



**Southwestern Ontario
Maternal, Newborn, Child and Youth Network**

2nd Quarterly Report 2011-2012

Date Issued: October 31st, 2011

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**Partner
Organizations:**

Partner Hospitals:

Alexandra Hospital
Alexandra Marine and General Hospital
Bluewater Health
Chatham-Kent Health Alliance
Grey Bruce Health Services
Hanover & District Hospital
Huron Perth Healthcare Alliance
Leamington District Memorial Hospital
Listowel Wingham Hospital Alliance
London Health Sciences Centre
Middlesex Hospital Alliance
North Wellington Healthcare
South Bruce Grey Health Centre
St. Joseph's Health Care London
St. Thomas Elgin General Hospital
Tillsonburg District Memorial Hospital
Windsor Regional Hospital
Woodstock General Hospital

Partner Community Care Access Centres:

South West CCAC

Partner Public Health Units:

Middlesex-London Health Unit

PREAMBLE

The purpose of the South Western Ontario Maternal, Newborn, Child and Youth Network (MNCYN) is to enable the consistent delivery of safe, quality maternal, newborn, child and youth care across our region. Our Network is seen as adding significant value through its ability to:

- Provide **better health outcomes** through systematic improvements in health promotion, illness and injury prevention, acute and follow-up care and patient safety.
- Provide **better operational management** through improved asset management within the organization and across the region resulting in greater return on investment.
- Provide **better systems integration** through improved communication, program planning, and support resulting in greater coordination across the region.
- **Enhance learning and growth** by promoting and advocating for a consistent standard of care throughout the region.

The MNCYN has been working to make advancements in the above domains through activities and projects sanctioned by the Regional Steering Committee. This Quarterly Report outlines activities underway between **July 1st and September 30th, 2011**.

REPORT

I. Regional Goals and Objectives

1. Development, implementation and evaluation of regional Perinatal and Paediatric Order Sets;
2. Development of a dashboard of key health indicators to drive and inform future regional initiatives;
3. Regional implementation of the ***Period of Purple Crying*** program in partner hospitals providing Obstetrical services, to reduce the incidence of Shaken Baby Syndrome.

Several working groups and committees are involved in moving forward the MNCYN agenda:

a. **Regional Order Set Group – content development *COMPLETE***

b. **Regional Order Set Deployment Committee – 13 meetings**

Taking over from the clinicians responsible for content development, this committee and associated clinicians, nursing staff and allied health professionals are undertaking the necessary review processes. Progress to date includes:

- With the generous assistance of the Information Management Department at LHSC, the order sets have been formatted according to input received from regional partners;
- Limited review by partner organizations;
- Plan to support current and future regional Computerized Physician Order Entry (CPOE) initiatives;
- Preparing the MNCYN website to support the hosting of order sets, in accordance to stated needs;

Anticipated next steps:

- Functionality testing, to work out any technical glitches prior to roll-out;
- Physician-hosted webinar and/or site visits to highlight the functionality of the order sets;
- Deployment pilot – while the formal pilot stage will involve specific, voluntary sites, any partner organization may participate in this phase informally.

c. **Data Set Working Group – 3 meetings**

Following the signing of a regional data sharing agreement and the development of an initial set of perinatal and paediatric indicators, the Data Set Working Group has:

- Reviewed the appropriate indicators with BORN Ontario;

- Acquired a dashboard tool, to be hosted on the MNCYN website (password protected area); and
- Implemented a process for updating the dashboard, and generating appropriate reports.

Next steps include:

- Testing the dashboard tool and report-generating process with real data before the end of the calendar year;
- Preparing for initial data downloads from BORN in early 2012 (as soon as BORN goes live).

d. Period of Purple Crying Implementation and Evaluation Working Group – 2 meetings

Following 100% hospital and Public Health implementation, the MNCYN is moving forward with a campaign to raise awareness about Shaken Baby Syndrome and its consequences. This is supported by the Children's Health Foundation, hospitals and Public Health Units across the region, on a voluntary basis. It includes:

- A media campaign, launching on November 1st, 2011
 - Oxford County → 104.7 Heart FM and billboards;
 - Grey and Bruce Counties → 106.5, Country 93, The Bull 94.5
 - Kent County → billboards and bus shelters
 - Lambton County → Fox 99.9 FM, CHOK 1070 AM, and K106.3 FM
 - Middlesex County → Fresh 103.1, FM 96 and AM 980
 - Perth County → Bus shelters and billboards
 - Essex County → to be determined
 - Huron County → The One Radio, The Beach
- *Click for Babies* → a grassroots initiative to collaborate with knitters across North America to make PURPLE caps for babies. The initiative is being organized by the National Center on Shaken Baby Syndrome (NCSBS) in partnership with invited organizations in an effort to prevent infant abuse, namely Shaken Baby Syndrome/Abusive Head Trauma and educate caregivers about the *Period of PURPLE Crying*
 - In anticipation of this month-long event we collected over **five thousand caps** – many more than need. **Many thanks to all the volunteer knitters and all those who have donated yarn to make this happen!**

e. Needs Assessment Working Group – 2 meetings

Starting with the **eleven recommendations** brought to light by the Level I Regional Obstetrical Needs assessment, the working group has been working to prioritize for these implementation. The first order of business will be to create, or adopt and adapt:

- A set of Competency Indicators for Level I Obstetrical Nursing; and
 - A Preceptor package for Level II organizations providing preceptorships to Level I nurses.
- f. **Executive Committee**
The MNCYN Executive Committee is working with the Regional Leader to develop a Network strategic plan. It also continues to support and guide the implementation of the three priorities identified by Regional Steering Committee. Other initiatives are routinely considered and prioritized for implementation.
- g. **Regional Steering Committee – September 30th, 2011**
Following a lively debate by Regional Steering Committee Members and other stakeholders, the first MNCYN Strategic Plan was approved, by a wide margin, at the meeting. The MNCYN's strategic plan is intended to be a "living", three year rolling plan. The intention is to foster long-term stability through the broader strategic directions, while remaining nimble in its specific goals and projects, to respond to changing regional and external drivers. In light of this, a 'refresh' and extension of the strategic plan will be undertaken yearly, or as required.

II. Perinatal Outreach Program

Recent activities of the Perinatal Outreach Program include:

- a. **Regional Activities**
- Team Visits (nurse and physician) – **2 visits**
- b. **Hospital Perinatal Review (survey; on request) – 3**
- c. **Annual Conference - 1**
- d. **Provincial Activities**
- Maternal, Newborn Nurse Education Course – **1**
This semi-annual seven week course (1day/week) is hosted in London and videoconferenced across Ontario.
 - Level II Nursery Nurse Education Program ("Baby Talk" Lunch and Learn) – **1 session.**

III. Paediatric Advancement Program

- a. **Staffing and Medical Leadership – 6 meetings**
With the help of Human Resources Departments from across the region, the MNCYN was recruiting for the position of Regional Paediatric Nurse Consultant, left vacant by the departure of Erin Fleischer. Simultaneously, we are implementing a revised medical leadership structure for the Paediatric

Advancement Program. Sincere thanks to Erin and the inaugural Medical Co-Directors (Drs. Ram Singh, Paul Dick, Shamim Tejpar and Ian Johnston) for their hard work and commitment to moving forward this unique program.

b. Regional Activities

The Paediatric Advancement Program continues to offer a “Lunch and Learn” Videoconferenced/Webcast learning series. Topics reflect regional needs – please see table below. For more information please contact Doug.Jowett@lhsc.on.ca

c. CCAC-Specific Education Initiative

The MNCYN is working with CCAC partners to identify gaps in the provision of care to children with complex needs, with goal of addressing these gaps at the regional level. (e.g. central line infection and standardizing discharge planning).

IV. Network Infrastructure

The MNCY Network continues its efforts to build a strong foundation for future activity. In addition to developing an organizational framework, formalizing goals and objectives, accountabilities and addressing staffing needs, we are working on the following:

MNCYN Website - 6 meetings

The **MNCYN website was successfully launched** on schedule, and it is quickly becoming an important resource and communication tool for health care providers across the Southwest. Additional features will be added to the website to support the order set roll-out, a documents/forms section and an electronic whiteboard.

V. Other activities

To provide better health outcomes, better operational management, better systems integration and to enhance learning and growth, the MNCY Network continues to play an active role in regional and provincial strategies and planning.

a. Obstetrics and Perinatal Planning for LHINs 1 and 2

In collaboration with the ESC LHIN and SW LHIN, the MNCYN is moving forward with:

- Tracking birth volumes across the geography covered by the ESC LHIN and SW LHIN (including Palmerston and Mt. Forest);
- Tracking regional obstetrical and perinatal retrotransfers. Will also require transfer and diagnosis data to determine appropriate retrotransfer threshold;
- Assessing total parenteral nutrition (TPN) practices across the region;
- Assessing the applicability of Retinopathy of Prematurity screening recommendations emerging from the PCMCH pilot project.

b. OHA Region 5 Executive Committee Updates - 1

The MNCYN Regional Leader continues to submit quarterly updates to be presented at the meetings of the OHA Region 5 Executive Committee. These meetings include hospital CEOs and Board members appointed from hospitals throughout the geography covered by LHINs 1 & 2.

c. Partner visits/videoconferences – 9 meetings

Ongoing conversations with Partners to seek input on future direction and the development of the strategic plan.

d. Breastfeeding - 4 meetings

Current CPS / WHO guidelines suggest exclusive breastfeeding to minimum 6 months. We know that approximately 90% of mothers breastfeed exclusively at discharge, however, breastfeeding rates drop sharply in our region and elsewhere. We hypothesize that earlier interventions will have higher success.

- Developed surveys;
- Received approval from Research Ethics Board.

On a personal note, I wish to thank and congratulate all our colleagues who have worked hard to advance the agenda of the MNCYN, often under very tight time lines.

The next Quarterly Report will be available January, 2012.