The Manitoba Healthy Baby Program: Are All Those Who Might Benefit From the Program Participating?

Marni Brownell, Mariette Chartier, Wendy Au, Jennifer Schultz, Angela Bailly

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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
Study Objectives

• to determine the uptake of PB by target groups
• To determine the uptake of the prenatal CSP by target groups
Methods

• Linked together program data and administrative data in MCHP Repository

• All hospital births 2004/05-2007/08
  – Linked to mom

• All applications to Healthy Baby Prenatal Benefit

• All participants in prenatal Community Support Programs
Linking Hospital Births to Prenatal Benefit Applications

56560 Births (2004/05-2007/08)

- Did not apply HBPB 39265
- Applied HBPB 17295
  - Approved HBPB 16540
  - Not Approved HBPB 755

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Linking Hospital Births to Community Support Program Participants

56560 Births (2004/05-2007/08)

48007 Births

Removed cases without CSP info

No CSP 41944

Any CSP 6063

Prenatal Only 1708
Pre+Postnatal 1086
Postnatal only 3269

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Percent of Births by Prenatal Benefit Application Type, by Receipt of Income Assistance (IA), 2004/05 - 2007/08

Manitoba Centre for Health Policy, 2010

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Percent of Births By Prenatal Benefit Application Type, by Income Quintile, 2004/05 - 2007/08

Q1 (lowest) Q2 Q3 Q4 Q5 (highest)

Income Quintile

- No Application
- Rejected
- Approved

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Percent Births by CSPP Attendance, by Receipt of Income Assistance, 2004/05 - 2007/08

Note: First Nations communities, Pine Falls and Steinbach are excluded from analyses
Percent Births by CSPP Attendance, by Income Quintile, 2004/05 - 2007/08

- No CSPP
- Postnatal only
- Prenatal and Postnatal
- Prenatal only

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Conclusions

• 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
Conclusions

• Only 5.8% of births in study period were to women who participated in prenatal CSP
  – Uptake by target populations is low:
    • 16% of women receiving IA
    • 11% of women in low income areas
    • 15% of teen moms

• Continued efforts to reach high-risk women are needed
Disclaimer: Results are Preliminary - Not for further distribution.

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Thank you!

Marni_Brownell@cpe.umanitoba.ca

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