Canadian Association of Midwives
2009 Conference - Winnipeg
Nov. 6, 2009

Birth, A Joyous
Community Event 
(from the TV series …)
Intro to TV series

- IPY outreach project on Inuit wellness broadcast APTN-North (and 360-N in Alaska) May 2009
- Focus on health issues of shared concern and community-based solutions and ‘promising practices’
- Linkage to ongoing IPY research, Inuit Health Survey
- Use of ‘communication for change’ model using multiple channels of delivery
- Three 2 hour live TV shows May 11-13, 2009
  - Inuktitut and English open-captioning/subtitles
  - Three themes: men’s health and wellness; maternity care; youth resilience
Intro to TV series cont’d

- Panel presentations with skilled moderator and studio audience
- Video vignettes of community programs and IPY funded research: Inuit Health Survey
- Use of Skype, community-based and virtual focus groups, telephone, Web site streaming (+ additional resources) and E-mail
- Development of DVDs and videos archived on Web sites (National Aboriginal Health Organization and National Inuit Youth Council)
- Live TV broadcast, including expert panels and interaction with live audience(s), virtual youth and community focus groups
- Additional ongoing dissemination through Web site(s), DVDs, presentations and newsletters

Host: broadcaster and clothing designer, Karliin Aariak

Photo © Ed Maruyama
Nutaraqtaarniq Nunalingnirmiunut Alianaippuq
Birth, a joyous community event – about Inuit maternity care
May 12, 2009

- Background: Demand was increasing for more communication about Inuit midwifery


- Initial AV products and then going to the next level with live TV

- Working Group for content development

Youth working group member, panelist and maternity audience member: Jennie Williams from Nain.

Photo © Ed Maruyama
Birth, a joyous community event

Tuesday, May 12, 2009

Photos: Maternity program panelists – Elashuk Pauyungie, Natsiq Kango, Dr. Madeleine Cole (audience), Akinisie Qumaluk, Martha Greig, Annie Buchan. Photos © Ed Maruyama
Goal for the TV program

• To encourage community-based maternity and midwifery care options in all Inuit regions

Objectives for content of the program

• To encourage more public comfort and awareness

• To communicate about strategies, research and resources

• To motivate more Inuit women to ask for and complete maternity and midwifery training

Maternity care audience members: Inuapik Sagiatok and Mary Buscemi and son.

Photo © Ed Maruyama
Among the topics discussed on the TV program were:

- Historical context of maternity care before evacuation policies
- Diet changes
- Breastfeeding
- Recent birthing story from Cape Dorset
- Community reconnecting through birthing
- Naming practices
- Terminology
- Adoption
- Fibronectin research
- Combining Inuit knowledge and Western medicine
- Inuit Health Survey and some relevant findings to maternity care
- Nain Focus Group on evacuation impacts
- Inuit midwives as the voice of women and protectors of unborn child providing wholistic care and, doing healthy pregnancy promotion
- Nunavut curriculum development
- Vignette - Kaktovik, Alaska on Community Health Practitioner role in maternity care
- Gestational diabetes
- Elder’s perspectives on healthy pregnancy

- Inukjuak Focus Group on the advantages of having a birthing centre with midwives
- Risk issues
- Vignette - Rankin Inlet birthing centre and Nunavut training program
- Update on Nunavut programming
- Vignette – Sisimiut, Greenland on Greenlandic lay-midwives program
- Vignette – Nunavik midwifery services, training and certification
- Arctic and international contexts concerning midwifery
- Inuvik Focus Group on their hopes for maternity care
- Pauktuutit’s birthing knowledge research
- Women’s rights
- Community mobilization
- Inuit Tuttarvingat midwifery information activities
Play vignettes – Alaska, Greenland, Nunavut and Nunavik
Is this a case study of ‘Communication for Social Change’?

Rockefeller Foundation and Johns Hopkins University Center for Communication Programs

“... a process of public and private dialogue through which people define who they are, what they want and how they can get it.”

• Reference: Gumuclo, 2001
• Sustainability of social change more likely if individuals/communities affected own the process and content
• Empowering, horizontal relationships, with bias toward local content and ownership, and giving ‘voice’ to unheard
• Communities should be agents of own change
• Emphasis from persuasion and transmission of outside technical expertise to dialogue, debate and negotiation of issues that resonate with the community
• Emphasis on outcomes beyond individual behaviors to social norms, policies, culture and supporting environment
Evaluation Approach and Methods

• Utilization Focused Evaluation Approach (Patton, 2008)

• Engagement of stakeholders to identify key questions and methods

• Methods used: participatory/observation; document review; key informant interviews; Web site tracking (ongoing)

Quotes from Community Focus Groups featured on the maternity program

• “It was us getting together and being able to participate on the national Level. We were excited to be involved. Not too many times we’re involved at that level.” -- Delores Harley, Community Focus Group Facilitator, Inuvik

• “One night we participated through Skype and the girls were wonderful. They were so excited they were jumping up and having so much fun with the live part of that.” -- Elsie Diamond, Nain Community Focus Group
Evaluation Outcomes

Key messages received on maternity care

“Birthing is supposed to be a wonderful experience”; “The importance of traditional midwifery”; “The importance of maternity centres in Northern communities.”

Actions planned

“I’m going to share these videos with research partners and community partners.” -- Midwifery audience member

“Bring this knowledge to my home community Nain and consider Inuit maternity care myself.” -- Midwifery audience member

*Quotes from audience surveys and key informant interviews.*
Skype: The host talks with members of a community focus group.

Photo © Ed Maruyama
Overall Feedback on the TV series

• Project perceived as successful by many participants: project team; panelists; community focus groups; viewers; others

• Project generated a lot of interest: New informal/formal networks; Increased motivation for action; Increased tools for action

• There are process and technical learnings that will be applied to any future work with the communications model.
Acknowledgements

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• Project Team Leaders
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  – Dianne Kinnon
  – Kath Clarida – EnTheos Films
  – Mark Hamilton – Inuit Communications (ICSL)
  – Denise Rideout (Communications)
  – Alex Stubbing and Cynthia Pitsiulak (Assistants)

• Participants: panelists, moderator, studio audiences, community focus group members, youth virtual focus group members, technical team, videographers, community members, show participants and viewers, evaluation team
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Contact:
Catherine Carry, Senior Program Officer
Inuit Tuttarvingat, NAHO
220 Laurier Avenue West, Suite 1200
Ottawa ON K1P 5Z9
E-mail: ccarry@naho.ca
Web site: www.naho.ca/inuit
TV Series: www.inuitwellness.ca
Toll-free: 1-877-602-4445 ext. 252
-or- 1-613-760-3515

Catherine Carry, Project Manager, thanking the funders on the maternity show.
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