

# APPENDICES

# **APPENDIX A**

## **Focus Group Outline**

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### Introductions

(15 minutes)

- a) Welcome
- b) Facilitator introduction
- c) Participants fill out written questionnaire, complete coupon and sign consent form
- d) Round table introductions, participants' provide their first names only

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## SECTION 1

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### Recent/Actual Maternity Care Experiences

(15 minutes)

1. Please start by telling us about the care you received during your last pregnancy (or are currently receiving) and what you liked best about it.
2. If you could change anything about the care you received (or are currently receiving), what would it be and why?
3. What was the most important for you in receiving care during your pregnancy? (e.g. having the same care provider through out the pregnancy, having access to a qualified care provider 24/7, having a care provider that provides the specific type of care you need, etc.)

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## SECTION 2

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### Multidisciplinary Collaborative Primary Maternity Care concept

(40 minutes)

As you know, the health system in Canada is facing some important challenges. These often affect the care available to expecting mothers:

- Some mothers have to wait a long time on waiting lists before seeing a health care professional,
- Some mothers don't have access to the desired services in their community,
- Some health care professionals are feeling pressure to increase the number of people they see, which means they have less time for each individual that they see. – etc,
- (make reference to answers provided in 1b, if possible)

In the next questions, we will be discussing Multidisciplinary Collaborative Primary Maternity Care, which is a model of care that could help address the shortage of health care professionals and the previously mentioned challenges.

Let me first briefly explain what Multidisciplinary Collaborative Primary Maternity Care means.

- **Multidisciplinary:** Involves several professions, disciplines working together
- **Collaborative:** Involves the principles of woman centred, quality maternity care delivered by professionals who have mutual trust and respect for each other's perspective and way of thinking. It includes shared values, goals and vision, honest and open communication as this team provides maternity care.
- **Primary:** Primary care includes providing care at the first point of contact with the health care system. It includes coordinating the care that women need during their pregnancy.

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Therefore, we will be talking about a different way of providing care for mothers, which involves collaboration, amongst different types of professions, those involved in maternity care and specifically those who attend births. (Family doctors, nurse, nurse practitioners, midwives and obstetrician/gynaecologists)

Also, the partners of the project recognise that a number of other health care professionals are involved in maternity care and play important roles. For today's discussion though, will be specifically talk about professionals who attend births.

The Multidisciplinary Collaborative Primary Maternity Care Project has the potential to increase the availability and quality of maternity care for all Canadian women whether they live in an urban, rural or remote community. It also aims to facilitate information sharing amongst professionals, address local specificities and challenges to find a local solution to better meet mothers' needs, in accordance to their goals and values.

Some experts are currently working with health care professionals to develop a model of multidisciplinary collaborative primary maternity care. They also think it's important to know the opinion of mothers on this model of care.

1. Have you heard of the concept of multidisciplinary collaborative care? (A team of several types of professionals working together to provide care to mothers.) Have you received this type of care? If so, what were your impressions?
2. For everyone in the room, what expectations would you have of the team, knowing that you could receive this type of care?
3. Do you see any advantages?
4. What disadvantages would there be?
5. What would be most important for you, when receiving care from health-care professionals operating within such a model?
6. How do you see your role in this type of model?
  - a) Do you see yourself as part of the team? – Why? What is your role on the team? Are you the leader?
  - b) Or do you see yourself being cared for by the team? – Why?
  - c) How do you think the team should make sure your wishes and preferences are respected?

### SECTION 3

#### Mothers' Feedback of the Three Ad Concepts

*(45 minutes)*

We have developed three ads to explain the multidisciplinary collaborative maternity care to expectant mothers. We think this will help better explain and promote collaborative maternity care. In the coming months, an ad will be published in a magazine. Your feedback will be useful in choosing the concept that will be seen across Canada.

1. What is your overall impression of this ad?
2. What are the overall messages coming across?
3. What is the most appealing visual in this ad and what is the least appealing visual in this ad?

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4. Do the photographs represent well the health professionals involved in collaborative maternity care – the nurse? The physician? The obstetrician? The midwife?
5. Does the ad allow you to understand the concept of collaborative maternity care? Please explain why?
6. As a result of this ad, would you say that you would have a better awareness of the benefits of collaborative care?

### **After each ad has been discussed: (10 minutes)**

7. Which concept is the most appealing visually?
8. The texts of concept 1 and concept 3 are different – which message is the most compelling?
9. How can the ad be improved? *Note to facilitator: let the participants share their ideas and then test these ideas if they haven't been mentioned: adding definitions or statistics.*

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**Thanks**

***(5 minutes)***

## **APPENDIX B**

### **Written Questionnaire**

## Written Questionnaire

*Your participation in this project is very important. Thank you for your time.  
Please take a few minutes to tell us about yourself.*

Your age

- 18 or under
- 19-24
- 25-34
- 35-44
- 45 or over

What is your annual household income?

- Less than \$35,000
- \$35,000 to \$54,999
- \$55,000 to \$74,999
- \$75,000 or over

Name of the city or town you live in: \_\_\_\_\_

Including the most recent, please indicate the number of pregnancies you have had.

- 1
- 2
- 3
- 4
- 5 or more

Please indicate each health professional you were in contact with during and following your most recent pregnancy.

	Pregnancy	Labour/Delivery	Post-labour	Don't know
Nurse				
Nurse Practitioner				
Midwife				
Family physician				
Obstetrician/Gynaecologist				
Other, please specify: _____				

Please indicate the importance of the following different characteristics of maternity care:

	Very important	Important	Less Important	Not Important
Access to services in close proximity to home				
Home visits				
Choice of professional provider (i.e., doctor or midwife)				
Consistency (see the same person every time)				
Receive immediate care (short response time, not necessarily the same professional provider)				
All related professionals have access to medical history (records)				

*Thanks!*

## **APPENDIX C**

### **Three Advertisement Concepts**

Three concepts for an advertisement in the Chatelaine magazine were developed and presented to the focus groups. The purpose of this was to collect feedback and comments from the focus groups to determine which concept will be used.

The decision was made not to include the images in this document due to the size of the concept and the resolution degradation when copying them into a document. The three concepts are available on the website at [www.mcp2.ca](http://www.mcp2.ca).

## **APPENDIX D**

### **Participant Quotes**

## Participant Quotes

### 1) Description of Recent (and/or Current) Maternity Care Experiences

*“I had a wonderful doctor that was very attentive to my needs...I never felt rushed...every appointment was detailed.”*  
Mother from Ontario

*“I liked that during labour and the delivery I was assigned a nurse and she worked with me all the way through. She was focusing exclusively on me from beginning to end.”*  
Mother from the Atlantic Region

*“I like that from one pregnancy to the next, I can work with the same people (nurse and doctor) in my community. We’ve developed a special relationship.”*  
Mother from Québec

*“Through the clinic, there was always someone who could see me and anticipate problems. Although I rarely saw the same person, each and every one of them were well informed about my pregnancy. It was reassuring to see that they knew what happened previously and I didn’t have to repeat all of my history.”*  
Mother from British Columbia

*“I would have liked that my files be more complete – when I saw different doctors, they weren’t aware of my high blood pressure.”*  
Mother from the Western/Northern Region

### 2) Perceptions of Multidisciplinary Collaborative Care Concept

*“Everyone who cares for me is aware of my wishes and respects them.”*  
Mother from British Columbia

*“It could be very reassuring for the mother – different people, different perspectives and different personalities – Maybe more time for questions.”*  
Mother from Ontario

*“Pregnant women’s options of care and involvement in decision making would remain the same or increase – should not decrease!”*  
Mother from Western/Northern Region

*“It could be more time efficient for me and for the doctors. If a nurse can do some of the work, maybe I won’t have to wait as long for my appointments.”*  
Mother from the Atlantic Region

*“I see the potential for limiting my choices – I don’t want them to give me whoever is supposed to see me according to their “big” plan. I want to have a say.”*  
Mother from Québec

### 3) Opinions on Advertisement Options

#### Advertisement – “Women and Maternity”

- ⇒ “Belly caught my eye”
- ⇒ “Makes me think of an electoral pamphlet”
- ⇒ “It is informative but why would I read it?”
- ⇒ “What about single mothers, same sex couples?”
- ⇒ “Don’t see myself in the ad – how am I impacted?”
- ⇒ “Multidisciplinary – sounds like someone is telling me what to do”
- ⇒ “Looks like they are trying to sell something”
- ⇒ “Another health care issue that won’t go anywhere”
- ⇒ “Comforting but not informative”
- ⇒ “It’s about the baby and the mom”
- ⇒ “Working together”
- ⇒ “How is this different from what we have now?”
- ⇒ “Group picture is not effective”
- ⇒ “Why isn’t mother integrated with team?”
- ⇒ “There should be more visible minorities”
- ⇒ “I understand what they want to do; don’t understand how they will do it”
- ⇒ “It leaves me with more questions than answers”
- ⇒ “Not sure what it means for the community”
- ⇒ “Wedding ring is a problem for representation”
- ⇒ “Better aware of the existence [collaborative care]. Not better aware of the benefits”
- ⇒ “Not enough on how specialists will work together”

#### Advertisement - “Health Care Professionals”

- ⇒ “Health care professionals look genuine”
- ⇒ “Shows more focus on the mom and baby, and team centred approach”
- ⇒ “Has a life insurance feel to it”
- ⇒ “It’s about the baby and the mom”
- ⇒ “Makes me feel overwhelmed that I might have to see four people during my pregnancy”

- ⇒ “Wedding ring sends wrong message”
- ⇒ “Will this be privatized care?”
- ⇒ “It is all about mutual trust and teamwork”
- ⇒ “Finger on baby’s hand is most effective picture”
- ⇒ “No references to families with mom and baby”
- ⇒ “Professionals look like a family”
- ⇒ “Not cultural diverse”
- ⇒ “Explains purpose, but what are they doing with it”
- ⇒ “Focus on trust and teamwork doesn’t include the mother”
- ⇒ “Health care providers look to be working together”
- ⇒ “Conveys the message that is care is more mother-friendly childbirth experience”
- ⇒ “I understand what you want to happen and what the goal is – don’t know how it will happen”
- ⇒ “See a lot of care and reassurance throughout the ad”
- ⇒ “See advantages for the professionals; not for mothers”
- ⇒ “Still don’t understand what it means for me”
- ⇒ “Where can I get more information”

### Advertisement– “Canadian Perspectives”

- ⇒ “Too many words; too much to read”
- ⇒ “My husband wouldn’t read either”
- ⇒ “Seems opposite to team approach with moms on one side and professionals on the other side”
- ⇒ “Makes me think of the army with the ‘Canadian’ perspectives”
- ⇒ “If I look long enough I see the benefits”
- ⇒ “Message about greater satisfaction for all is great message and has meaning for pregnant mothers”
- ⇒ “Empowerment of mothers and their families is interesting; however, it is at the end”
- ⇒ “Not much cultural diversity”
- ⇒ “Have to be motivated to read”
- ⇒ “Mother should be posing with professionals”
- ⇒ “As a Québécoise, I don’t feel this ad is geared towards me – because it’s geared to Canadians”

## Participant Quotes

- ⇒ “Not understanding what the words mean”
- ⇒ “Childbirth is more than just the mother – it is something my husband and I are doing together”
- ⇒ “Faces seem to make sense with the professions”
- ⇒ “Eliminate the opinions of the professionals as it makes the ad too wordy”
- ⇒ “Targets well-educated women”
- ⇒ “Another health care initiative that won’t go anywhere”
- ⇒ “Big words say too much”
- ⇒ “Targets other moms, higher incomes, university educated”