

## IMI2 821520 - ConcePTION

### ConcePTION

**WP5 – Dissemination and  
education for HCPs,  
pregnant and breastfeeding  
women and general public**

# D5.10 Annual report on external communications for impact assessment January- December 2020

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### Document History

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V0.1	15 Mar 2021	Draft for review
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## Abstract

The main aim of WP5 is to improve the value, quality and harmonisation of the dissemination of information on the available evidence related to medicines use in pregnancy and during breastfeeding.

The objective of this report is to summarize communication actions performed in WP5 to disseminate knowledge about medicines use during pregnancy and lactation and to engage pregnant and breastfeeding women and healthcare professionals (HCPs) in the ConcePTION ecosystem between January and December 2020. The communications actions may have different targets and different messages.

For this report on the second year of the project, the main communication activities were related to raising awareness on safe use of medicines during pregnancy and breastfeeding, stimulating reporting and engaging HCPs, pregnant and breastfeeding women or general public to participate in our survey collecting end user needs and to provide input on knowledge bank.

## Methods

The objective of the report is to make an inventory of communication actions performed in WP5 on the second year of the project.

The communication actions are classified by their objective:

- Engagement of pregnant and breastfeeding women and healthcare professionals in the ConcePTION ecosystem
- Increase awareness and stimulate reporting on medicine use in pregnancy and breastfeeding.

The communications actions are grouped by objective and are described using the following parameters: the geographical reach, the target audience, the channel used, the date of dissemination, and the main presenter.

## Results

The communication actions for this report are divided into three main groups:

- Engagement actions to participate in the WP5.1.3 survey and provide input
- General information and targeted actions to raise awareness with different channels
- Targeted actions to stimulate reporting with different channels

Actions to engage stakeholders to participate in a survey about end user's information needs during pregnancy and breastfeeding were conducted through web communication and use of social media in various European countries and reaching international organizations.

**Table 1: Communication actions to engage stakeholders to participate into the survey and to provide input**

Country/Region	Target Audience (Government, General Public, Women, Pregnant Women, HCP Organizations, Industry, Pharmacists, etc.)	Channel (Social Media, Newspaper, face to face, etc.)	Date	Who Presented
Global	Women, Healthcare professionals	Social media (Tweet)	January to March 2020	Twitter campaign design by Josepine Fernow & Anna Holm
Europe	General public, HCPs	Social media (Tweet)	March 2020	UK TIS
Global	EIWH FOCAL POINTS	E-mail	March 2020	Peggy Maguire
Europe	Women, Pregnant women	Workshop (Motherhood should not be a fight) at patient engagement open forum to collect input on knowledge bank	July 2020	Linda Harmark, Fergal O'Shaughnessy, Miriam Sturkenboom

The communications actions to increase awareness on medicine use in pregnancy or breastfeeding have been conducted by task 5.3 members with support of ConcePTION communication task force through different channels (twitter campaigns (<https://twitter.com/IMIconcePTION>), web posts ([https://www.imi-conception.eu/news-details/?news\\_id=633](https://www.imi-conception.eu/news-details/?news_id=633)), interviews (<https://motherhoodcollectiveimpact.org/filling-the-knowledge-gap/>), workshops, etc).

**Table 2: General and targeted communication actions to increase awareness on medicine use in pregnancy and breastfeeding**

Country/Region	Target Audience (Government, General Public, Women, Pregnant Women, HCP Organizations, Industry, Pharmacists, etc.)	Channel (Social Media, Newspaper, face to face, etc.)	Date	Who Presented
Global	Women, Healthcare professionals	Social media campaign (Maternal Health Awareness Week)	May 2020	Josephine Fernow and Sally Stephens
Europe	Women, Healthcare professionals	Web post at ConcePTION news (Maternal Mental Health Awareness week)	May 2020	Sally Stephens
Worldwide	Women, Healthcare professionals	Social media (Tweet at Maternal Mental Health Awareness Week)	May 2020	Josephine Fernow
Ireland	Government, Women, HCP	Meeting/ workshop	May 2020	Peggy Maguire
Europe	EIWH Membership	Newsletter	June 2020	Peggy Maguire
Europe	EMA, General Public, Women, Healthcare professionals	Presentation at EMA workshop: safe use of medicines during pregnancy and breastfeeding	September 2020	Hildrun Sundseth
Worldwide	General public, Women,	Web Interview at Safe Motherhood week (Filling the knowledge gap)	October 2020	Linda Harmark
Worldwide	Women, Healthcare professionals	Web post in Motherhood Collective Impact Programme blog (Safe Motherhood Week)	October 2020	Helena Harnik
Europe	Women, Healthcare professionals	Web post at ConcePTION news (Safe Motherhood Week)	October 2020	Josephine Fernow
Worldwide	Women, Healthcare professionals	Social media (Tweet at Safe Motherhood week)	October 2020	Josephine Fernow
Worldwide	Women, Healthcare professionals	Web and social media UMC campaign (#medsafetyweek)	November 2020	Josephine Fernow

The communications actions on ConcePTION project to stimulate reporting or to know where to find information on medicines use in pregnancy or breastfeeding have been conducted by task 5.3 members with support of ConcePTION communication task force through different channels (twitter campaigns (<https://twitter.com/IMIConception>), web posts ([https://www.imi-conception.eu/news-details/?news\\_id=666](https://www.imi-conception.eu/news-details/?news_id=666)), , workshops, etc).

**Table 3: General and targeted communication actions to stimulate reporting on medicine use in pregnancy and breastfeeding**

Country/Region	Target Audience (Government, General Public, Women, Pregnant Women, HCP Organizations, Industry, Pharmacists, etc.)	Channel (Social Media, Newspaper, face to face, etc.)	Date	Who Presented
Worldwide	Women, Healthcare professionals	Social media campaign (Maternal Health Awareness Week)	May 2020	Josephine Fernow and Sally Stephens
Europe	Women, Healthcare professionals	Web (post in ConcePTION news)	November 2020	Ken Hodson
Europe	Women, Healthcare professionals	Web (post in ConcePTION news at #medsafetyweek)	November 2020	Josephine Fernow
Worldwide	General public, women,	Social media (Tweet at #medsafetyweek to stimulate reporting)	November 2020	UK TIS
Worldwide	General public, women,	Social media (Tweet at #medsafetyweek to know where to find information in BUMPS)	November 2020	UK TIS
Europe	Government, General public	ECDC Advisory forum meeting	December 2020	Rebecca Moore

## Discussion and Conclusion

In the second year of the project, the communication efforts were focused on raising awareness on medicines use during pregnancy and breastfeeding and to stimulate reporting through general and targeted communication activities managed by task 5.3.

On top of these activities, in the beginning of the year, communication activities were also related to collection of input about end users' information needs about medicines use during pregnancy and breastfeeding with successful impact reaching approx. 3000 participants to the survey from more than 70 countries for patients and more than 40 countries for Healthcare providers. This survey showed that pregnant and breastfeeding women and HCPs need information about the safe use of medicines during pregnancy. Currently, there is a lack of clear and comprehensible information sources for women in need of information about medication use during pregnancy and breastfeeding. HCPs are widely consulted as a source of information, but they are also experiencing difficulties in finding and interpreting information. Discrepancies and often conflicting information in different sources are challenges reported by both women and HCPs. The use of internet has increased and has led to a preference for easily accessible but reliable online resources.

The communication plan was finalized end 2020 and communication activities will be delivered in 2021 as part of local pilots in UK and Netherlands and general communication campaign in collaboration with ConcePTION communication task force. As part of next steps, impact of pilots will be measured examining rates of pregnancy exposure reporting to TISs before and after the initiation

of the campaign, as well as number of connexions to the local websites. Learnings from these pilot studies support the development of a communications toolkit that can be used by other PV reporting systems who wish to replicate our efforts.