

supporting the stillbirth journey

using human-centered design to identify opportunities for in-hospital improvement

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This work was done on the unceded lands of the Musqueam, Skwxwú7mesh-ulh Úxwumixw (Squamish) and Tseilil-Waututh peoples.

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introduction

How can we identify the core needs of people who have experienced a stillbirth, to improve the in-hospital journey?

Approximately 3000 families experience a stillbirth annually in Canada. Nearly all take place in the hospital setting, where the experience of care can be uneven, confusing, and heartbreaking, from diagnosis to delivery, to discharge home. To help families navigate their hospital experience, BC Women's Hospital + Health Centre collaborated with the Emily Carr University Health Design Lab to "shift [the] focus from helping people to fit our care delivery system, to one where we design our care delivery system to fit people" who have experienced a stillbirth⁴.

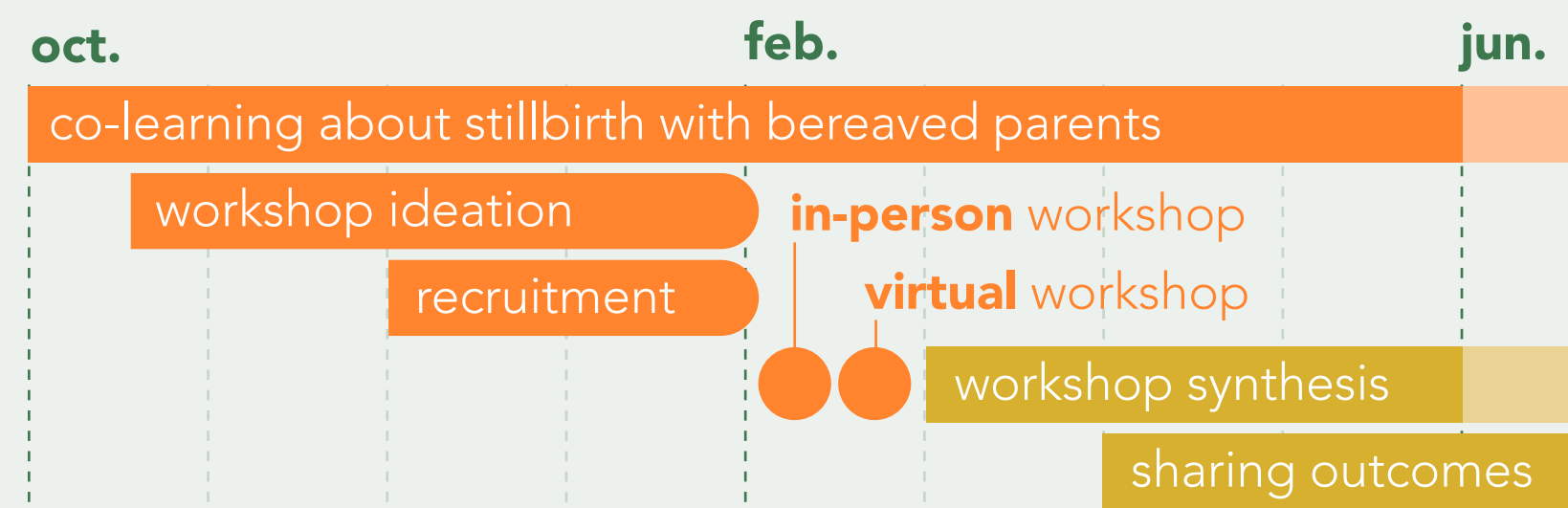
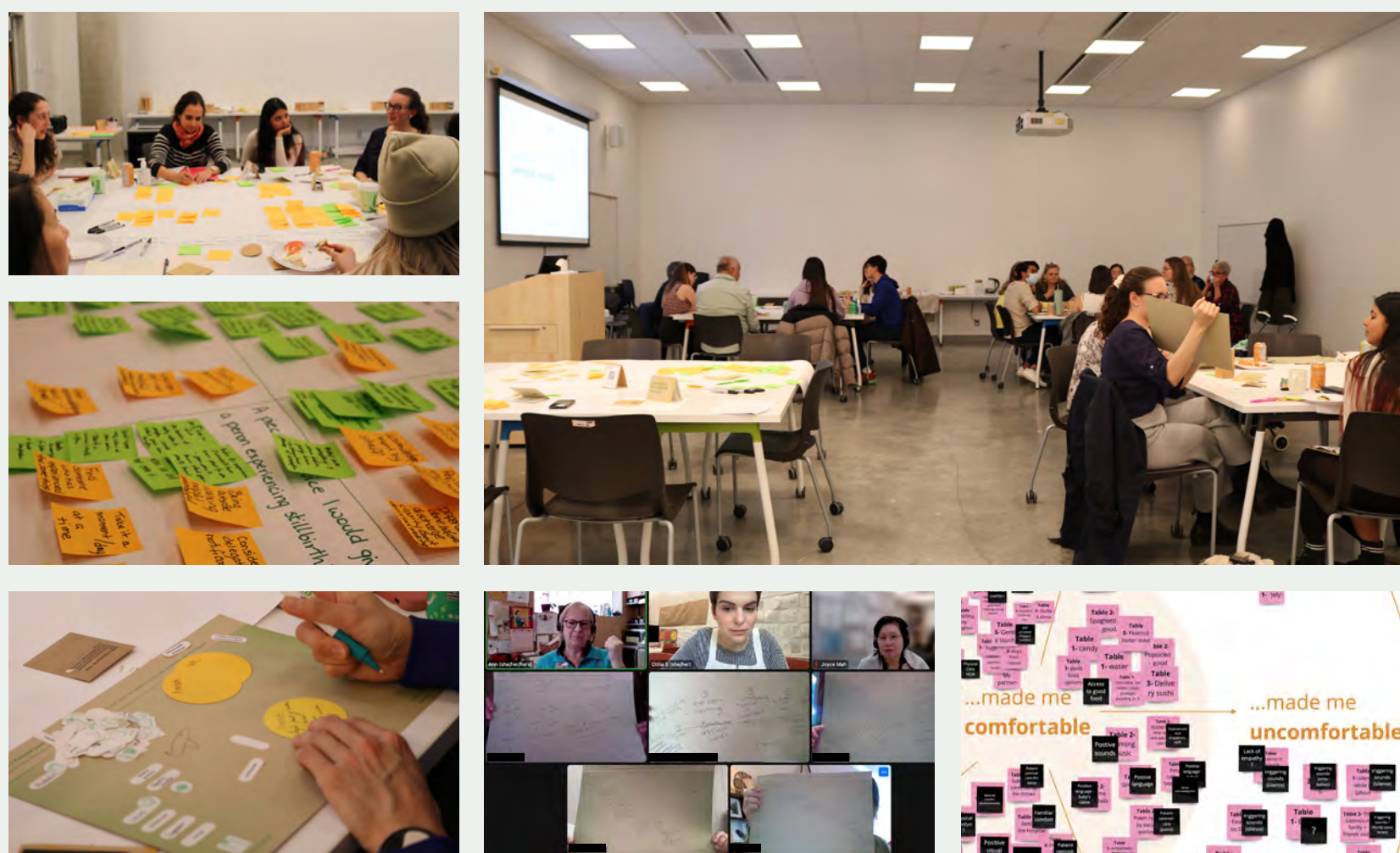


figure 1: phase 1 project timeline (2022-2023)

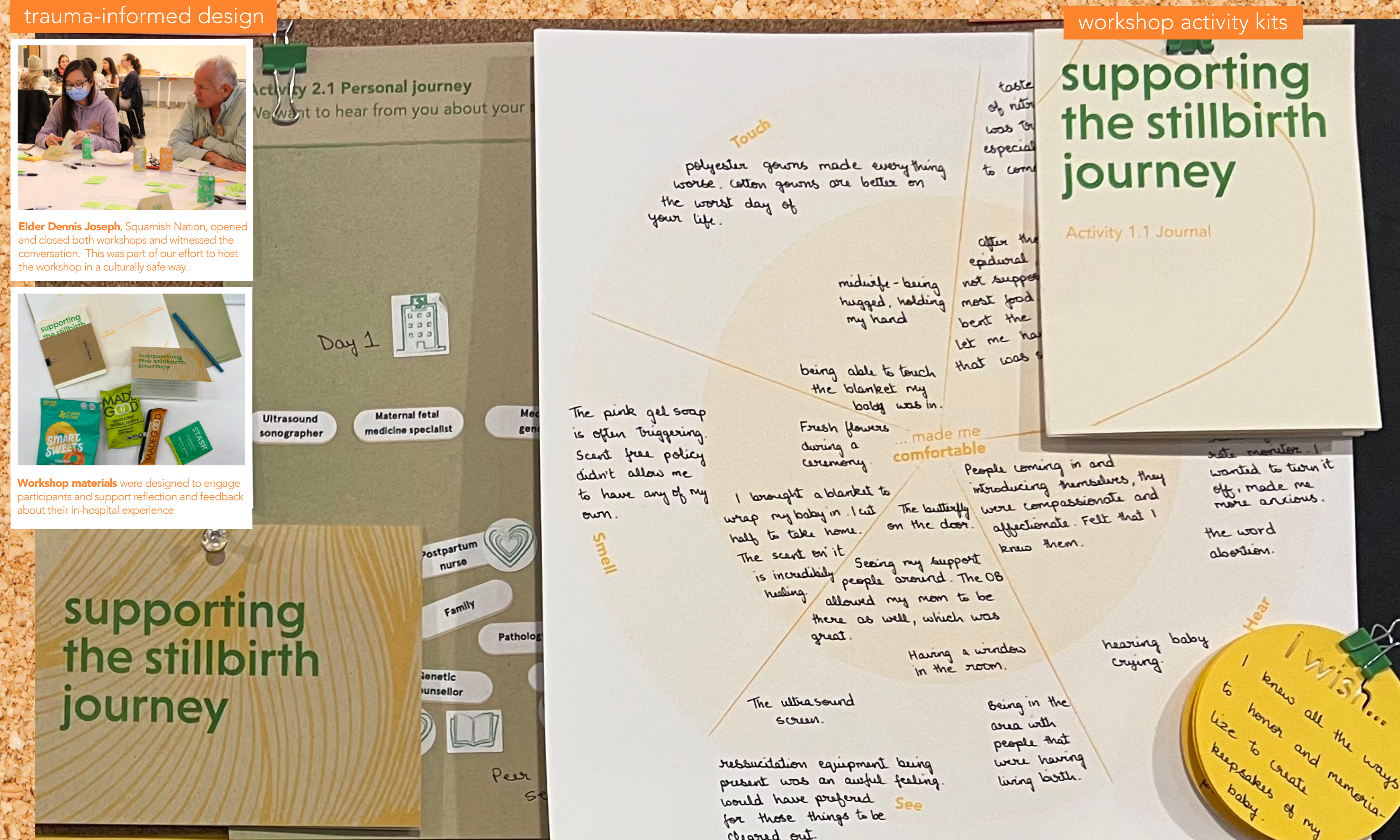


co-design with community

A 17-person core design team collaborated on all aspects of the project. The team included bereaved parents and partners, multidisciplinary clinicians, a designer and design students, Indigenous health leaders, program staff and project managers. The goal of the team was to host two workshops (1 virtual, 1 in person) with 30 bereaved parent participants to learn more about the in-hospital experience of stillbirth. Content from the workshops was analyzed by the core design team and shared with key stakeholders.

human-centered design approach

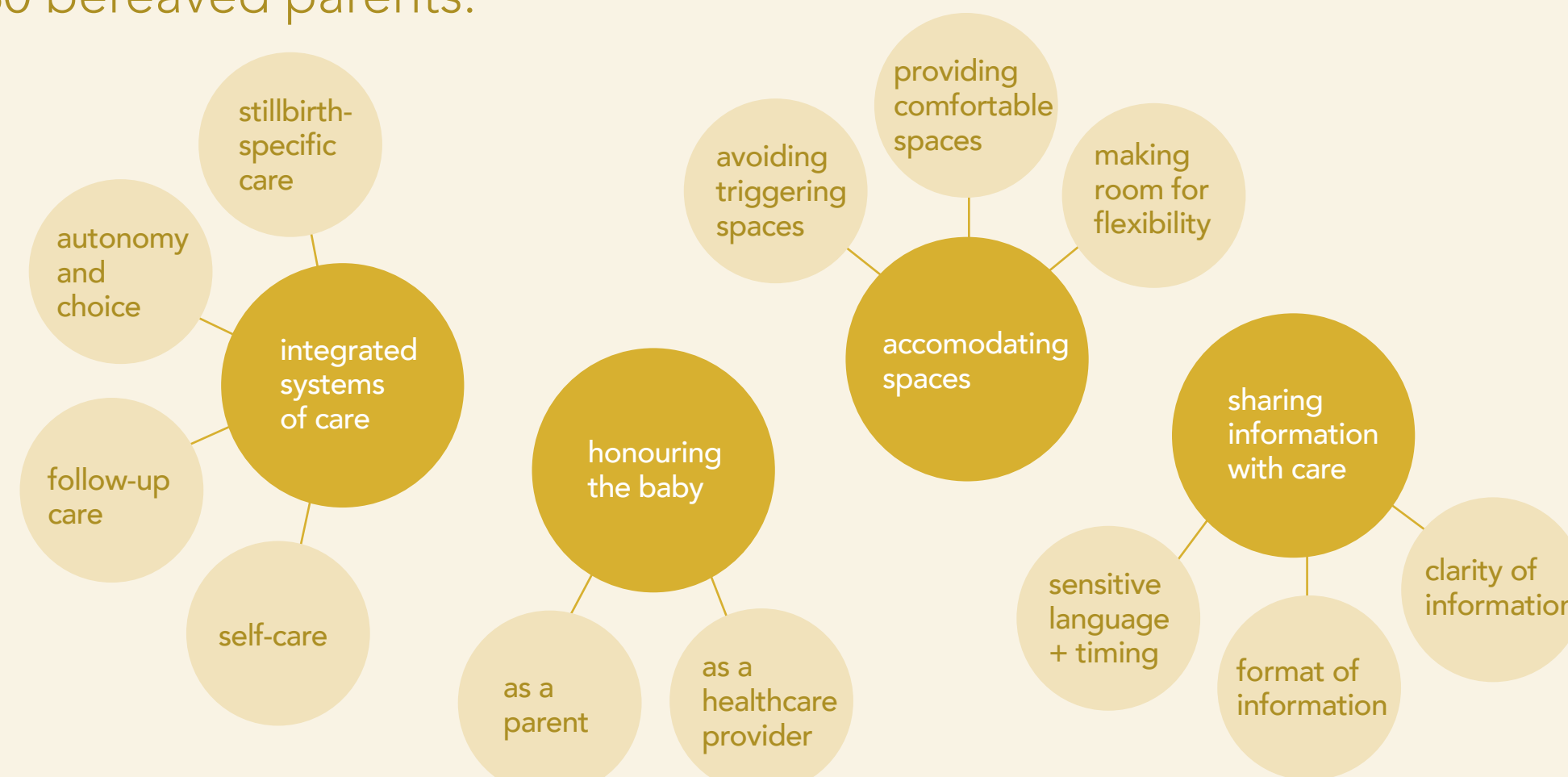
⁴ Scan to learn more about quality improvement through human-centered design. Melleis, Manjike & Albayrak, Armagan & Goossens, Richard. (2020). Innovating Health Care: Key Characteristics of Human-Centered Design. International Journal for Quality in Health Care. 33, 10.1093/itqhc/mzaa127.



opportunities for improvement

summary of workshop themes

The themes and associated insights were informed by 30 bereaved parents.



future directions

These themes are guiding the future directions of this work, including:

- Integrating a bereavement doula onto the support team.
- Hosting a Talking Circle to establish cultural safety amongst key stakeholders.
- Revising training for providers involved in supporting patients who experience a perinatal loss.
- Developing a patient-facing resource that better meets the needs of bereaved parents.

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