

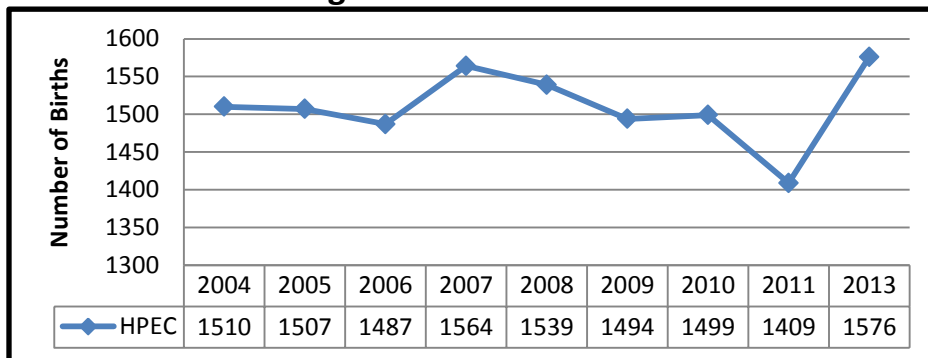
Hastings and Prince Edward Counties Reproductive Health Report 2014

Introduction

This report summarizes some key indicators for Reproductive Health in Hastings and Prince Edward counties, as well as participation in prenatal education. Surveillance data is used to monitor trends over time, identify emerging trends and improve programs and services.

Births

Live births in Hastings and Prince Edward Counties*



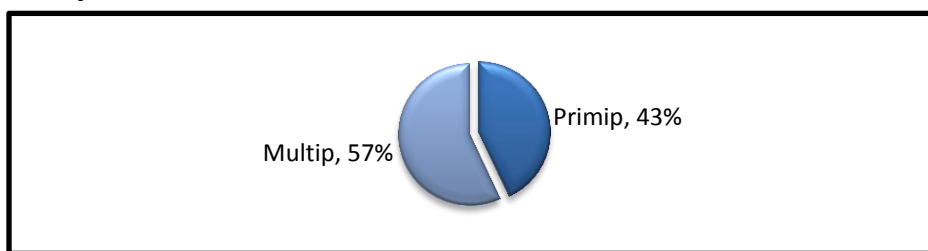
Key Message

The number of live births in Hastings and Prince Edward Counties had declined from 2007 until 2011, but peaked at 1576 in 2013.

Action

Continue to support families to achieve optimal preconception health, have a healthy pregnancy, have the healthiest newborn possible and be prepared for parenting.

Proportion of Births to First Time Mothers *

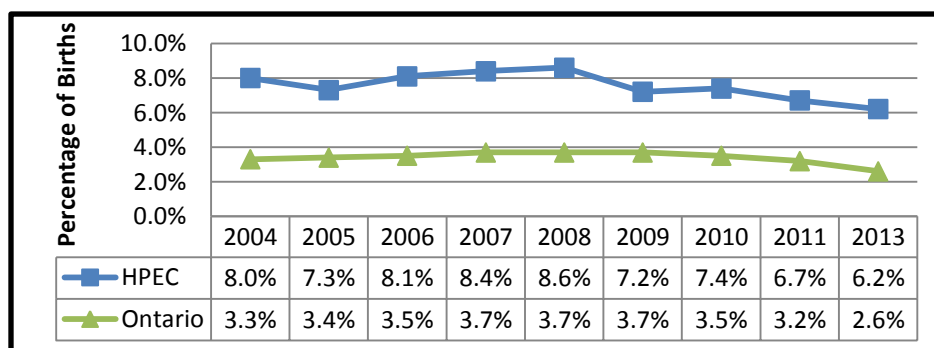


First time mothers account for 43% (n=669) of the births from Hastings and Prince Edward Counties.

Target first time mothers when promoting prenatal education.

Encourage mothers to attend in-person classes early in their pregnancy.

Proportion of Births to Mothers aged <20*

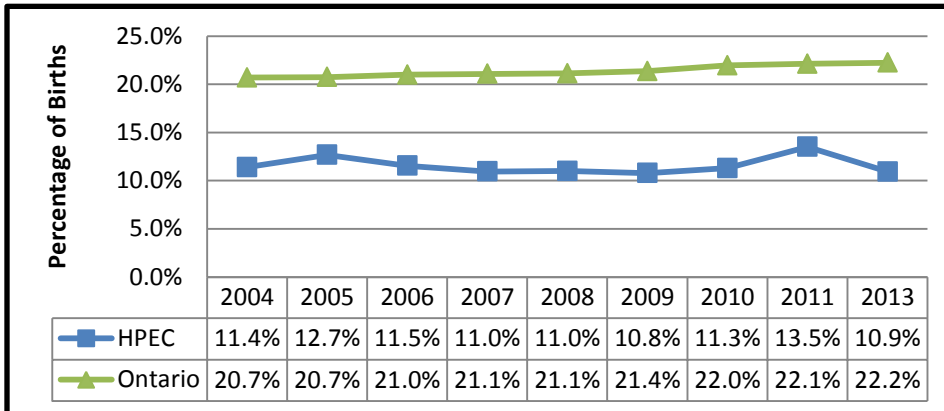


Births to mothers less than 20 years of age in Hastings and Prince Edward Counties have decreased since 2010, but remain higher than the provincial proportion.

Target young adults with preconception and reproductive life planning messages.

Support young mothers through prenatal education and referrals to other programs and services.

Proportion of Births to Mothers aged ≥35*



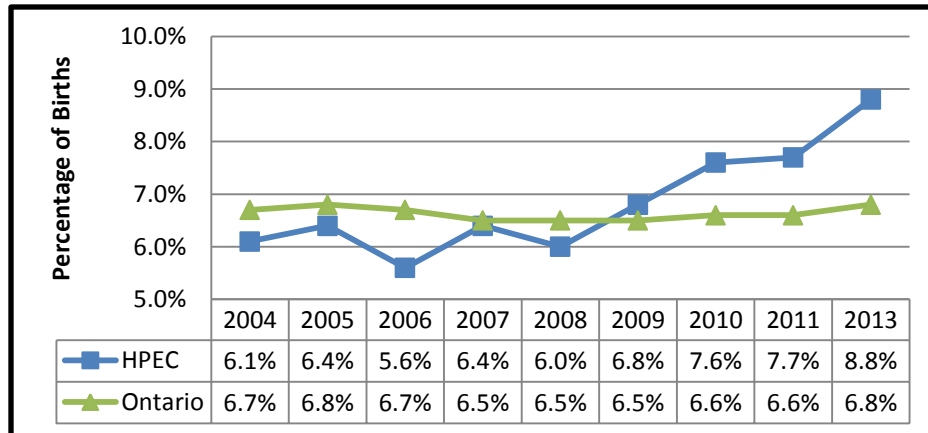
Key Message

Births to mothers more than 35 years of age have remained below provincial proportions and have decreased since 2011.

Action

Target all women of childbearing age with preconception health message, and encourage reproductive life planning.

Rates of low birth weight (<2500 grams)*



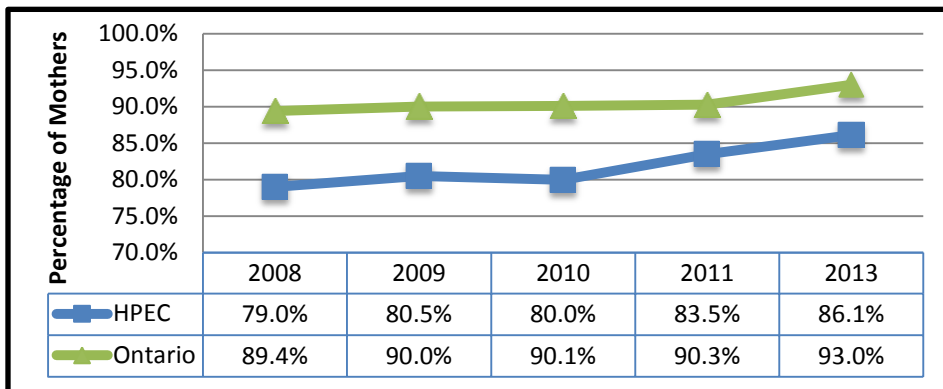
Rates of low birth weight (<5.5 pounds) have increased since 2008 in Hastings and Prince Edward Counties.

Connect mothers with support and services to assist them to address modifiable risk factors that may contribute to low birth weight.

Support other Health Unit programs that advocate for healthy public policy.

Intention to Breastfeed

Intention to Breastfeed*



Key Message

The number of mothers reporting their intention to breastfeed continues to rise.

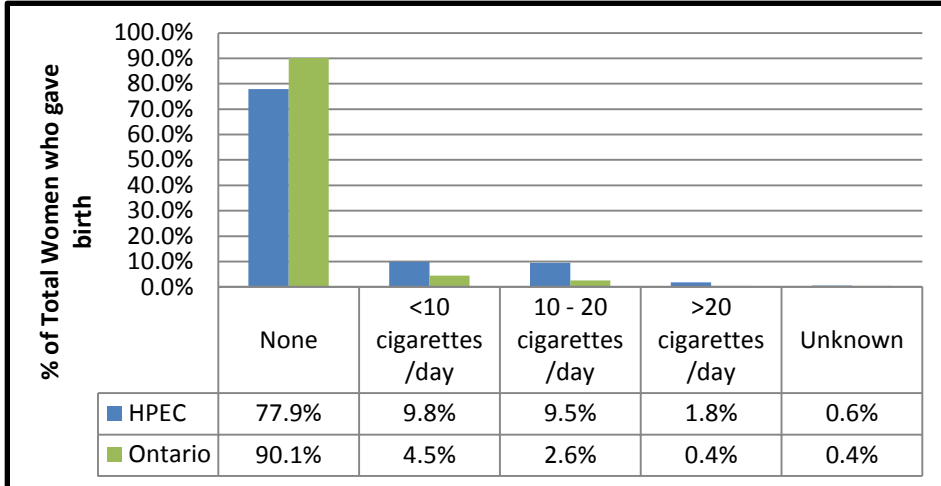
Actions

Continue to offer prenatal breastfeeding class and educate clients on breastfeeding supports after birth.

Continue to support Baby Friendly Initiative activities.

Smoking at Birth

Maternal Smoking at Time of Birth, 2013*



Key Message

More mothers smoke at the time of their child's birth in Hastings and Prince Edward Counties when compared with Ontario.

Approximately 78% of mother report no smoking at time of birth.

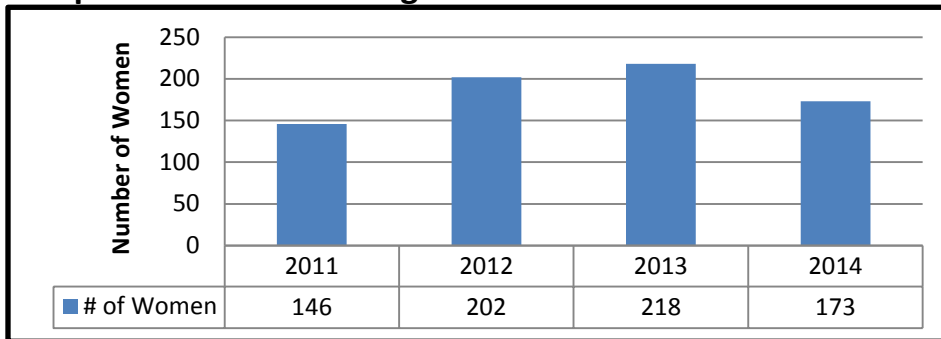
Action

Continue to emphasize the importance of smoke free families and smoke free homes in prenatal education.

Continue to refer pregnant women and their families to the *We Can Quit* prenatal/postnatal program.

Prenatal Class Attendance Rates

Preparation for Parenting Class Attendance**



Key Message

Attendance at Preparation for Parenting class decreased in 2014.

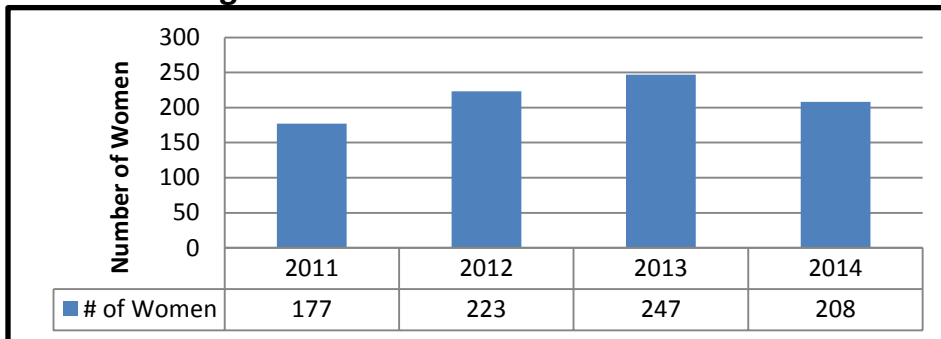
Decreased attendance may reflect class cancellations due to unforeseen circumstances.

Action

Continue to encourage clients to register for and attend prenatal classes early in their pregnancy.

Promote prenatal education through community partners.

Breastfeeding Class Attendance**



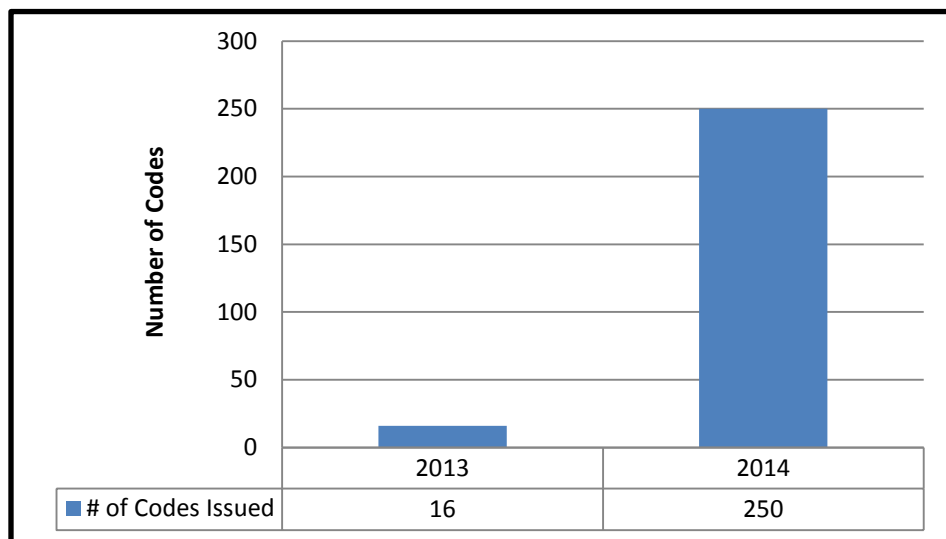
Attendance at Breastfeeding class decreased in 2014.

Decreased attendance may reflect class cancellations due to unforeseen circumstances.

Continue to encourage clients to register for and attend prenatal classes early in their pregnancy.

Promote prenatal education through community partners.

The Gift of Motherhood Codes Issued**



Gift of Motherhood Program was launched in December 2013

Key Message

The Gift of Motherhood online prenatal program is a flexible, well received option for expectant families in Hastings and Prince Edward Counties.

Action

Continue to host The Gift of Motherhood online program.

Encourage families to register for prenatal education early in pregnancy, and to complete the online program before attending in-person classes.

Monitor client uptake and feedback.

Data Sources:

*BORN Ontario Data

**HPECHU Database

Data for the year of 2012 was not available due to a change to the data collection process at BORN Ontario.

Data for 2013 indicators: proportion of births to mothers aged ≥ 35 , rate of low birth weight, and intention to breastfeed contains both live and still births, while data from 2004 – 2011 reflects live births only. However, due to the small number of still births, the data is comparable.

Revised August 12, 2015

THIS IS PUBLIC HEALTH



Produced and distributed by Hastings Prince Edward Public Health, Family Health Department. Public Health is committed to making our publications and information accessible to all. To request this or any other publication in an alternative format, please call 613-966-5500 ext.215 or, if long distance, call toll-free 1-800-267-2803 x.215 or email accessibility@hpechu.on.ca TTY: 613-966-3036 Monday to Friday from 8:30am to 4:30pm.

Visit us online at www.hpepublichealth.ca

Like us on Raising Healthy Kids