The Partners in Inner-city Integrated Prenatal Care (PIIPC) Project aimed to reduce barriers to prenatal care for pregnant women in inner-city Winnipeg. The project started in 2012 and was evaluated until 2016.

**Many of the participants**
- received income assistance
- had less than high school education
- self-identified as First Nation or Metis
- smoked and used substances while pregnant
- were involved with Child and Family Services

**Barriers included**
- not understanding the need for prenatal care
- not knowing where to get care
- mistrust of care/fear of being judged
- lack of transportation or childcare

**PIIPC Health-System Improvements**
- Added midwifery care to selected Healthy Baby/Healthy Start community groups
- Made prenatal care more convenient, flexible and welcoming. Supports such as bus tickets, food and a “pregnancy passport” helped moms participate
- Enhanced outreach to pregnant women through Street Connections van
- Launched “This Way to a Healthy Baby” marketing campaign using multiple strategies

**Program Achievements**
- Outcomes for moms and babies improved
- Collaboration among professionals and programs improved through use of family-centred model

- 83% of participants attended four or more prenatal care visits versus 25% in a comparison group
- 61% started prenatal care in 1st trimester versus 25% in a comparison group
- 30% had baby apprehended at birth versus 52% in their previous pregnancies
- 9% overall rate of inadequate prenatal care in target areas versus 12% overall rate prior to program

**PIIPC Project participant**

“Because of where I live and how I live my lifestyle, trusting your practitioner is really hard…. They helped me connect with them so I could trust them…. It made me want to go to my appointments. It made me want to ask questions.”

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“For more information: [www.wrha.mb.ca/community/publichealth/piipc](http://www.wrha.mb.ca/community/publichealth/piipc)