



Prenatal Screening Ontario – Community Engagement Initiative



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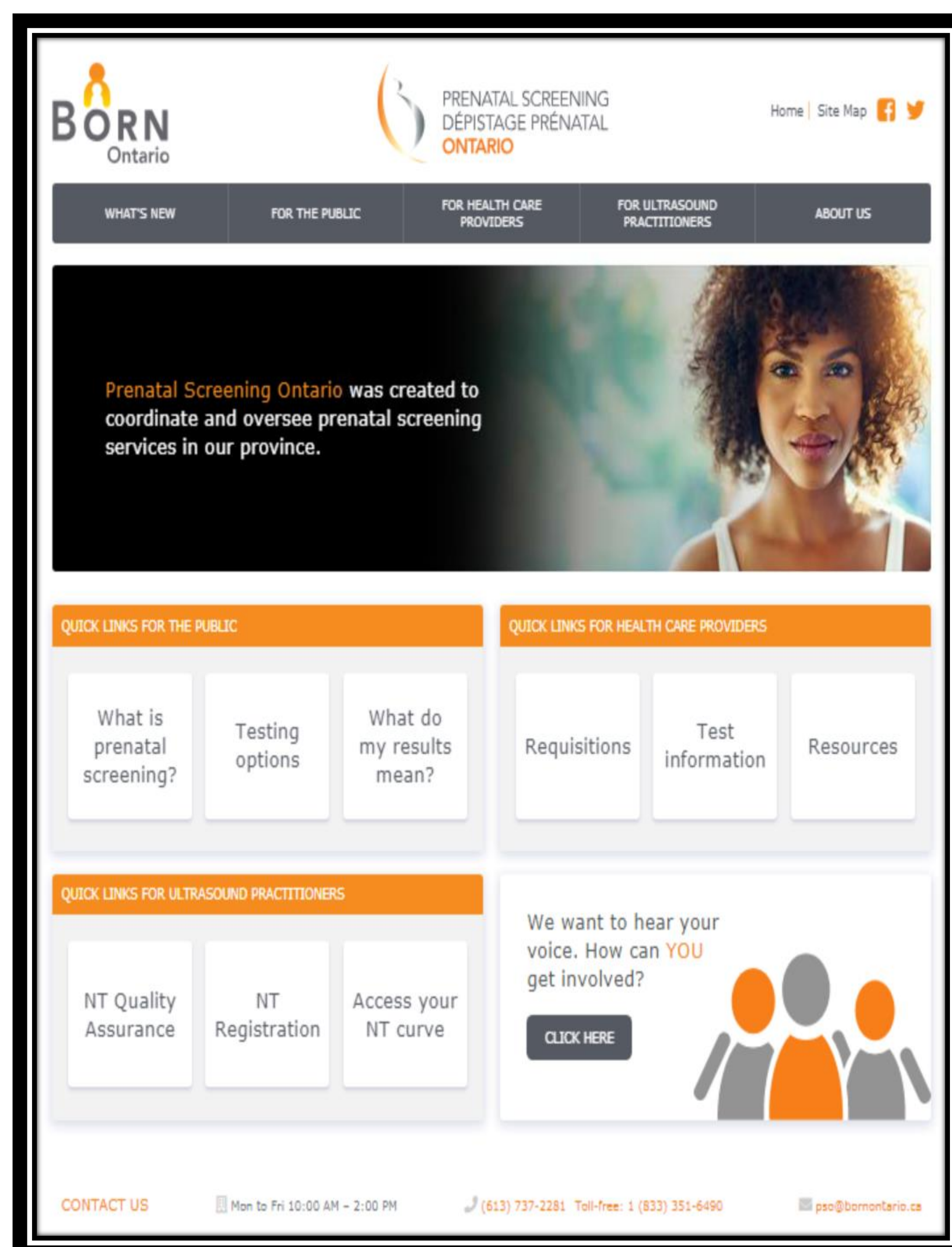
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Objective

Prenatal Screening Ontario is currently working to engage members of the prenatal screening community through the creation of a Community Partnership Group. This group will enable us to partner with the users of the system to gain valuable input and feedback based on their lived experiences with prenatal screening.

Our goals are to encourage interest in the CPG and increase exposure for PSO throughout the province.



Background

Prenatal Screening Ontario (PSO) is a program within BORN (Better Outcomes Registry Network) Ontario and is funded by the Ministry of Health and Long Term Care (MOHLTC). The program was created to enhance access to high quality prenatal screening for all pregnant persons in Ontario and to coordinate and oversee the operations of prenatal screening services in Ontario so it operates as a “system of care”. PSO is responsible for the development of prenatal screening-related educational strategies for the province’s health care providers, as well as pregnant persons and their families.

To best meet the needs of the users of prenatal screening, PSO will work to identify priorities and areas of focus for improvement to provide correct messaging. Through the creation of a Community Partnership Group (CPG), PSO will engage the public in an effort to understand their needs and their experiences as it relates to prenatal screening.

By doing so, PSO will offer up-to-date and comprehensive prenatal screening resources to Ontario families and providers.

Methods

In an effort to ensure diverse membership, the recruitment strategy has attempted to engage people representing:

- Varied geographical areas (i.e. urban and rural)
- Diverse cultural/linguistic backgrounds
- Indigenous heritage
- the LGBTQI2 community
- Varied experiences with screening (low/high risk, screening declined, child/pregnancy with Down syndrome, etc)
- Varied experiences with health care (normal/high risk pregnancy, pregnancy loss, care with midwife, care by obstetrician, etc)

Given its widespread use and potential for extensive geographical reach, we have chosen to focus our initial recruitment approach through the use of social media. To date, we have pushed out communications via Facebook and Twitter and have made all documentation related to the Community Partnership Group available on the PSO website. Using email, we have begun early communication with organizations and primary care providers within the community in an effort to elicit interest from individuals with appropriate lived experiences.

As part of these communication efforts, we have outlined the member terms of reference, including the member selection process, member roles and responsibilities (as well as those of the PSO program), and expectations related to member meetings.

☒ Have you been pregnant or were the family member of a pregnant patient who received care in Ontario?

☒ Do you want to share your experience with prenatal testing & collaborate with others?



Join our

COMMUNITY PARTNERSHIP GROUP

bit.ly/2NAcahf

OR

For more information email PSO@BORNontario.ca

This group will meet in person at least once per year with additional correspondence by email or telephone

Current Status and Next Steps

At this point, interest in the Community Partnership Group has been minimal, most likely due to insufficient exposure across patient populations.

As we move forward with our recruitment efforts, we will focus on increasing our reach to additional patient communities and other groups in the hopes of establishing and sustaining productive connections. These connections will allow us to engage with the public and create a provincial prenatal screening system that is co-created with users.

We welcome input from the patient or care provider community or the public at large. Do you have ideas about reaching a wider audience, using novel communications approaches, or connecting with key influencers?

We want to hear from you!

www.prenatalscreeningontario.ca

www.prenatalscreeningontario.ca/community-partnership-group/