




MotherToBaby®
Influencer Toolkit



How to Use

This influencer campaign toolkit is designed to ensure all outreach related to MotherToBaby's Pregnancy Studies aligns with ethical guidelines and IRB requirements.

Use this guide when writing or speaking about the studies.



IRB-Approved DOs and DON'Ts

DOs



Emphasize Voluntary Participation

Explain that participation is voluntary and involves no changes to a participant's medical care.



Identify Non-Profit

Clearly identify MotherToBaby as a non-profit and part of the Organization of Teratology Information Specialists.



Describe Purpose

Describe the purpose of the study: to observe how health conditions and medications affect pregnancy outcomes (birth defects, etc.)

DON'Ts



Imply Required Participation

Do not imply that participation is required or urgent.



Promise Direct Benefit

Do not promise any direct benefit to the participant or baby.



Use "Need" Phrases

Do not use phrases like "joining the study is mandatory" or "you need to join."



IRB-Approved DOs and DON'Ts

DOs



Emphasize Informed Choice

Highlight that people can decide to participate after learning more.



Share Participation Involvement

Share that participation involves phone interviews/questionnaires only. No clinical visits.



Discuss Importance

Talk about the importance of this research for future pregnant people and the medical community.

DON'Ts



Promise Compensation

Most studies do not provide compensation or financial incentives.



Falsely Identify the Study

Do not claim the study is a treatment, test, or clinical trial. It is observational research only.



IRB-Approved DOs and DON'Ts

DOs



Include Appropriate Disclaimers

For example, “Content is for awareness and informational purposes. Participation is entirely optional.”



Use the Correct Hashtag

Use the correct hashtag and tag MotherToBaby on all social media campaign content.

DON'Ts



Press Recruitment

Share information about MotherToBaby Pregnancy Studies to educate and inform your followers, not to press recruitment.

Notes on Participation

- Participants are never asked to change their treatment or take a medication.
- All information is confidential and protected.
- Participation includes phone interviews, questionnaires, and optional access to medical records.
- No clinic visits are required.
- No compensation is offered.





Pre-Approved Scripts

+ “@MotherToBaby is doing real research to learn more about how medications affect pregnant people with chronic health conditions like mine. It’s about real lives and real stories. Learn more at MotherToBaby.org/studies/momshelpingmoms.”

+ “I’ve partnered with @MotherToBaby to raise awareness of pregnancy exposure registries—studies that help us better understand how medications may affect pregnancy outcomes. See how you can help at MotherToBaby.org/studies/momshelpingmoms.”

+ “Pregnancy exposure registries collect info from pregnant people using medication and compare it with others. It’s observational—no one is asked to take or stop treatment. Just share your experience. Find out more at MotherToBaby.org/studies/momshelpingmoms.”

+ “That’s why I love that @MotherToBaby is doing real research on this topic. Their pregnancy exposure registries help us learn more about medications used by pregnant and breastfeeding people living with conditions like mine. Learn more at MotherToBaby.org/studies/momshelpingmoms.”



Sample Content with Script



When I was diagnosed with ulcerative colitis years ago, I never imagined breastfeeding while on medication for it. But here I am—healing, learning, and thriving as a mom.

During pregnancy and now while breastfeeding, I had so many questions about how my UC treatment might affect my baby. **That's why I love that @MotherToBaby is doing real research on this topic. Their pregnancy exposure registries help us learn more about medications used by pregnant and breastfeeding people living with conditions like mine.**

💬 I'm sharing my story so more people know about these studies—and maybe you'll decide to share yours too.

#MotherToBaby #MomsHelpingMoms #PregnancyResearchMatters



Suggested Hashtags



 [#EmpowerMaternalVoices](#)

 [#MomsHelpingMoms](#)

 [#PregnancyResearchMatters](#)

 [#BiggerThanMyself](#)



Campaign Website



MotherToBaby.org/studies/momshelpingmoms



Tag Us!



Instagram

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Facebook

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X

@MotherToBaby



YouTube

@MotherToBaby



Website

mothertobaby.org/studies/momhelpingmoms



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