



The Canadian reference for pregnancy health and medications

Healthy Pregnancy Hub

Annual Impact Report
2024-2025



From November 1st, 2024 to October 31st, 2025



Our Mission in Action

The Healthy Pregnancy Hub was created to make scientific evidence on medication safety during pregnancy accessible, reliable, and easy to understand for everyone.



In 2024–2025, we put this mission into action by reaching **over 20,000 website visitors**, producing **66 bilingual factsheets**, and engaging **hundreds of families** across Canada.

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 lead researcher



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

When we launched the Healthy Pregnancy Hub, our mission was clear: to make trustworthy, evidence-based information about medication use during pregnancy accessible to all. Our goal was to bridge the gap between academic research and the people who need it most, namely expectant parents and the healthcare professionals who support them.

With over 20 years of experience studying medication safety in pregnancy, I have seen firsthand how vital information often remains trapped in academic journals, out of reach for those making critical health decisions. Pregnancy is already filled with uncertainty. When medication becomes necessary, expectant parents are often met with confusing advice, conflicting messages, and vague warnings to "avoid everything." What they really need, isn't more fear, its clarity. Parents deserve honest, transparent information about what we actually know regarding risks and benefits.

This past year marked our first full year in action, and I am incredibly proud of what we have accomplished together. We have released 66 factsheets, produced seven podcast episodes, shared 14 educational videos, and fostered meaningful conversation, especially in communities that are often too overlooked. Thousands of families and healthcare professionals have turned to these resources to help guide their decisions. But for me, the real success isn't in the numbers – it's in the trust we're building and the informed conversation we're enabling between patients and providers.

At the heart of everything we do is our commitment to promoting healthy pregnancies through accessible knowledge, equity, and inclusion. Research only makes a difference when it reaches the people it is meant to serve. Our role within the Healthy Pregnancy Hub isn't to tell people what to do – we provide them with clear, complete, and accessible information so they can make decisions with confidence, together with their healthcare team.

As we look forward to the year ahead, we remain dedicated and committed to growing, listening, and evolving with the communities we serve. The Healthy Pregnancy Hub is so much more than a website – it is a growing community built on the belief that accurate and accessible knowledge can make pregnancy safer for everyone.





2024-2025 Highlights: A Year at a Glance

In our first full year, the Healthy Pregnancy Hub grew from an idea to a national resource connecting science, clinical expertise, and lived experience. Each number below represents a step toward making evidence on pregnancy and medication more accessible, inclusive, and meaningful.

20,333

families and professionals
reached through our website



66

bilingual factsheets published
(12 on medical conditions and
54 on medications)



35

resources shared on our website
(14 videos, 14 infographics, and
7 podcast episodes)



5

parent stories turned into articles,
including 2 unique stories from
moms in Nunavut.



2

feature articles in YEG Parents
Magazine



12

parents engaged in a workshop
co-hosted with the Black
Physicians Association of Canada
and Ancestry Hands Midwives



Each fact viewed, episode played, or post shared reflects someone seeking answers — and finding them in language they can trust. This first year proved that when evidence is shared with empathy and inclusion, it truly reaches the people who need it most.



Highlights in Action

Building on the achievements highlighted on the previous page, this section takes a closer look at how we turned evidence into action in 2024–2025. Through bilingual factsheets, podcasts, videos, infographics, and community partnerships, we focused on translating research into accessible, trustworthy, and culturally responsive information.

“I felt heard and included in every discussion. My voice mattered.”

— Parent at our community event



Factsheets

- Topics included pain management, mental health, vaccines, gestational diabetes, hypertension, and chronic conditions. Each resource was reviewed by experts and developed through an equity and inclusion lens to reflect diverse pregnancy experiences in Canada.

→ Top three **most consulted** factsheets:

- Acetaminophen (Tylenol®) – 2,744 total views (FR : 1,937 | EN : 807)
- Diclectin® (Doxylamine-Pyridoxine) – 1,580 total views (FR : 645 | EN : 935)
- Sertraline (Zoloft®) – 744 views



Podcasts

- Themes included mental health, personal stories from mothers, nausea management, vaccination, and folic acid.
- Episodes were streamed 137 times across Spotify and YouTube.

Videos

- Videos shared across YouTube, the website, and social media.
- Most popular topics: acetaminophen, Respiratory Syncytial Virus (RSV), and nausea.
- Total reach: 1,188 YouTube views (average view duration: 2 min 21 sec) plus 887 social media views (EN 326 | FR 561).

Infographics

- Infographics designed to summarize research findings in a clear, visual way.
- Popular topics: mental health, pain medication, and gestational diabetes.
- Total reach: 34 downloads + 173 page views.

Community Partnerships and Events

- In collaboration with the *Black Physicians Association of Canada* and *Ancestry Hands Midwives*, we hosted a community workshop with parents from black communities in Scabourough, Toronto, Ontario.
- Discussions focused on pain management, mental health, and feedback on the Healthy Pregnancy Hub.





Engagement & Reach

Behind every number lies a story of connection and shared learning. In 2024–2025, 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.



Media and Outreach

2 feature articles published in *YEG Parents Magazine* as part of a growing partnership to expand the Hub’s reach beyond academic and medical circles.



Staying Connected

Our newsletter reached 82 subscribers with an open rate of 61.1% and a click rate of 13.5%, reflecting strong interest in ongoing updates and new resources.



Digital Presence

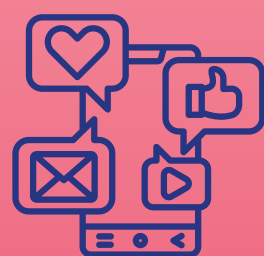
- 20,333 unique website visits
- 53% French | 44% English users
- Strongest audience: Women aged 25–44 across Canada



Social Media Highlights

Our community grew across all platforms this year:

- +729 followers (FR) combined on Instagram, Facebook, LinkedIn, and TikTok
- +522 followers (EN) combined on Instagram, Facebook, LinkedIn, and TikTok



Engagement rates exceeded industry benchmarks across all platforms:

- Facebook : 6.5% (average 2.2%)
- Instagram : 6.4% (average 4.0%)
- LinkedIn : 9.1% (average 3.6%)
- TikTok : 2.5–3.5% (average 1.7%)

These interactions go beyond metrics. They show that when knowledge is shared with clarity, empathy, and inclusion, it truly connects with the people who need it most.

*Comparaison based on Hootsuite report: [Social media benchmarks: 2025 data + tips](#) engagement rate for healthcare

“I’m amazed by how it is well tailored the Hub is to the Black community”

— Parent at our community event



What We Learned

Our first full year of activity was as much about listening and learning as it was about sharing knowledge. Every website visit, email, community conversation, and social media comment offered insight into what families and professionals truly need when navigating pregnancy and medication.

People need clarity, not just information

Visitors to the Hub frequently searched for everyday medications such as acetaminophen, Diclectin, and antidepressants. This reinforced our commitment to producing clear, plain-language content that translates complex research into accessible guidance.

Mental health and pain remain top priorities

Across all platforms, topics related to mental health, pain management, and nausea were among the most visited. This mirrors broader trends in perinatal health and confirms the importance of addressing both physical and emotional well-being.

Accessibility means more than translation

Bilingual content is essential, but accessibility also means being culturally sensitive and responsive to diverse experiences of pregnancy in Canada. And offering multiple format for people to access the content they need.

Engagement grows through dialogue

Our highest engagement rates came from posts and podcasts that combined scientific facts with humanity, and lived experiences. This confirmed that people connect most deeply with information that feels human and relatable.

The lessons from this year remind us that knowledge translation is a living process one that grows stronger through listening, reflection, and collaboration.

"I love that you can find all the information you need in one stop."
— Parent visiting the website



Our Priorities for 2026

Our first year has given us a strong foundation: a trusted platform, a growing community, and a deeper understanding of what families and professionals need when navigating pregnancy and medication. Building on what we learned this year, our priorities for 2026 focus on deepening inclusion, accessibility, and collaboration.

1. Strengthen Our Knowledge Offer



We will continue expanding our collection of bilingual factsheets and resources to address new topics identified by our users and partners including hypertension, preeclampsia, and chronic conditions that affect pregnancy health.

2. Amplify Stories and Voices



Building on the success of our podcasts and videos, we will create more opportunities for storytelling from parents and healthcare providers to community advocates.

3. Deepen Community Partnerships



We plan to host additional community workshops and discussion circles in collaboration with organizations serving diverse families across Canada.

4. Strengthen Our Digital Presence



We will continue improving the accessibility and user experience of our website and social platforms, making it easier to find, share, and understand information.

5. Nurture a Culture of Knowledge Translation



We will continue strengthening our capacity in plain-language communication, community engagement, and collaboration to make pregnancy research more accessible and impactful.

Together, these initiatives will strengthen our ability to make research more inclusive, relevant, and actionable for families 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.

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You, Me, Baby
CHU Sainte-Justine
Swoo
YEG Parents Magazine
Black Physicians of Canada
Ancestry 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)

Supporters

CAMCCO-L
CIHR Institute of Gender and Health (IGH)
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 Productions Arborescence, Université de Montréal and CHU Sainte-Justine's audiovisual teams, and Marine Rousseau (PhD student) 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 2024–2025 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 Québec (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.



Moving Forward Together

The Healthy Pregnancy Hub was created to make reliable, evidence-based information on medication safety during pregnancy accessible and easy to understand for everyone. Our first year has shown the power of that idea. When knowledge is shared clearly, compassionately, and in collaboration with communities, it bridges the gap between uncertainty and advocacy. As we grow, our commitment remains the same:

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

— Medical Reviewer

To ensure every resource is inclusive, reliable, and grounded in the realities of pregnancy.



Join Us in Shaping the Next Chapter!

The Hub’s success belongs to everyone who believes that informed care is equitable care.

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 with feedback or stories that can 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.**



**Your support makes this mission possible
thank you for being part of it!**