

Using an Evidence and Practice-based Planning Framework: Prenatal Health Fair

November 3, 2009

OPHA Conference

574924



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Introduction

- Introduce EPPF
- Provide details of the Prenatal Health Fair EPPF
- Discuss Strengths and Challenges
- Questions

Evidence and Practice-Based Planning Framework



Framework Principles

- **Focus on what you are trying to achieve**
- **Use multiple sources & types of evidence**
- **Work with priority populations concepts**

Benefits of the Planning Framework

Sound decision making process

+

Multiple sources of evidence

+

Proper documentation of the process

**Decisions have a strong and
documented rationale**



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Maps provided by the Region of Waterloo GIS department.

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Fair Facts

- Total number of fairs since 2000 = 31
- Average number of participants = 465
- Number of fairs per year = 3 or 4
- Mostly university educated, first pregnancy and in the 25-34 age range
- About 50 displays including public health, not for profit, small business
- Held week days between 5 to 8



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Healthy Babies Healthy Children



We Are Here For You

You want your children to get a good start in life. You can turn to us for help in finding answers, resources and support.

Contact Information

To learn more about Healthy Babies Healthy Children Program call:

883-2245

Healthy Children Info Line
Waterloo Region Community Health Department
visit our website
<http://chl.region.waterloo.on.ca>

Healthy Babies Healthy Children

How does it work?

Support for parents in 3 parts: 1. Support from birth to 3 years of age with CHW from birth to age 3.

What is Healthy Babies Healthy Children?

A free program in Waterloo.

For pregnant women and families with young children up to the age of 3.

The program team:

- Provide parents with information and support.
- Assess children's development.
- Connect families with community programs.

Before your baby is born:

Healthy Babies Healthy Children is a free program in Waterloo.

We want experienced parents who want support and guidance ready for a new baby.

Waterloo Region Community Health Department



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Prenatal Health Fair- Define the Issue

- **Issue identified and rationale provided by Departmental Leadership Team (directors and MOH)**
- **A committee created to work on project**
 - **2 PHN, 1 nutritionist, 2 public planners**
 - **Multidisciplinary and includes those directly involved with the fair**

The Research Questions

- 1. Are prenatal health fairs the most suitable method for providing info, skills and supports necessary related to reproductive health standards as described in the OPHS?
- 2. What are best practices in increasing public awareness of pre-conception, prenatal and parenting health?
- 3. Who are priority populations for reproductive health information
- 4. What are the best methods to reach them?



Situational Assessment

- Literature Review
- Surveillance and population health data
- Stakeholder perspective
- Priority Population Identification
- Cost/Resource Analysis

Documents Collected

- Overview of other health unit's prenatal health fairs (who does it and how)
- Overview of 7 comparator health units
- Snap shot of Prenatal Health Fairs (PHF) and Maternal demographics in the Region in 2007
- Resource/Financial Audit of Fairs in 2008

Recommendations

- Development of the process to determine recommendations is in development
- Likely joint management and project team
- Will discuss themes to management and then get feedback
- Management team will review recommendations and make decisions

The Final Product

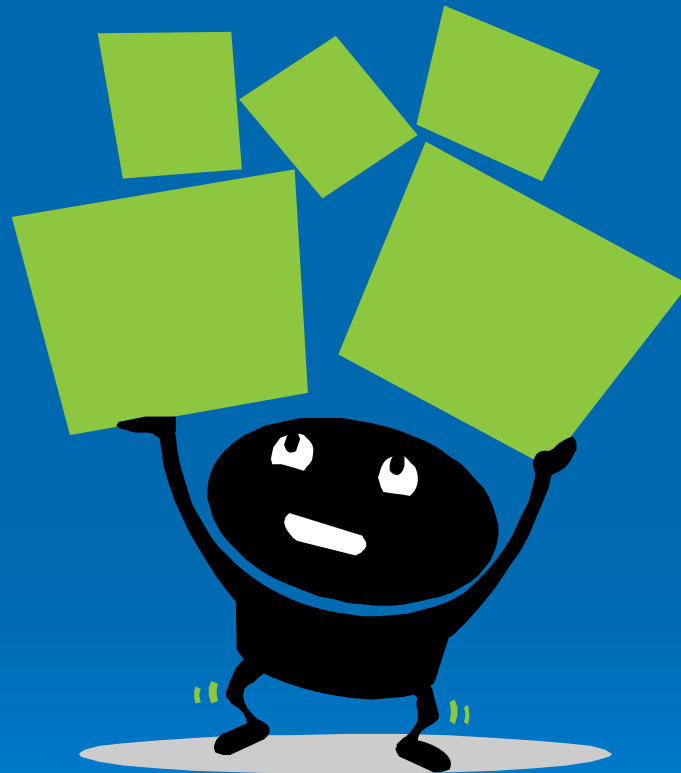
- A report with lots of appendix and links to other documents
- 10- 15 pages
- Covers introduction, rationale and scope, situational assessment, synthesis and interpretation, recommendations
- Will provide links in appendix to the supporting documents



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Strengths and Challenges



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Strengths

- Paradigm shift
- Creative process that stimulates a lot of ideas
- Documentation can lead to useful information useful to other programs
- Cross disciplinary
- Builds on existing capacity
- Strong commitment to this process within Management



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Challenges

- Competing needs within the health unit
- Setting boundaries
- Literature review
- Difficult to gather data on historical practice

Conclusion

- Highlights of the EPPF process
- Summary of Prenatal Fair
- Transferable to your work?



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Questions?

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