

MotherToBaby Information Service



- Provides evidence-based information on current data regarding benefit or risk of medications and other exposures during pregnancy and while breastfeeding
- Information on vaccines, chemicals, herbal products, supplements, substances, maternal health conditions
- Service provided at no-cost to recipient
- In English and Spanish



MotherToBaby.org/contactus



MotherToBaby Information Service continued



- First established in 1980's
- 14 services in the U.S. that serve residents of all 50 states and territories through a routing system
- Staffed by genetic counselors, pharmacists, nurses, health educators, each with a medical director
- Funding provided by
 - HRSA-MCH
 - CDC
 - State and local resources



MotherToBaby Information Service continued



- 35-40,000 queries annually come from:
 - Pregnant and lactating persons 80%
 - Health care providers 20%
 - Exposures in lactation 30%
- Information provided by:
 - Email 27%
 - Live chat 43%
 - Text 7%
 - Telephone 23%

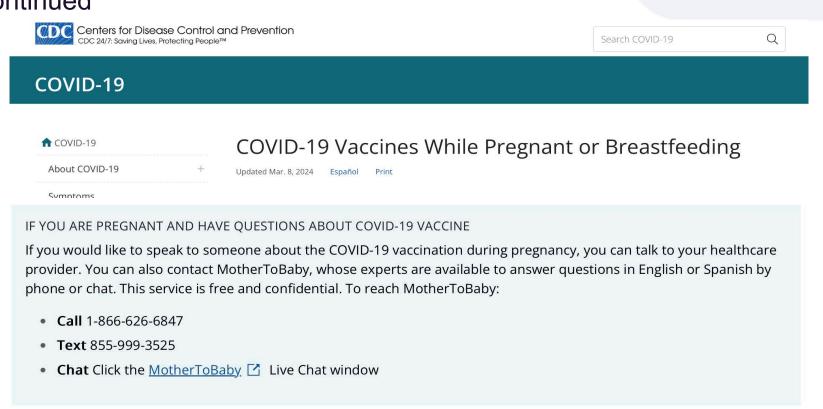






MotherToBaby Information Service continued





>16,000 sessions on COVID vaccines and infections

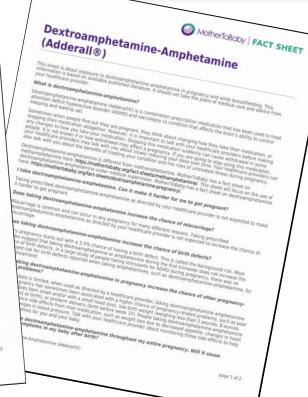
MotherToBaby Fact Sheets

- Answer frequently asked questions about many common exposures during pregnancy and breastfeeding
- Free to view, download, print from website
- Reviewed/updated annually
- Also hosted on the National Library of Medicine website

MotherToBaby.org/Fact-Sheets





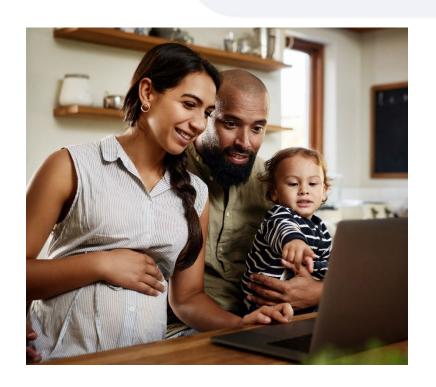




MotherToBaby Fact Sheets

continued

- >300 Fact Sheets on a variety of exposures from vaccines and medications, to occupational hazards, infections and herbal supplements
- Available in English and Spanish
- Since August 2022, viewed 4.5 million times



MotherToBaby Podcasts



- Gives listeners insight into the safety and risk of many different types of exposures that a pregnant or breastfeeding person may experience
- Hosted by Chris Stallman, genetic counselor, and MotherToBaby information specialist
- Includes interviews with key opinion leaders and topic area specialists

MotherToBaby/podcast





MotherToBaby®

- Launched in 2017, podcasts are now in their 5th season
- As of March 2024, there are 67 published episodes and ~35,000 unique downloads
- Recent podcast topics include: RSV vaccine, new weight loss medications, marijuana, maternal mental health, COVID-19 in pregnancy and HIV in breastfeeding

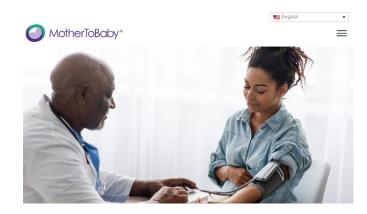


MotherToBaby Blogs



- Practical information
- Target audience is the general public
- Written by rotating staff of MotherToBaby experts
- Published monthly to the website in English and Spanish

MotherToBaby/baby-blog



Getting to the Heart of the Matter: Hypertension and Pregnancy among the Black Community

February 29, 2024

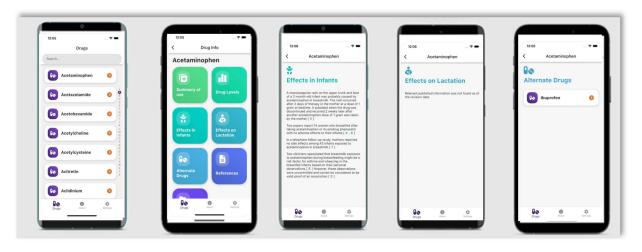
My baby sister was 35 years old and pregnant with her first child. As a family, we were ecstatic. The family was expanding, and I was about to be an aunt for the third time. She was in her 3rd trimester and very pregnant, but she was up there in the choir singing and dancing her heart out at a memorial concert. I, along with many others, was shocked at how energetic and agile she was that far into pregnancy. However, when the concert was over, I and at her feet and they were very very swallen. I was concerned and told her to speak with her doctor.

LactRx by MotherToBaby



- Launched one year ago
- Provides free app-based access to the National Library of Medicine's LactMed database for current information on medications, substances, and more in lactation





MotherToBaby/lactrx

LactRx by MotherToBaby continued



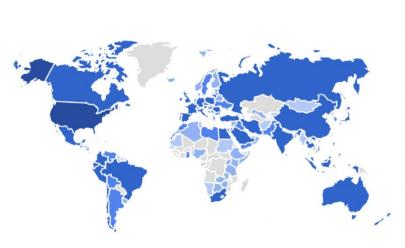
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↓ Users	New users	Engaged sessions	Engagement	Engaged sessions per user	Average engagement time
16,650	16,835	42,193	80.27%	2.53	6m 30s
100% of total	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%

LactRx by MotherToBaby continued



Users**▼** by Country





COUNTRY	USERS 9K	
United States		
Israel	1.5K	
Canada	853	
United Kingdom	700	
Chile	532	
Brazil	455	
Australia	430	

MotherToBaby Partnership with Clinicians





24/7, free, confidential hotline for pregnant and new moms in English and Spanish

The National Maternal Mental Health Hotline can help. Call or text 1-833-TLC-MAMA (1-833-852-6262). TTY users can use a preferred relay service or dial 711 and then 1-833-852-6262.

MotherToBaby®

Established a process whereby NMMH providers can warm transfer clients to MotherToBaby for information on medications





- SMFM new and updated MotherToBaby Fact Sheets are distributed to SMFM clinicians via the organization's newsletter
- ACOG, CDC, SMFM co-sponsor quarterly educational webinars for clinicians







- Designed and hosted by the MotherToBaby South Florida service
- Offered every other year
- CE credits available
- Attendees from 22 countries



MotherToBaby Pregnancy Studies



- A research program seeking to understand how certain medications, vaccines, or health conditions may affect pregnancy and infant outcomes
- US and Canada-wide
 - Telephone interviews
 - Medical records
 - Specialized dysmorphological examination
- ~50% of referrals come from clinicians
- Data generated intended to inform the information service



MotherToBaby.org/pregnancy-studies

