

Equal Access to Care

Goal: To create opportunities for primary care providers and key stakeholders collaborating to explore improvements and access to maternity care in the Comox Valley

Goal: To establish an information page on the Comox Valley Division of Family Practice website for women to be able to determine the type of care they would like and to connect them with a maternity care provider through an up to date contact list of midwives and family physicians. The Comox Valley Pregnancy Care Pathway was developed in both a poster and online version and was shared through out the community. The poster includes a QR reader that will allow users to quickly connect to the online version with additional information. 90 posters were printed and distributed around the community at:

- Family Physician clinics
- St. Joseph's General Hospital
- Grocery stores, pharmacies and thrift stores in Comox and Courtenay
- Community centres and Libraries
- K'omoks Band Hall

From: Chan, Jeff [<mailto:jchan@doctorsofbc.ca>]
Sent: November 9, 2016 4:04 PM
To: Brydon, Janet [Comox Valley] <brydon@divisionsbc.ca>; Lyndsey Jennings <l Jennings@divisionsbc.ca>
Subject: FYI: Doctors of BC tweet re: Comox Maternity Care Pathway

Hi Janet and Lyndsey, just a quick heads up that Doctors of BC mentioned the Comox Maternity Care Pathway on Twitter this afternoon as part of a Family Doctor Week social media campaign. We recommended a number of divisions-related items and they liked this one.
<https://twitter.com/DoctorsOfBC/status/796450035663835140>

Have a good day, Jeff.

Jeff Chan
Communications Coordinator
Divisions of Family Practice
T 604 638 7861 F 604 638 2917 TF 1 800 665 2262
divisionsbc.ca



A Partnership of Doctors of BC and the Ministry of Health
115 – 1865 West Broadway
Vancouver, BC, V6J 5A4

From April 2016 until October 2016 there were 279 page views of the pathway.

Viewers spent an average of 2:37 minutes on the page. There were over 100 page views during the month of April and the monthly number of page views is between 25 to 35 per month.



Project Spread



NEXT STEPS AND SUSTAINABILITY PLAN

Comox Valley Division of Family Practice has agreed to providing in-kind support to maintain clinic and care provider information on website version of the pathway.

Public Health has agreed to provide support for printing of posters, 60 copies per year and the Comox Valley Division of Family Practice will provide support to distribute the posters, 2 times per year to clinics and community partners.

A wider distribution around the community, including Cumberland, Denman and Hornby Islands, Merville, and Black Creek is also warranted.

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Community Navigator

Goal: To enhance the role of the Community Navigator to better meet the needs of maternity patients who require access to community resources.

The Community Navigator is housed at the Comox Valley Transition Society (CVTS) and the Wachiay Friendship Centre. The Community Navigator is being supported through the Comox Valley Division of Family Practice until February 2017.

The CVTS is seeking grants to continue this important service.



From April 2016 until June 2016 there 19 perinatal patients referred to the Community Navigator.

The patients were referred by 9 different family physicians, 1 Nurse Practitioner and 1 Midwife. Patients were referred to: Healthy Families program, Comox Valley Child Development, Midwifery clinics, Public Health Nursing Lactation Consultant, La Leche League, Comox Recreation & CRM Parent and Tot Play Groups, Comox Valley Transition Services.

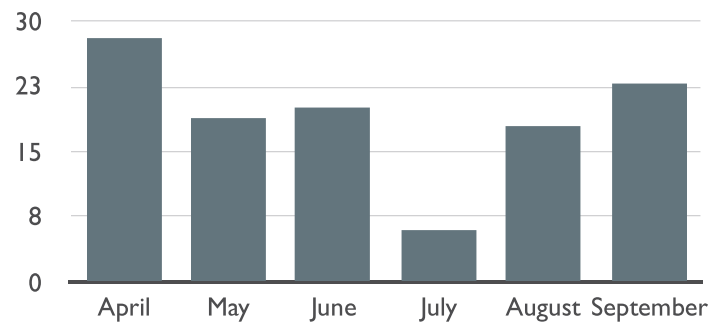
Right From The Start Campaign

Goal: To increase the uptake of Right From The Start registrations, from the December 2015 baseline, by 50% by September 2016.

The campaign targeted family physicians, obstetricians, midwives, Health Babies program, Upper Island Women of Native Ancestry, Ministry of Child and Family Development, Infant Development, Comox Valley Family Services and Valley Child. The campaign included a presentation to MOAs occurred in January 2016, promotion through the Comox Valley Division of Family Practice Heartbeat. The Pregnancy Journal and Comox Valley Pregnancy Care Pathway contained information and links to the Right From The Start registration.

Prior to the campaign, from April 2015 to March 2016 there were 157 registrations.

During the six months between April 2016 and September 2016 there were 114 registrations indicating a 30% increase in registrations.



NEXT STEPS

Continue to promote the value of the Right From The Start program and registration among physicians, obstetricians, midwives and all community partners that are involved with women and families in the perinatal period.