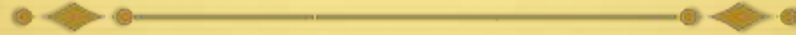
A mixed methods case study

The research questions...

- ✦ How does enhanced PHN contact with priority perinatal women affect breastfeeding, infant immunizations, and maternal tobacco use compared to the general population of new mothers receiving usual services?
- ✦ What can PHNs tell us about organizational factors that affect their work with priority perinatal women in achieving these outcomes?



What is the priority perinatal population?



- ✦ Women in the perinatal period and up to two years postpartum whose health, and that of their infants, may be negatively affected by biological and social determinants of health, such as age, socio-economic status, and education levels, and for whom public health nursing services are prioritized.



What we do know is that....

- ✦ Breastfeeding is the optimal choice of infant feeding, and facilitates maternal-infant attachment.
- ✦ Tobacco use during pregnancy negatively affects the health of both mother and fetus.
- ✦ Immunizations provide protection against a variety of illnesses, and immunization clinics offer a range of services and supports.



Canadian Breastfeeding Calendar 2009



photo credit: JPC-PROD/shutterstock.com

We also know that...



- ✦ PHN practice has the potential to affect relative risk, use of resources, and health status for vulnerable populations.
- ✦ Research has shown higher rates of breastfeeding and immunizations when PHNs have been involved with vulnerable families pre and postnatally.
- ✦ Some studies have demonstrated higher rates of tobacco cessation amongst pregnant women where PHNs have established a relationship

However...

What is not well understood is how PHNs are able to support these women in the real life context of everyday practice.



Photo: M. Hill



Photo: M. Hill

Why this is important for nursing ?

From a nurse manager's perspective we need to –

- ◆ know what works and what doesn't work
- ◆ know how to improve our services
- ◆ make informed decisions
- ◆ make the best use of limited resources
- ◆ be accountable for the services provided



Photo: M. Hill

Analysis of the literature revealed several themes

- Organizational influences
- Development of trusting relationships
- Levels of intervention



Photo credit Margaret Moss Health Unit



Many thanks to:
All that entered the fifth annual Cowichan Breastfeeding Photo contest:
Moms, Dads, Babies, Siblings and their photographers.

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PHNs do make a difference!

- ✦ In initiation and duration of breastfeeding
- ✦ In infant immunization rates
- ✦ In maternal tobacco reduction and cessation



Cowichan Breastfeeds Calendar 2009

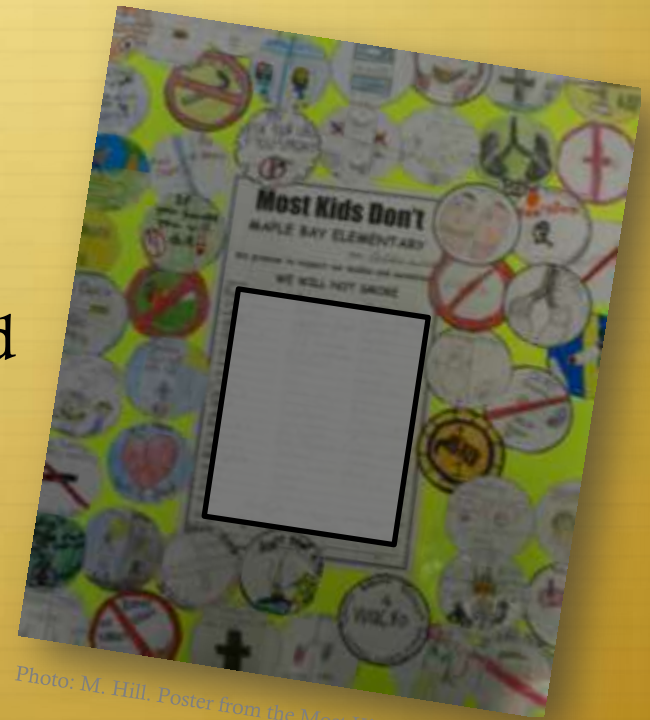


Photo: M. Hill. Poster from the Most Kids Don't program.

Theoretical framework

Values, experience, education,
personal, social dimensions

PHN practice

Critical caring

**Outcomes for
priority perinatal
families**

Breastfeeding, tobacco, immunizations

Economic, political, legal,
technological dimensions

**Healthcare
organization**

Relational caring complexity

Philosophical foundations

- ✦ Critical realism acknowledges not only the reality of science, but also the social aspects of humans (Clark, Lissel, & Davis, 2008)



Photo credit: Margaret Moss Health Unit

Methodology



- ✦ This project will be a single, embedded case study design incorporating mixed data collection and analysis methods.
- ✦ Using the PHN program in one health authority as the case recognizes the overarching policy and program direction established for all local health areas within that organization.

Quantitative data

Information from the electronic client record will be collected regarding -

- ✦ breastfeeding initiation and duration
- ✦ infant immunizations
- ✦ maternal tobacco use
- ✦ number of PHN contacts.

Appt Date 2011-10-20

Outcome	Description
NA	Assessment
NA	Behaviour
NA	Breastfeeding at Discharge
NA	Chest
NA	Cry
NA	Ears/Hearing
NA	Elimination
NA	Eyes
NA	Feeding
NA	Feeding - Breast Milk
NA	Feeding - Formula
NA	Feeding - Mixed Milk
NA	Genitals
NA	Head
NA	Immunizations
NA	Local Study & Description
NA	Health
NA	Neuromuscular
NA	Other
NA	Safety/Injury Prevention
NA	Skeletal/Extremities
NA	Skin
NA	Specific Study & Description
NA	Critical
NA	Weight

Comments

1/1

Qualitative data

- ✦ Interviews with PHNs and PHN leaders
- ✦ Policy, procedure, and other documents, identified by participants
- ✦ Reflections and observations



Findings to date...

✦ Quantitative

✦ Qualitative



Photo credit: Sylvia Racicot



University
of Victoria

Questions?



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