



## Case study

# Pilbara Baby Baskets Program

The Pilbara Baby Basket Program was developed to encourage regular syphilis screening in pregnant women during their antenatal and postpartum care.

## Project overview

Women were invited to participate in the Pilbara Baby Basket Program at the start of their pregnancy. At each antenatal appointment, participants were screened for syphilis and given a basket of child and maternal health goods. They received up to four baby baskets during their pregnancy (see Table 1).

The regular appointments encouraged the participants to engage with the health service and helped build rapport with clinical staff in Newman, Jigalong, Punmu, Kunawarritji, Parngurr and Nullagine.

Participants provided written consent for ongoing participation and engagement throughout their antenatal care.



Table 1 Distribution schedule of baby baskets

Stage of pregnancy	Blood test conducted (Y/N)	Baby basket offered (Y/N)
12–14 weeks	Y	Y
28 weeks	Y	N
32 weeks	Y	Y
Birth	Y	Y
Home visit	N	Y

## Partners

The project was a joint initiative between WA Country Health Service (WACHS) in the Pilbara and Puntukurnu Aboriginal Medical Service (PAMS). Staff from various departments were involved including:

- Health promotion officers (WACHS)
- Aboriginal health workers (WACHS)
- Public health nurses (WACHS)
- Child health nurses (WACHS and PAMS)
- Midwives (WACHS and PAMS)
- Regional sexual health coordinator (WACHS)
- Clinical nurse specialists (WACHS)
- Obstetrician and gynaecologists (WACHS)
- Coordinator of nursing and midwifery (WACHS)
- Clinical paediatrician and maternity manager (WACHS)
- Sexual health nurse (PAMS)
- Remote clinical nurses (PAMS)
- Remote community stores

A working group was also formed to guide the project.

## Results

To date, 25 baskets have been distributed across the 10 participants with three women having received all four engagement packs.

Screening throughout the program resulted in the identification of one syphilis case as well as one combined case of chlamydia and gonorrhoea. All were identified at the first engagement opportunity during the 12–14 weeks screening appointment.

There are 10 women currently signed up to the Pilbara Baby Basket Program (as at September 2020).

## Lessons learnt

Challenges to the project included adequate commitment and representation during planning meetings to steer the project and make decisions in a timely manner. Initial program sign-up was slow, until word started to circulate via program participants and service providers.

The project highlighted difficulty in data collection and monitoring for syphilis screening throughout the program as the services utilise different health recording systems.

Once the women have birthed, it was difficult to obtain if antenatal bloods have been conducted. In future, it is suggested to increase the process for data and screening results the baby basket project could be promoted and displayed in the weekly 'nursing muster' which is implemented across all hospital sites in the Pilbara region.

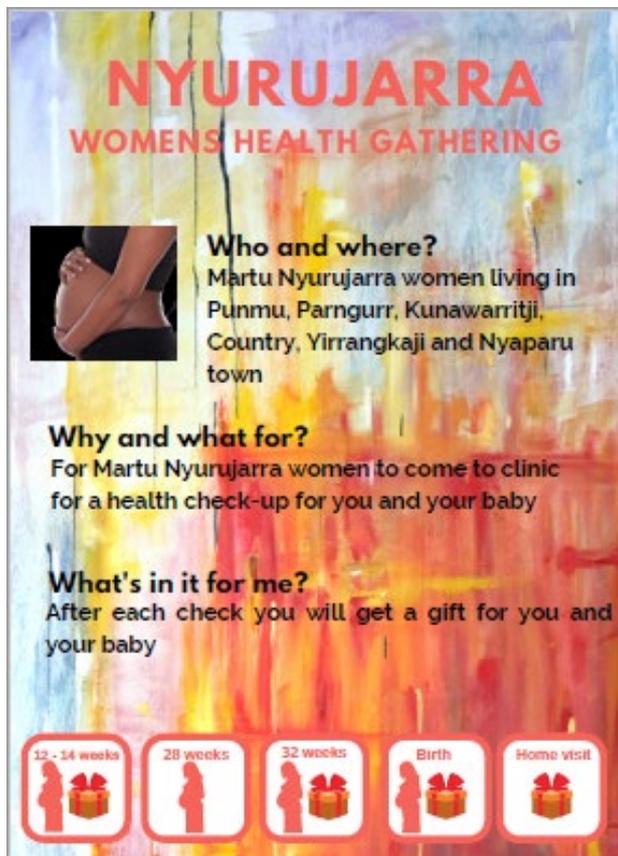
The project has enabled the building rapport among the women and service providers ensuring consistent antenatal care. This has enabled the cross continuity of services through the antenatal, birth and postnatal periods. It has provided cross-disciplinary work which has opened further opportunity and pathways for engagement into the program.

## More information

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**NYURUJARRA**  
**WOMENS HEALTH GATHERING**

**Who and where?**  
Martu Nyurujarra women living in Punmu, Parngurr, Kunawarritji, Country, Yirrankaji and Nyaparu town

**Why and what for?**  
For Martu Nyurujarra women to come to clinic for a health check-up for you and your baby

**What's in it for me?**  
After each check you will get a gift for you and your baby

12 - 14 weeks   28 weeks   32 weeks   Birth   Home visit

The poster features a background of abstract, colorful brushstrokes in shades of blue, yellow, and red. At the top, the title 'NYURUJARRA WOMENS HEALTH GATHERING' is written in bold, red, uppercase letters. Below the title, there is a small black and white photograph of a pregnant woman's belly. To the right of the photo, the text 'Who and where?' is followed by 'Martu Nyurujarra women living in Punmu, Parngurr, Kunawarritji, Country, Yirrankaji and Nyaparu town'. Below this, 'Why and what for?' is followed by 'For Martu Nyurujarra women to come to clinic for a health check-up for you and your baby'. Further down, 'What's in it for me?' is followed by 'After each check you will get a gift for you and your baby'. At the bottom, there are five icons in red-bordered boxes, each representing a different stage of pregnancy: '12 - 14 weeks', '28 weeks', '32 weeks', 'Birth', and 'Home visit'. Each icon shows a silhouette of a woman and a baby, with a gift box icon next to it.

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