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Program of Resources, Information and Support for Mothers



The MCH Service in PRISM comparison areas 1999-2002

Summary data from the Maternal
and Child Health team leader
survey, March 2002

Survey aims

- To capture an overview of the MCH service in each comparison area over the PRISM study period
- To determine if any of the key elements of PRISM, especially those relating to the activities of MCH nurses, had occurred in comparison communities, and if so, to what extent



Method

- Phone contact with each team leader to determine the acceptability of sending a brief postal survey and outlining its purpose: all agreed
- Survey mailed in March 2002, with a covering letter explaining purpose again
- Non-response followed up; in one area survey completed by phone in September



Main topic areas covered in survey (1)

- Standard set of leaflets given to all mothers at home visit/first clinic visit?
- Any written info given out in 1st 12 mths on maternal health topics?
- Any scheduled maternal health visits?
- Use of maternal health checklist?
- 'Befriending' type activities?
- Newsletter for mothers?
- MCH team professional development? Topics 1999-2002?
- Any joint MCH/GP education activities? Topics?



Main topic areas covered in survey (2)

- Aware of any service/business vouchers for mothers?
- Mother-friendly changes to local environments?
- Any major events for mothers locally?
- Aware of any other services/activities for mothers?
- Aware of any other local 'maternal health workers'?



Standard set of leaflets for all mothers

- 7/8 areas gave out a standard set
- 4/7 included nothing on maternal health
- One included a leaflet on mastitis
- Two included a leaflet on depression (DHS tip sheet - 2000; NSW Tresillian/ J&J leaflet on 'postnatal feelings')
- Two included something for fathers: one 'Breastfeeding facts for fathers'; the other 'Supporting your partner – DHS tip sheet - 2000
- Topics covered in leaflets given out – baby related; safety; local MCH service info



Maternal health written info in first 12 months (1)

- 5/8 areas gave out something on maternal health
- **Area 1**
 - Sex after the baby
 - Mastitis
 - Physiotherapy for your special year
- **Area 2**
 - Postnatal exercise info
 - Sometimes PND info – *“we all do our own thing really; but 90% of what we hand out is about the baby.”*



Maternal health written info in first 12 months (2)

- **Area 3**
 - Some postnatal feelings (J&J/Tresillian, NSW)
 - Supporting your partner; Coping with stress; Being a parent; Feeling depressed after the birth of your baby (Parent tips sheets, produced by DHS during 2000)
- **Area 4**
 - Feeling depressed.; Supporting your partner; Being a parent (Parent tip sheets, DHS, 2000)
 - “Could you be iron deficient?”
- **Area 5**
 - Pelvic floor
 - Postnatal feelings (Tresillian/J&J)

Maternal health visits? Checklists?

- 2/8 had scheduled maternal health visits (on area X3 visits in 1st 12 mths; other one visit at 6 mths)
- One area had been using a maternal health checklist at 6 weeks since 1997

'Befriending' type activities

Coffee/drop-in times	None regularly	4 occasionally; 1 rarely; 3 not at all
Mothers in touch one-to-one	2 regularly	4 occasionally; 1 rarely; 1 not at all
Facilitate activities for mothers	None regularly	2 occasionally; 1 rarely; 5 not at all
Info/ed sessions for mothers	2 regularly	3 occasionally; 3 not at all
Facilitate playgroups	3 regularly	1 occasionally; 1 rarely; 5 not at all
Run groups for 'multis'	None regularly	4 occasionally; 1 rarely; 3 not at all



Newsletter for mothers

- No comparison area produced a newsletter for mothers in period Jan 1999 - March 2002
- One area started one in second half of 2002; another 'thinking about' a regular local newspaper column..



Service/business vouchers for mothers

- No area-wide activity for all mothers
- In one area each:
 - 'Just the usual pharmacy type baby packs'
 - Occasional letters re free offers eg new physio in area offering 2 free baby massage classes
 - Local church group gives a gift pack to new (1st time?) mothers in one town



Mother-friendly environment changes

- 7/8 areas identified something
- Most commonly mentioned:
 - Improvements to baby change facilities (5)
 - MCH centre improvements eg pram ramps (4)
 - Playground improvements (2)
 - ‘pram’ car parking spaces (2)



Major events for mothers

- None specifically for mothers identified
- Two areas mentioned children’s festivals, one now discontinued



MCH team professional development

- 7/8 areas had done some professional development together as a team
- One directly on maternal physical or emotional health (the labia..)
- Anything related to maternal health?
 - Drug and alcohol/substance abuse (2)
 - Domestic violence/sexual assault (2)
 - Fertility awareness (Billings) (1)
- Otherwise all listed topics were child or parenting related (eg sleep/settling; Triple P parenting program; attachment) or service-related (eg computer training)



Any other workers with a primary focus on mothers

- None in community development role
- Three areas mentioned:
 - Support worker for mothers with mental illness
 - Koori maternity support worker; and a lactation consultant
 - Mothercraft nurse with a community 'connections' program



MCH/GP professional education

- Two areas identified joint sessions, none maternal health related:
 - Bedwetting; use of stethoscope/otoscope
 - Fertility awareness session (no GPs actually came..)



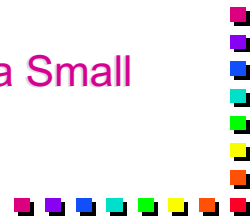
Conclusion

- No evidence of PRISM key elements operating in comparison areas over the PRISM study period
- Little evidence of specific maternal health focussed activity in the work of MCH in comparison areas (with one possible exception)



Local government and GP Divisions' audit in comparison areas

Bernadette Pound and Rhonda Small



Aim

- To review publicly available local government & GP Division documents for evidence of activities promoting maternal health in comparison areas in the period Jan 1999-March 2002
- To focus on identification of PRISM-type strategies:
 - local committees with a focus on maternal health
 - professional education with a focus on maternal health (GP)
 - workers with a focus on maternal health
 - activities to improve mother-friendliness of environments (local govt)
 - any other formal or informal activity focussed on mothers



Method: local government

- Documents accessed via Council websites and by request to Consumer Services Depts
- Documents included when available:
 - Annual reports
 - Corporate/strategic plans
 - Community services directories
 - Municipal public health plans
 - Program/department reports (eg Family Services)



Method: GP Divisions

- Documents accessed via individual Division websites and phrcis.org.au (Primary Health Care Research & Information Service)
- Documents included when available:
 - Strategic plans
 - Business plans
 - Professional development calendars/GP education programs/CME programs
 - Project documents: child/maternal health



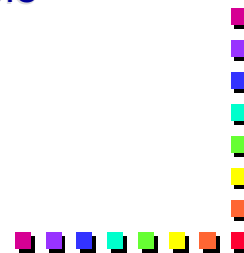
Results of document audits

	Local govt N=40; range=4-6	GP Divisions N=41; range=3-7
Local c'tee on maternal health	0	0
GP education on maternal health	-	2
Mother-friendly environments	2	-
Local worker with focus on maternal health	0	1
'Related' activity	6	4



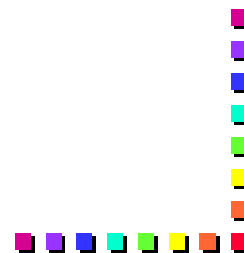
GP education on 'maternal' health

- One: 1997-1999, involving education on nutrition, breastfeeding and health issues for infants to 12 mths
- One: Mar 2002, sex therapy/couple counselling



Worker with focus on maternal health

- One: 1997-99, antenatal shared care project; .5 midwife employed, no direct role with maternal health, more service liaison



'Related' activity

- Range of things noted here, not directly maternal health, but possibly relevant, eg:
 - CME (eg sex/couples therapy)
 - Mental health/women's health activity in some areas, BUT no mention of maternal health as part of this (eg depression and young people; Pap smears)
 - Service developments eg MCH service changes, disability access improvements



Conclusions

- We identified very little in local government or GP Division documentation in comparison communities between 1999-2002 that was indicative of a focus on maternal health issues or PRISM-type strategies

