

# Improving Perinatal Outcomes: Evaluation of the Manitoba Healthy Baby Program

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# Manitoba Healthy Baby Program

- aimed at promoting pre- and perinatal health
- includes two components:
  - 1) prenatal income supplement (PB)
    - Available to low-income pregnant women
  - 2) community support programs (CSP)
    - Available to all women prenatally and postnatally

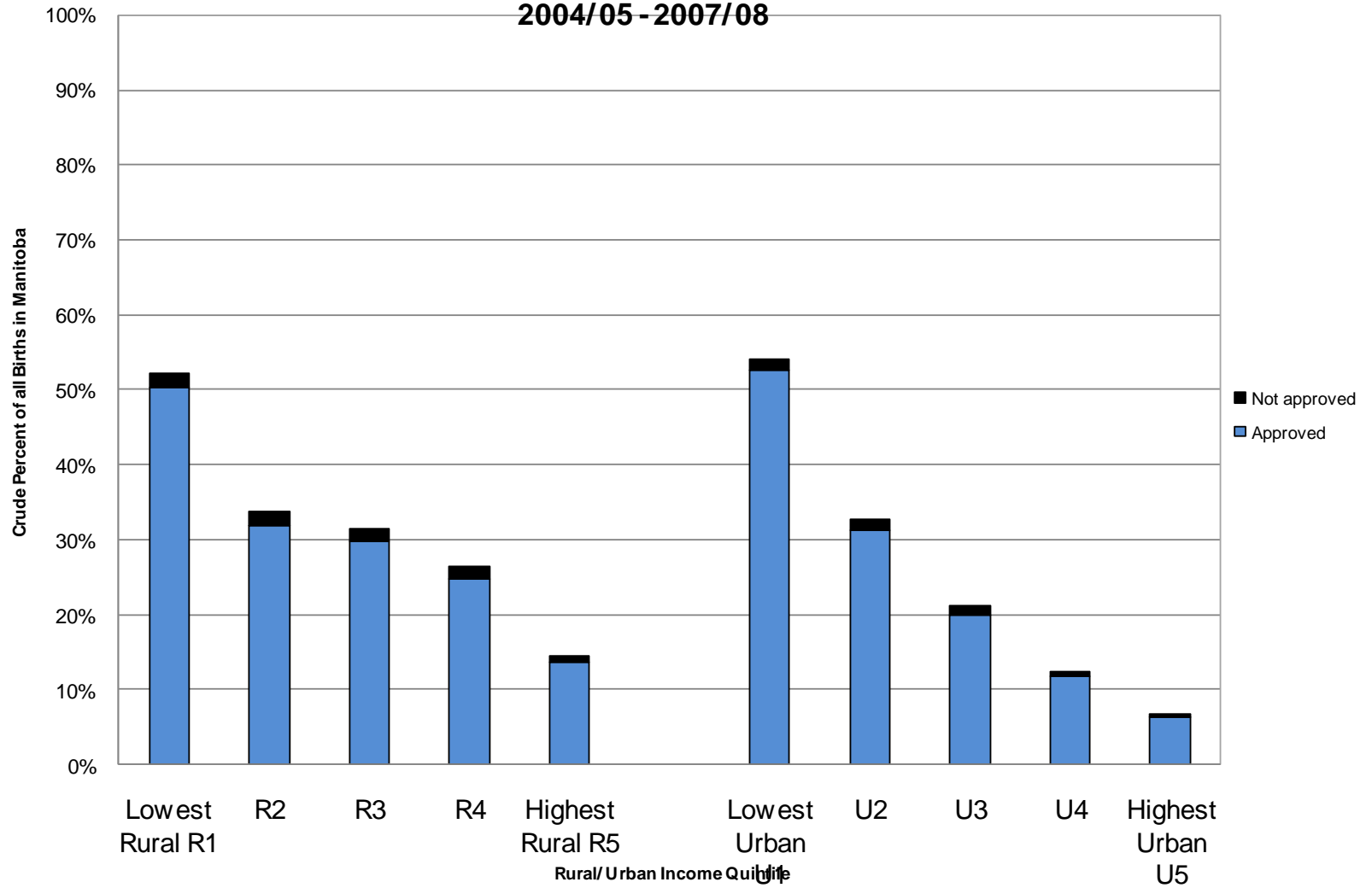
# Objectives

- determine the uptake of PB by target groups and the prenatal CSP by target groups
- to determine the impact of the Healthy Baby Program on perinatal outcomes

# Methods

- Linked together program data and administrative data in MCHP Repository
- All hospital births 2004/05-2007/08
  - Linked to mom (~57,000 births)
- All applications to PB
- All participants in CSP

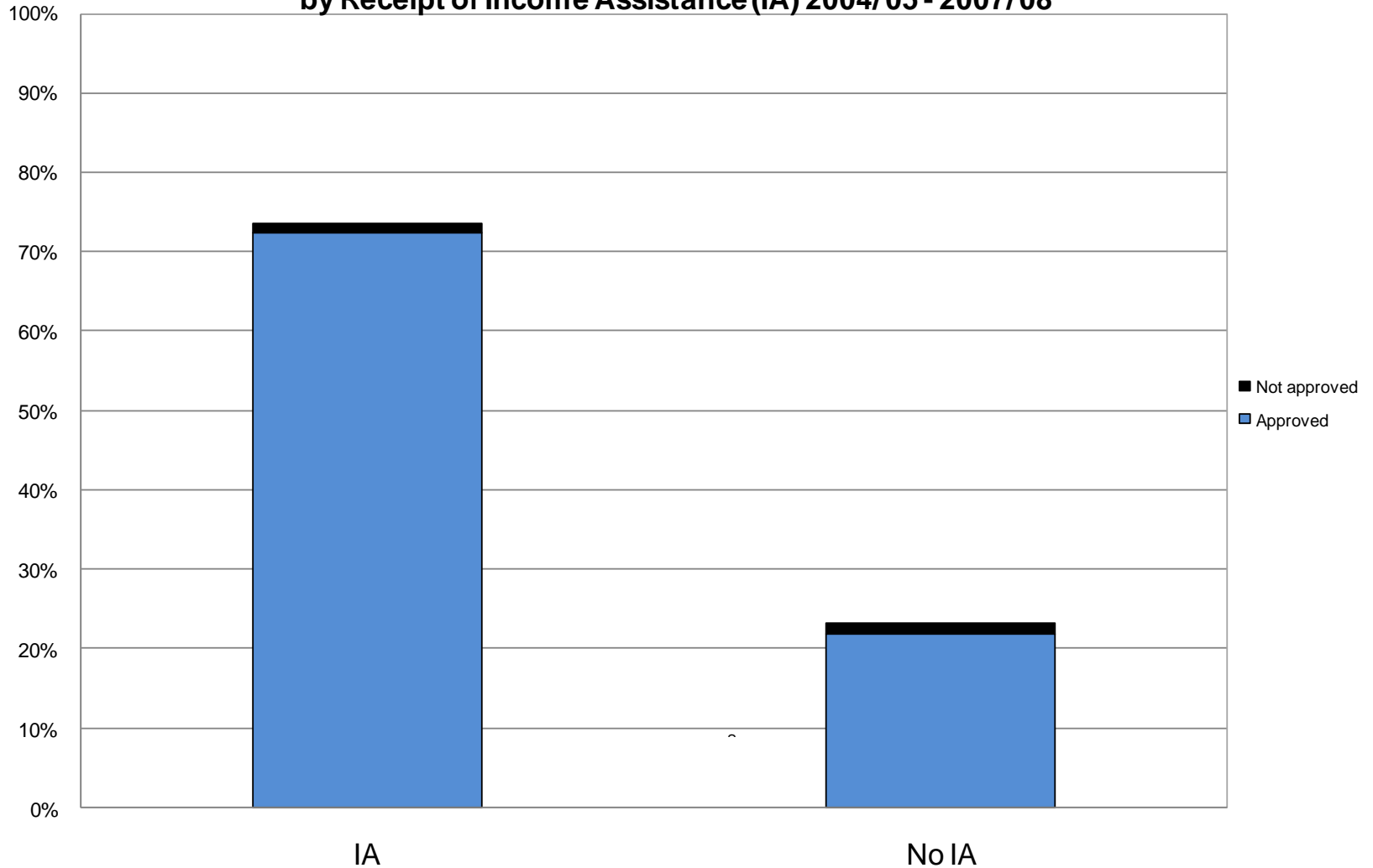
**Figure 3.5: Percent of Births by Healthy Baby Prenatal Benefit Application Type, by Rural and Urban Income Quintile  
2004/05 - 2007/08**



Source: Manitoba Centre for Health Policy, 2011



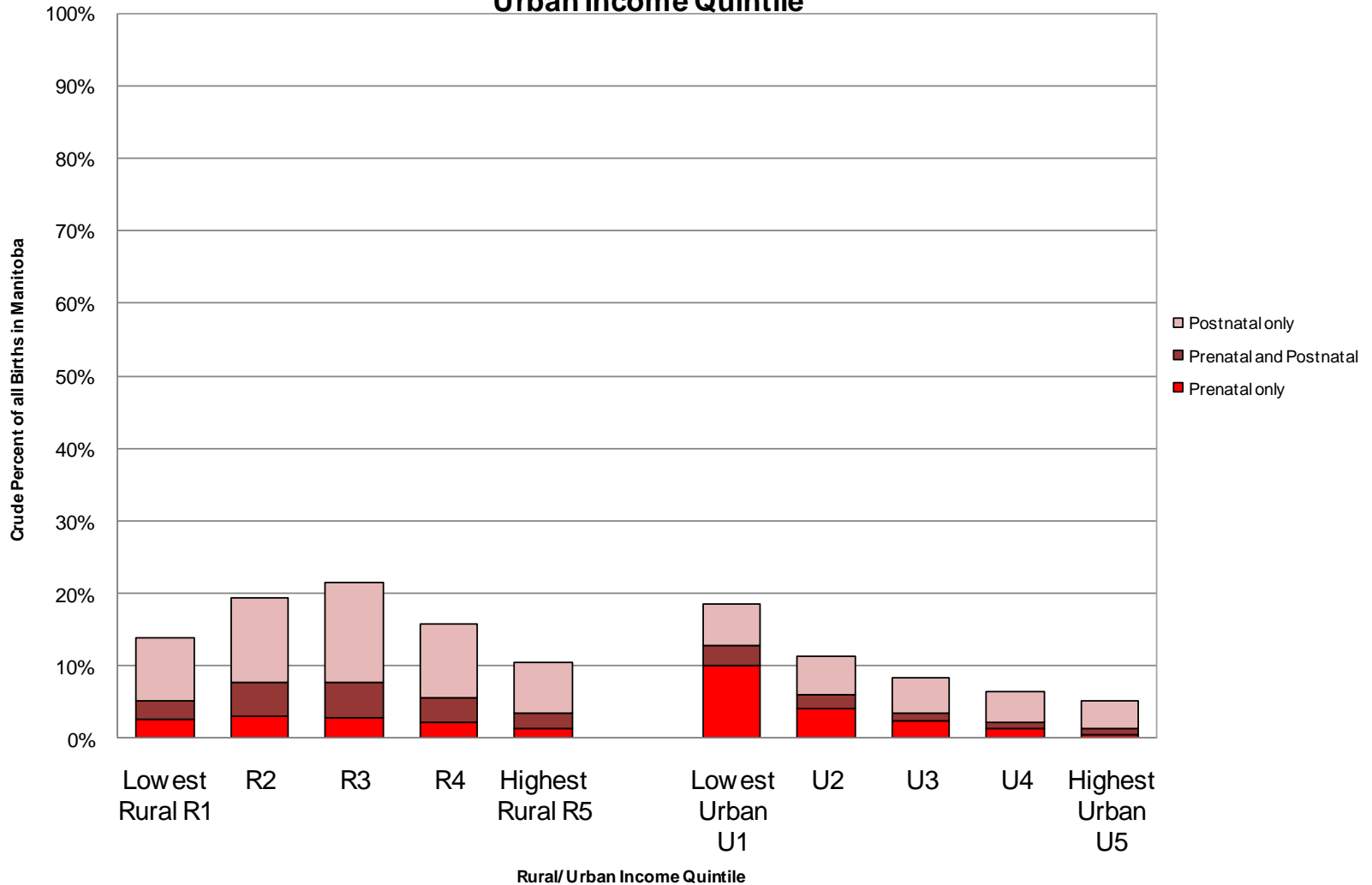
**Figure 3.4: Percent of Births by Healthy Baby Prenatal Benefit Application Type  
by Receipt of Income Assistance (IA) 2004/05 - 2007/08**



# Summary of PB participation

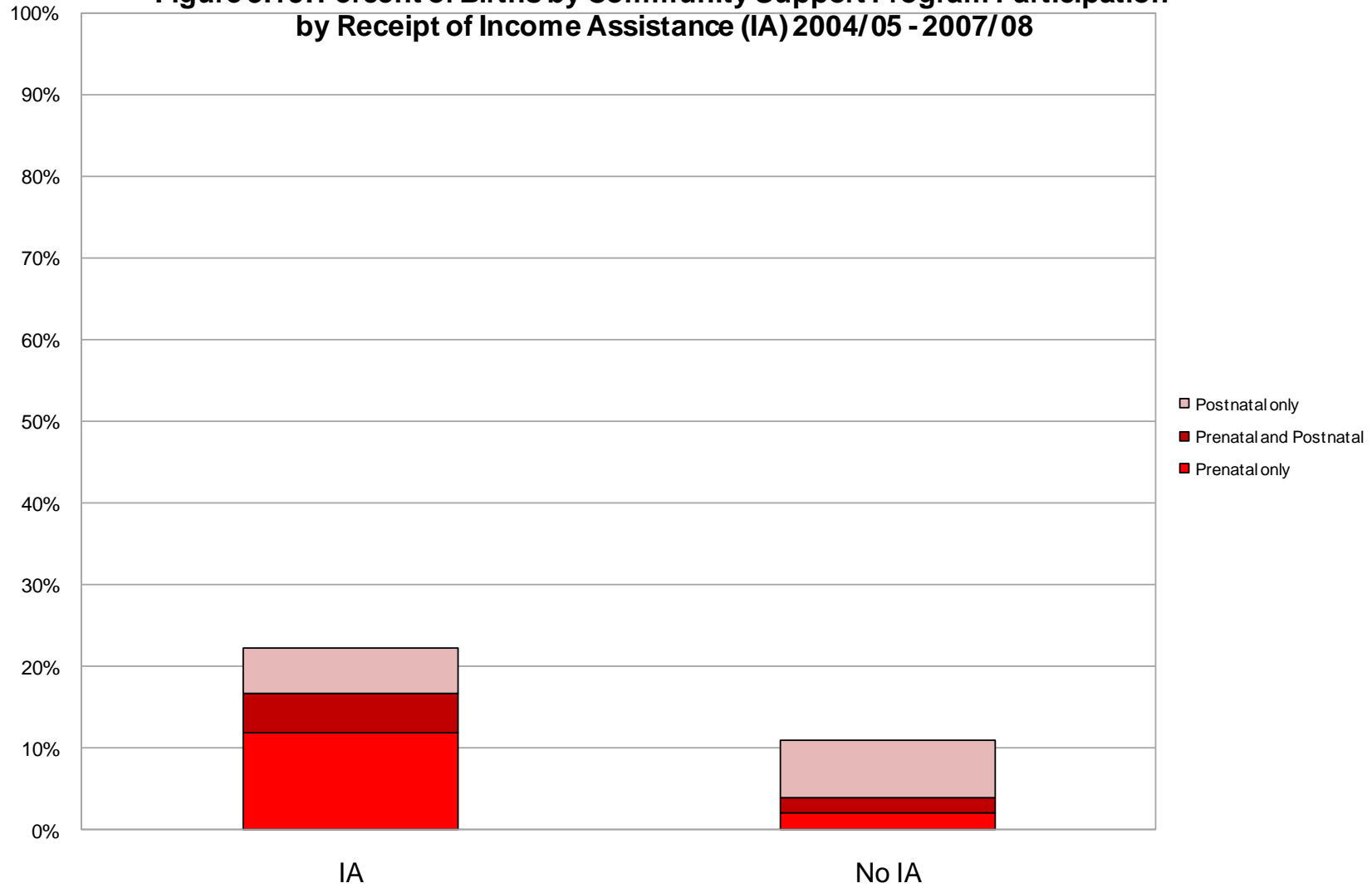
- Close to 1/3 (29%) of all births in study period were to women who received the PB
  - Appears to be reaching reasonable portion of target population:
    - 72% of women receiving IA
    - 52% of women in low income areas
    - 57% of teen moms

**Figure 3.14: Percent of Births by Community Support Program Participation, by Rural and Urban Income Quintile**





**Figure 3.13: Percent of Births by Community Support Program Participation  
by Receipt of Income Assistance (IA) 2004/05 - 2007/08**



# Summary of CSP participation

- Only 12.6% of births in study period were to women who participated in any CSP (and only 5.8% in prenatal CSP)
  - Uptake of prenatal CSP by target populations is low:
    - 16% of women receiving IA
    - 12% of women in low income areas
    - 16% of teen moms
- Enhanced efforts to reach high-risk women are needed

# Evaluation of the Healthy Baby Program (Objective 2) - Outcomes

- Adequacy of Prenatal Care
- Low Birth Weight
- Small-for-Gestational Age
- High Birth Weight
- Large-for-Gestational Age
- Preterm Births
- Congenital Anomalies
- Apgar Scores
- Breastfeeding Initiation

# Comparison group

All women applying for PB

- “no PB” group those who applied for but were not approved (income < \$40,000)

# Regression Models

- Main predictors:
  - Received PB (yes, no)?
  - Participated in CSP (yes, no)?
  - PB \* CSP?
- Also adjusted for:
  - Mother's age at first birth, geographic region, maternal education, marital status, smoking, diabetes, income, multiple births

# Summary of Findings (Objective 2)

- Receipt of the Prenatal Benefit was associated with:
  - Reduction in LBW
  - Reduction in preterm births
- Participation in Community Support Programs was associated with:
  - Increase in adequate prenatal care
- Participation in both PB and CSP
  - Increase in breastfeeding initiation
  - Reduction in low Apgar scores

# Recommendations

- Given the association between receipt of the PB and positive outcomes, efforts to reach all vulnerable women should be enhanced
- Given the low participation rates in Community Support Programs and the potential benefits of these programs, efforts to increase participation among vulnerable populations should be enhanced

# Manitoba Centre for Health Policy

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