The Canadian reference for pregnancy health and medications

Healthy Pregnancy Hub



Annual Impact Report 2025-2026

From November 1st, 2025 to October 31st, 2026

Our Mission in Action

The Healthy Pregnancy Hub was created in 2024 to translate scientific research on medication safety in pregnancy into accessible, reliable, and easily understood content.

In 2025–2026, we continue our mission by reaching **over 28,000 website visitors**, over **100,000 views** across our social medias, and producing **26 new bilingual factsheets.**

To learn more about our mission and the other initiatives in the Canadian Mother-Child Initiative on Drug Safety in Pregnancy (CAMCCO), watch our video here.

A message from our leader



Anick Bérard, PhD
Principal investigator Canadian Mother-Child Initiative on Drug Safety in Pregnancy (CAMCCO-Research, Training, Knowledge-Dissemination).
&
Director Research Unit on Medications and Pregnancy, Azrieli Research Center CHU Ste-Justine

Every week, someone in the middle of a pregnancy has to decide whether to start, stop, or continue a medication. Too often, the answer they find is a vague warning, or advice that contradicts what they heard the day before. The Healthy Pregnancy Hub exists to change that.

Over more than 20 years of studying medication safety in pregnancy, I have seen how much useful evidence never leaves academic journals. Parents don't need to be frightened into avoiding everything. They need the facts, presented plainly: what we know, what we don't yet know, and how the risks compare with the benefits of treatment.

This was a year of growth and collaboration. Our library now holds 92 factsheets, 26 of them new this year, and 53 multimedia resources, 16 of them new. We also kept working to reach communities that are too often left out of the conversation through activities. Thousands of families and healthcare professionals now rely on the Hub. I am grateful to the team, partners, and contributors who made that possible.

Still, the numbers only tell part of the story. What I value most is what happens after someone reads a factsheet or listens to an episode: a more confident conversation with their doctor, midwife, or pharmacist, and a decision made together rather than out of fear.

That is the principle behind everything we do. We don't tell people what to choose. We give them clear, complete, accessible information, and we trust them and their care teams to use it well. Equity and inclusion are part of that promise, because research only matters when it reaches the people it was meant to serve.

In the year ahead, we will keep listening to the people who use the Hub and let their questions guide what we create next. The Hub is more than a website. It is a community built on the belief that accurate, accessible knowledge makes pregnancy safer for everyone.



2025-2026 Highlights: A Year of Growth

In its second year, the Healthy Pregnancy Hub expanded its reach, developed new evidence-based resources, and strengthened connections with families, healthcare professionals, and community partners across Canada. Here are some of the milestones that shaped our year.

28,701
families and professionals reached through our website

26
new bilingual factsheets

16
new educational resources

124
conversations were answered by Serene, our chatbot

932
new followers on our social media

YEG Parents
WHAT PARENTS TALK ABOUT

33
parents engaged in discussions co-hosted with community-based organisations.

Alima
Centre de nutrition sociale périnatale

En collaboration avec
Fondation Olo

Turning Evidence into Action

Building on this year's achievements, we continued turning research into accessible, trustworthy information through bilingual resources and community partnerships. Here is how we put evidence into action in 2025–2026.

> “Thank you for all the information you’ve shared with us and for your commitment to the well-being of mothers and babies.”
> — Parent at our community event

Factsheets

- **26 new bilingual factsheets** covering 21 medications and 5 medical conditions during pregnancy and lactation. Each factsheet was reviewed by experts and developed with equity and inclusion in mind.
- Most consulted:
    - Omeprazole (Losec®) & Esomeprazole (Nexium®) - 2074 views
    - Citalopram (Celexa®) & Escitalopram (Cipralex®) - 1568 views
    - Diclectin® (Doxylamine-Pyridoxine) – 1,192 views

Resources



Videos

- **9 videos** shared across YouTube, the website, and social media.
- **12,885 views** on Youtube and social media, compared with 2,075 views last year.
- Most popular topics: nausea, antihistaminic, gestational diabetes.

Infographics

- **5 new infographics** presenting research findings in clear, accessible format.
- **830 page views and 217 dowloads**, compared with 173 views and 34 downloads last year.
- Popular topics: hyperemesis gravidarum, allergies, nausea, and mental health.

Articles

- **2 articles** published in YEG Parents Magazine, extending our outreach to parents and families.

Community Partnerships and Events

- **4 community workshops** held in Montreal with Alima and Fondation Olo, bringing together parents from Inuit and newcomer communities to inform resources on prenatal multivitamins.
- Supported *Voices of HG: Canadians Speak Through Art*, an exhibition highlighting lived experiences of hyperemesis gravidarum.
- Participated in the PWHR webinar Closing the Inclusion Gap: Progress and Innovation in Pregnancy Research.

Growing Our Reach

Behind every number lies a story of connection and shared learning. In 2025–2026, we expanded our reach across digital platforms and deepening engagement with families, professionals, and communities. Through our website, newsletter, and social media presence, we created spaces where evidence and experience could meet, making trusted information on medication safety during pregnancy more visible and relatable for everyone.

Website reach

- Website audience gre by 41%
- 54% French-language and 43% English-language website usage



Newsletter growth

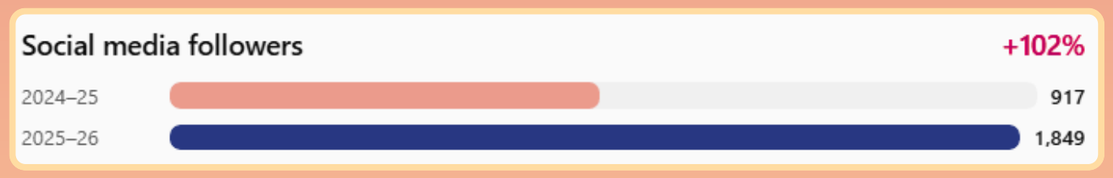
- Our newsletter growth doubled
- Open rate of 49.0% and a click rate of 12.4%



Social media audience growth

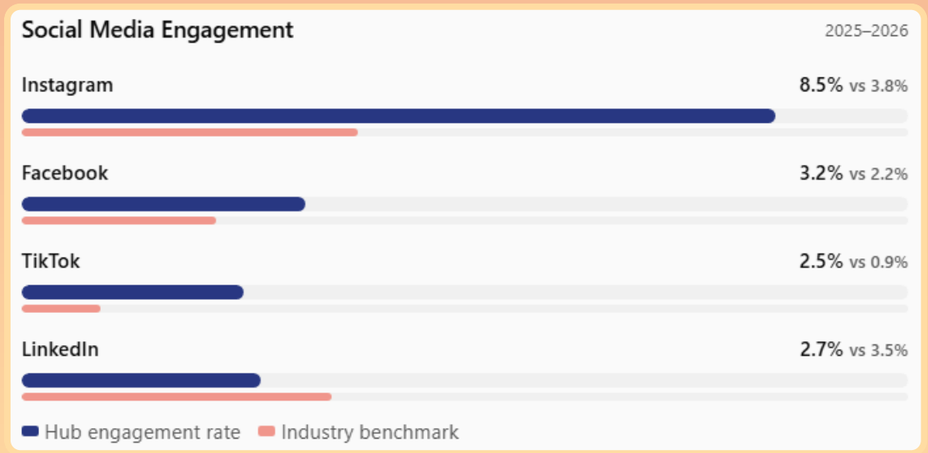
Social media followers more than doubled.

- French-language accounts: +440, Total 1,004
- English-language accounts: +492, Total 845



Social media engagement:

Over 100,000 views accross our social media
Engagement rates exceeded selected healthcare industry benchmarks on Facebook, Instagram, and TikTok:



*Comparaison based on Hootsuite report: *Social media benchmarks: 2026 data + tips* engagement rate for healthcare, 2 posts per week

"Thank you, very interesting content"

— Comments received on our social media

What We Learned

Our second year was not only about reaching more people, but also about learning from their questions, experiences, and engagement with our resources. These insights are helping us identify priorities and strengthen how we share evidence-based pregnancy information.

Listening to communities makes resources more relevant

Our workshops with parents from Inuit and newcomer communities highlighted the importance of understanding different experiences, questions, and barriers to accessing pregnancy information. These conversations are helping inform resources that better reflect the communities we serve.

Everyday health questions remain a priority

Our most consulted factsheets focused on commonly used medications, including treatments for acid reflux, mental health conditions, and nausea. This reinforces the importance of providing clear, evidence-based answers to questions people encounter during pregnancy.

Accessible information comes in different formats

Growing use of our videos and infographics shows the value of offering information beyond written factsheets. Combining text, visuals, and video gives families and professionals different ways to explore research findings.

Building an audience requires ongoing connection

Growth in website users, newsletter subscribers, and social media followers highlighted the importance of maintaining a consistent digital presence. Reaching people is an important first step toward making trustworthy pregnancy information more accessible.

As the Hub continues to grow, these lessons will guide how we develop resources, engage communities, and make research more accessible to families and healthcare professionals across Canada.



Looking Ahead to 2027

Building on two years of growth and collaboration, the Healthy Pregnancy Hub will continue expanding access to evidence-based information while strengthening its connections with families, healthcare professionals, and communities across Canada. Our priorities for 2026–2027 focus on five areas.

1. Expand and Update Our Resources



Continue developing bilingual factsheets and educational tools on priority medications and health conditions, while reviewing existing content to reflect emerging research.

2. Bring More Lived Experiences into Our Content



Create more opportunities for parents with lived experience to contribute to videos, testimonials, and other educational resources that reflect diverse pregnancy journeys.

3. Strengthen Community Partnerships



Build on our community workshops and collaborations to better understand information needs, address barriers, and develop resources that reflect diverse experiences.

4. Grow Our Digital Reach



Improve the accessibility and visibility of our website and resources, while strengthening our newsletter and social media presence to reach more families and healthcare professionals.

5. Strengthen Knowledge Translation Practices



Continue improving how we communicate research through plain language, inclusive approaches, and different formats, while using feedback and engagement data to guide our work.

Together, these priorities will help us make pregnancy research more accessible, relevant, and useful to families and healthcare professionals across Canada.

Contributors & Partners: The People Behind the Hub

Their time and expertise ensure that every resource is scientifically accurate, accessible, inclusive, and grounded in lived experience.

Project Leadership

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Organisations Collaborating

MotherToBaby
You, Me, Baby
CHU Sainte-Justine
Swoo
YEG Parents Magazine
Black Physicians of Canada
Ancestral Hands Midwives
Womency
ReposPourMamans
CIHR Pan-Canadian Network for HIV and STBBI Clinical Trials Research (CTN+)
Alima: Le Dispensaire Diététique de Montréal
Fondation Olo
Service de Référence en Périnatalité pour les Femmes Immigrantes de Québec
Association de spina-bifida et d'hydrocéphalie du Québec (ASBHQ)
HG Canada

Supporters

CAMCCO-L
CIHR Institute of Gender and Health (IGH)
CanWaCH
University of Montréal
Society of Obstetricians and Gynaecologists of Canada (SOGC)
Canadian Collaborative for Childhood Cannabinoid Therapeutics (C4T)
Public Health Agency of Canada
Innovative Medicines Canada
Quebec Native Women Inc.
Immerscience Inc.
Knowledge Synthesis and Application Unit (KSAU)
Learning Health System Support Unit (SSA)
CEPPP
Maternal Newborn Child & Youth (MNCY)
The Partnership for Women's Health Research (PWHR)
Association of Faculties of Pharmacy of Canada (AFPC)
GROWW
ENRICH
MICYRN
SPOR Alliance

It's also important to acknowledge CHU Sainte-Justine's audiovisual teams and Marine Rousseau (freelancer) for their amazing work behind the production of our videos.

Funding & Acknowledgments

Our work this year was made possible through the collaboration, trust, and generosity of many individuals and partners who believe in the importance of equitable access to knowledge about pregnancy health.

Funding

The Healthy Pregnancy Hub is supported by public research funding and academic collaborations dedicated to improving the transfer of knowledge on medication use during pregnancy. We gratefully acknowledge the financial support received in 2025–2026 from:

- National Women's Health Research Initiative: Pan-Canadian Women's Health Coalition - CIHR Institute of Gender and Health (IGH) in partnership with Women and Gender Equality Canada (WAGE)
- « Soutien aux initiatives avec les collectivités et les entreprises - Collaboration avec les organismes communautaires » from Ministère de l'enseignement supérieur du Quebec (MES)

This funding allowed us to develop bilingual factsheets, host community activities, and strengthen the Hub's digital infrastructure for greater accessibility across Canada. We are deeply thankful to every organization that trusted our vision and helped us turn knowledge into action.

Acknowledgments

Our achievements this year reflect the collective efforts of a passionate and multidisciplinary team:

- Medical and research collaborators who reviewed and validated our materials.
- Community organizations that helped us reach diverse audiences.
- Partners and funders who made this initiative possible.
- Parents, families, and professionals who shared their experiences and insights.

To everyone who contributed their expertise, time, or lived experience : Thank you. The Hub exists because of your voices, and it grows stronger through your continued partnership.

CIHR IRSC | Institute of Gender and Health | Institut de la santé des femmes et des hommes

Université de Montréal

What Is Next ?

Our first year showed the importance to engage in conversation on medications and pregnancy while our second year highlights the continuous need for accessible information regarding this topic. We are looking forward to seeing what our third year will teach us.

> “The Hub fills a critical gap by translating research into language families can use.”
>
> — Medical Reviewer

Everyday, we continue to help families to make informed decision with the support of their healthcare professionals.



Join Us in Shaping the Next Year!

The Hub’s success belongs to everyone who believes that every resource should be inclusive, reliable, and grounded in the realities of pregnancy.

We invite you to:

- **Explore our factsheets and resources at www.healthypregnancyhub.ca**
- **Share our materials within your community or network**
- **Collaborate with us to create or adapt new resources**
- **Reach out to info@healthypregnancyhub.ca with ideas, feedback, or stories to inspire future projects**

Together, we can ensure that every pregnant person — regardless of language, background, or location — has access to the information they need to make informed decisions about their health.

Thank you to everyone who visited, shared, or contributed to the Hub this year.