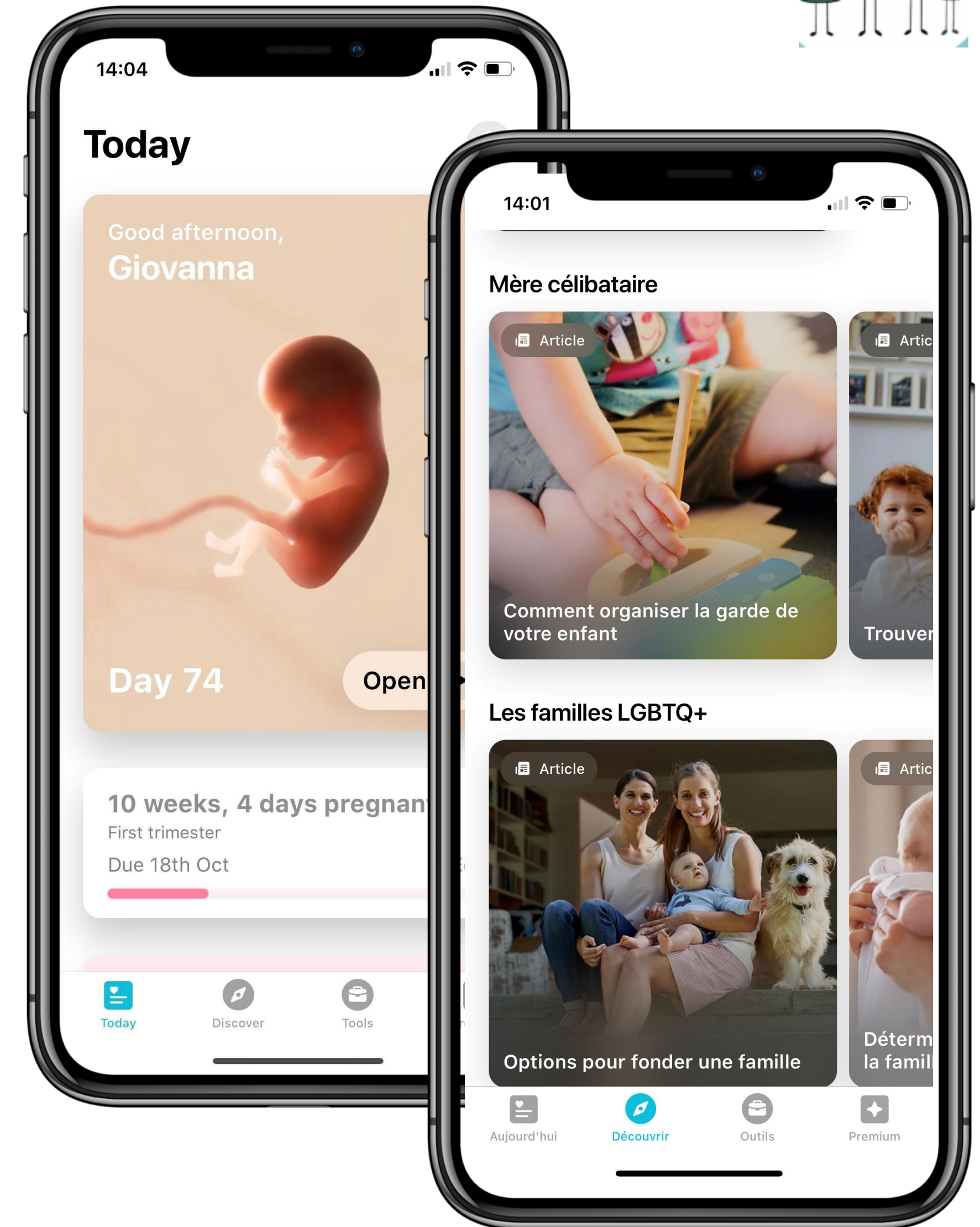




# Pregnancy+ & LGBT Mummies

*Towards an inclusive and evidence-based approach within content*



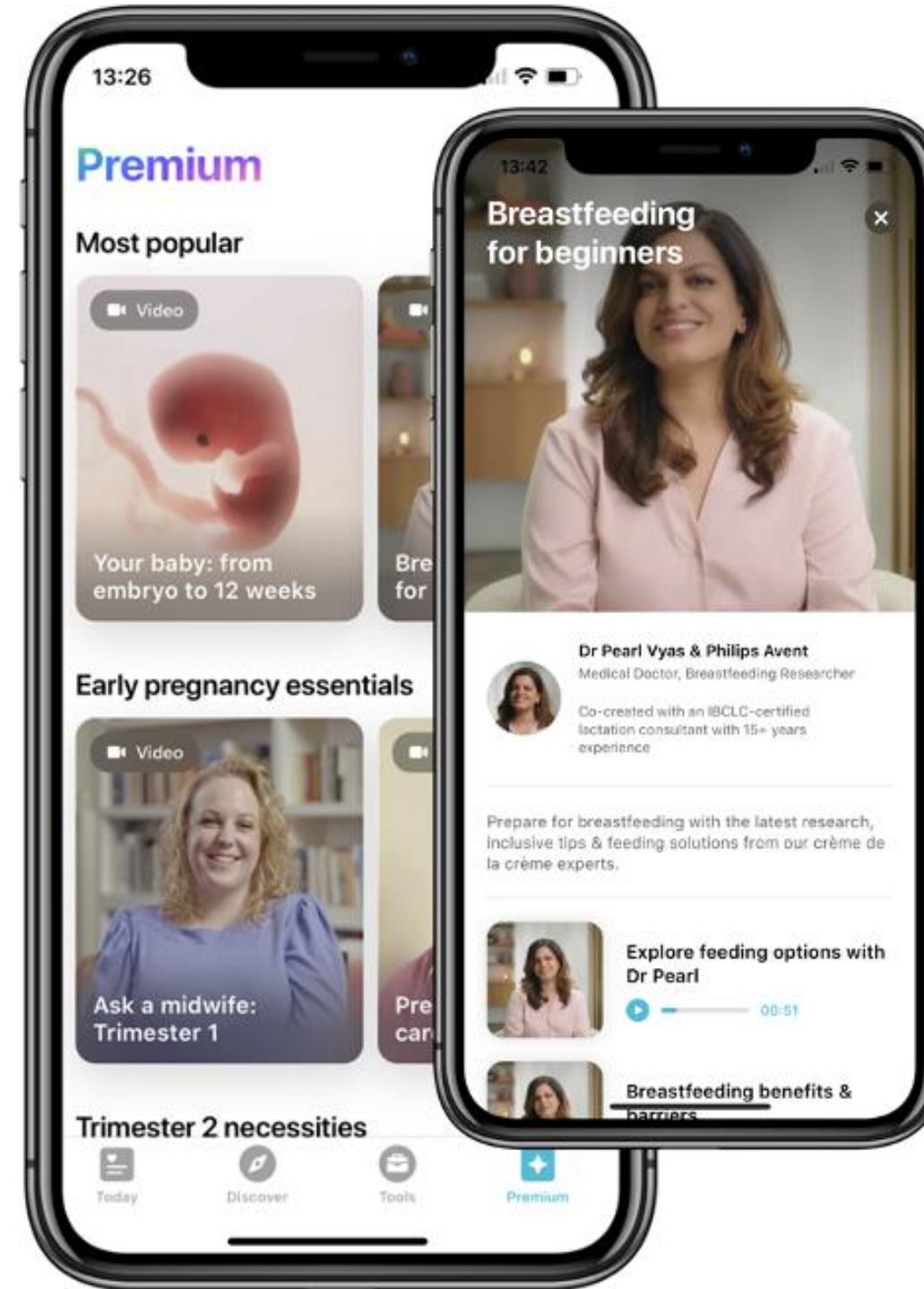
**Digital+ \_Mother and Childcare, Philips**  
Rachael Quigley, *Content Manager, Product & UX Content*

# Pregnancy+: an app that is empowering expecting moms



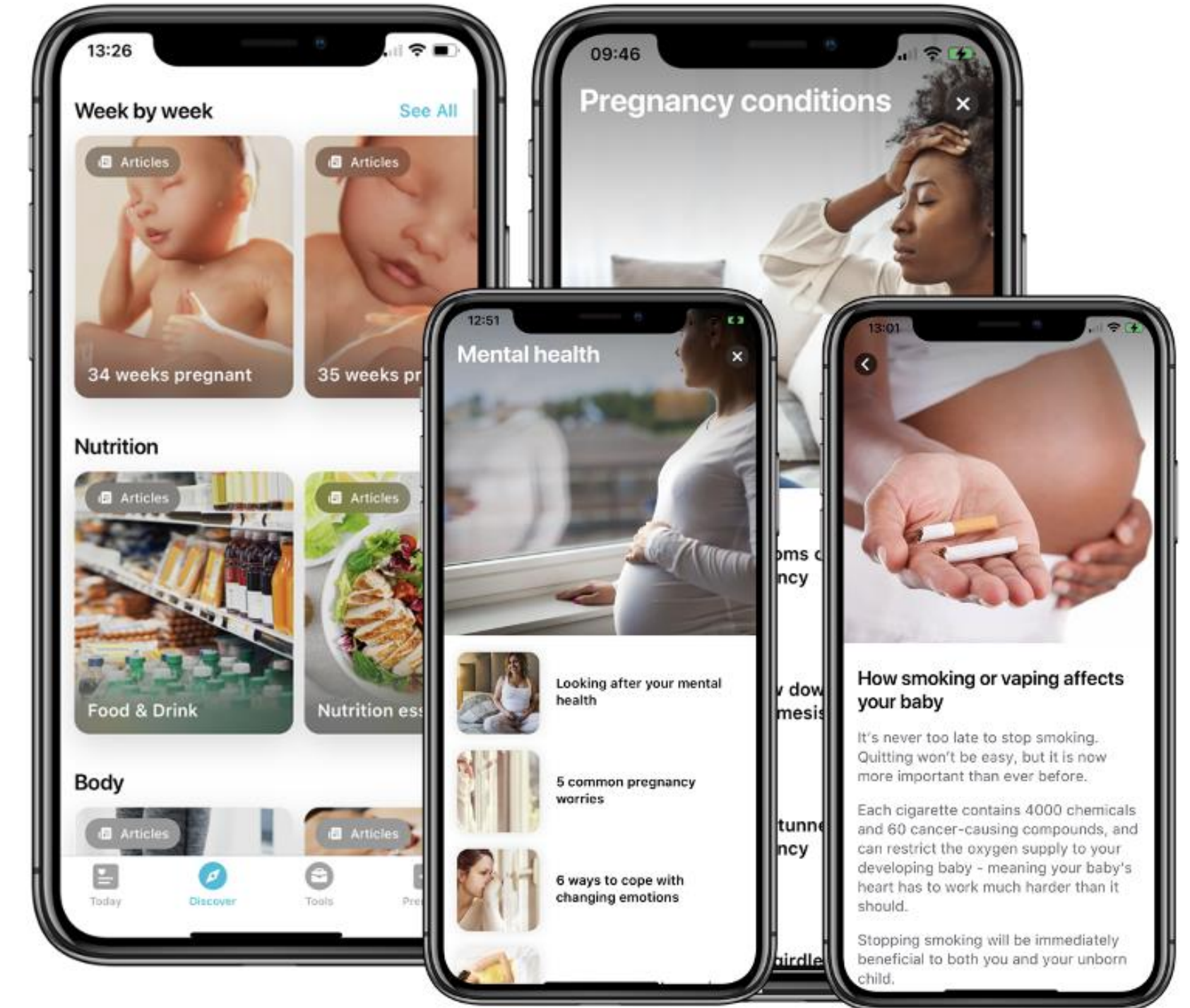
## A trusted companion

A daily destination, from day 1, week-by-week, even before their first doctors' check



## A high-quality and evidence-based app

800+ evidence-based articles and hours of audio and video content created by experts



## Educational and tracking platform

Awareness of healthy habits, care compliance, tracking appointments, to-do lists, useful tools

# Our audience: reaching moms everywhere



80+ M

Downloads to date, in over 20 languages

6 M

Global monthly active users

96%

Say Pregnancy+ helped them understand healthy and unhealthy choices in pregnancy

81%

are 20+ years old

Gen Z and millennials — a digital-first audience joining us from the first trimester.



# For our users, Pregnancy+ is...

App Store rating

# 4.8



out of 5

## 2.1 Million

ratings worldwide

**“It’s the perfect app for tracking and watching your baby’s development as it progresses.”**

— App Store review · Dec 1

**“This is the ONLY pregnancy tracker I will ever use — so many resources to guide you through, week by week.”**

— App Store review · Nov 22

**“Very accurate and efficient. I love how informative this app is.”**

— App Store review · Nov 10

**“Beautifully integrated graphics and interface. Highly educational and truly well put together.”**

— App Store review · Nov 4

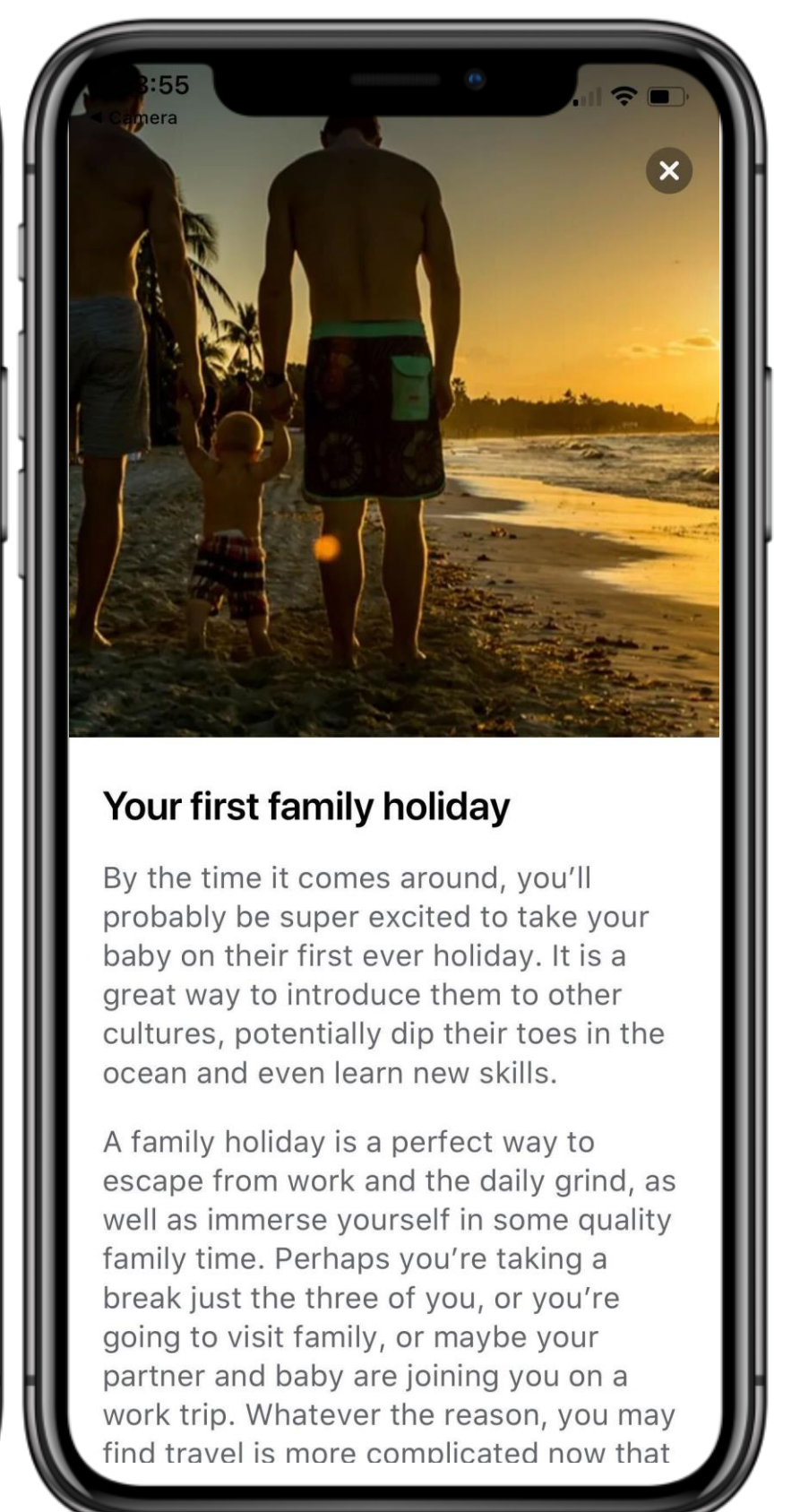
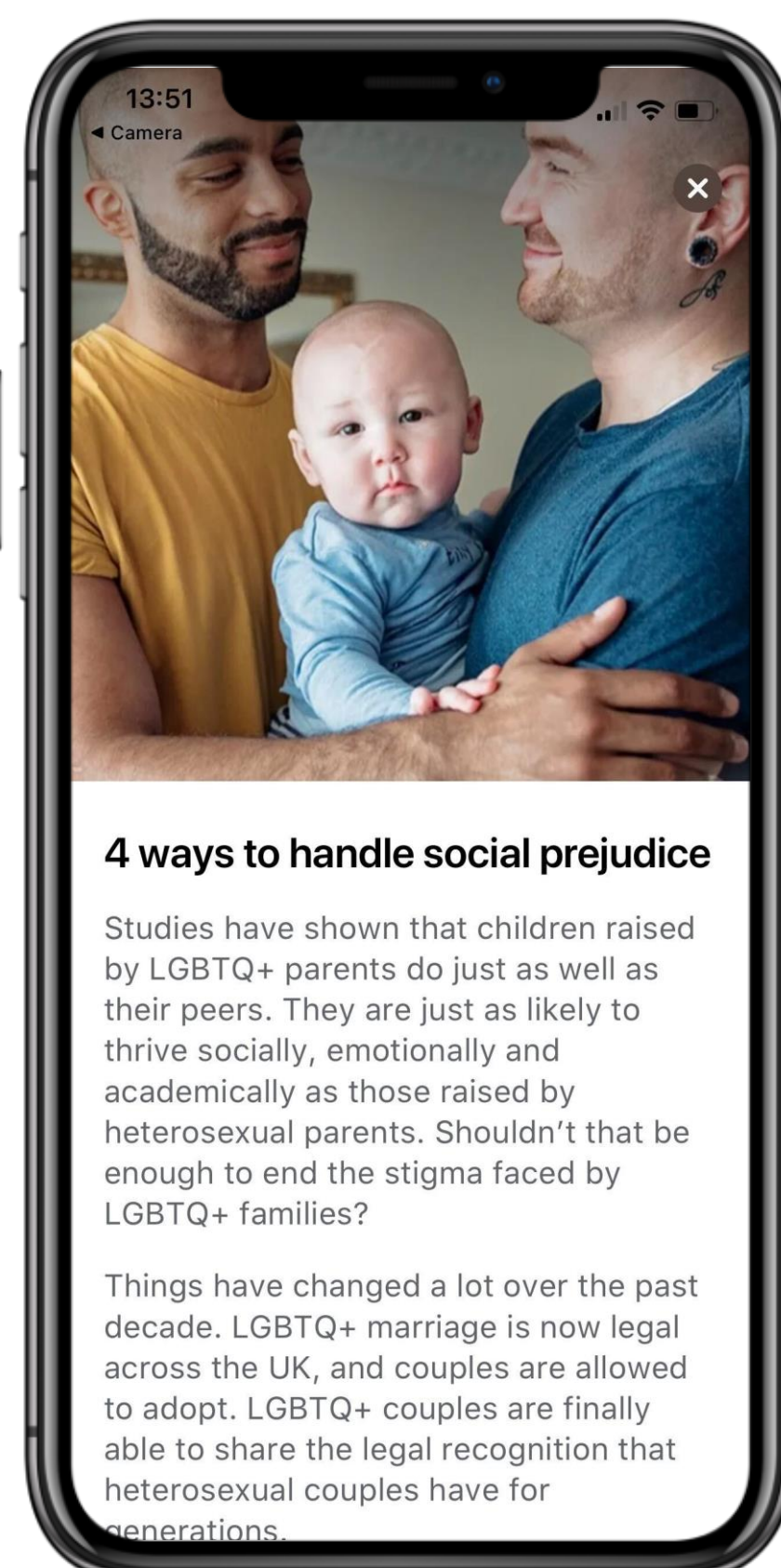
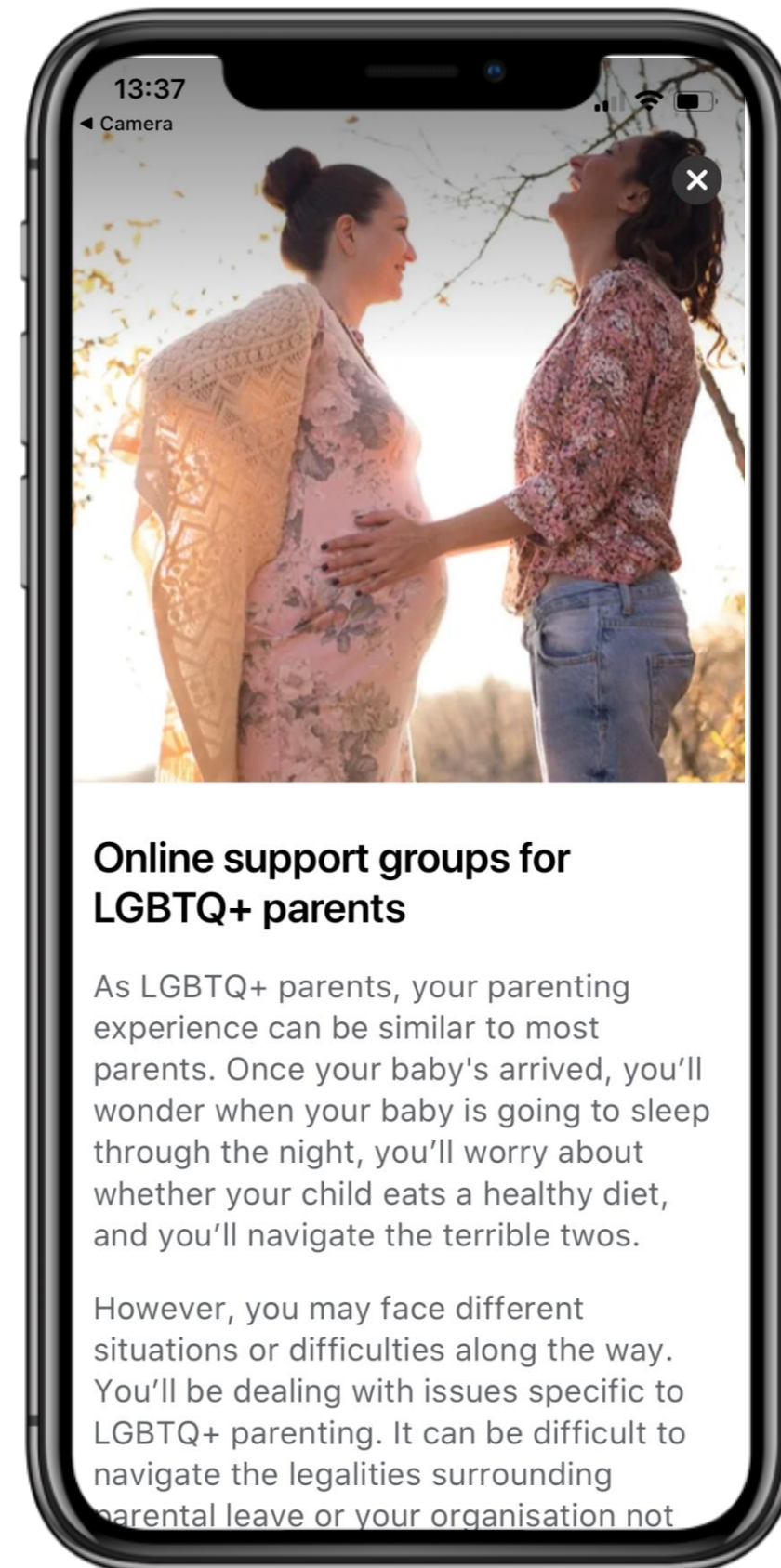
That trust — a 4.8 rating from 2.1 million parents — is the platform we want to extend to LGBTQ+ families, together.

# LGBT Mummies' presence in Pregnancy+

CONTENT from 2021

Articles presented in 5 languages & placed on the Discover tab of our app

- Figuring out your role in the family
- Online support groups for LGBTQ+ parents
- 7 ways to bond with your baby
- 4 ways to handle social prejudice
- Your first family holiday
- Choosing your baby's last name
- Creating a strong bond with your baby
- Starting a conversation about being a parent





# Bringing LGBTQIA+ content to the next level

## OUR CONTENT REVIEW

# Naming the reader makes the title land

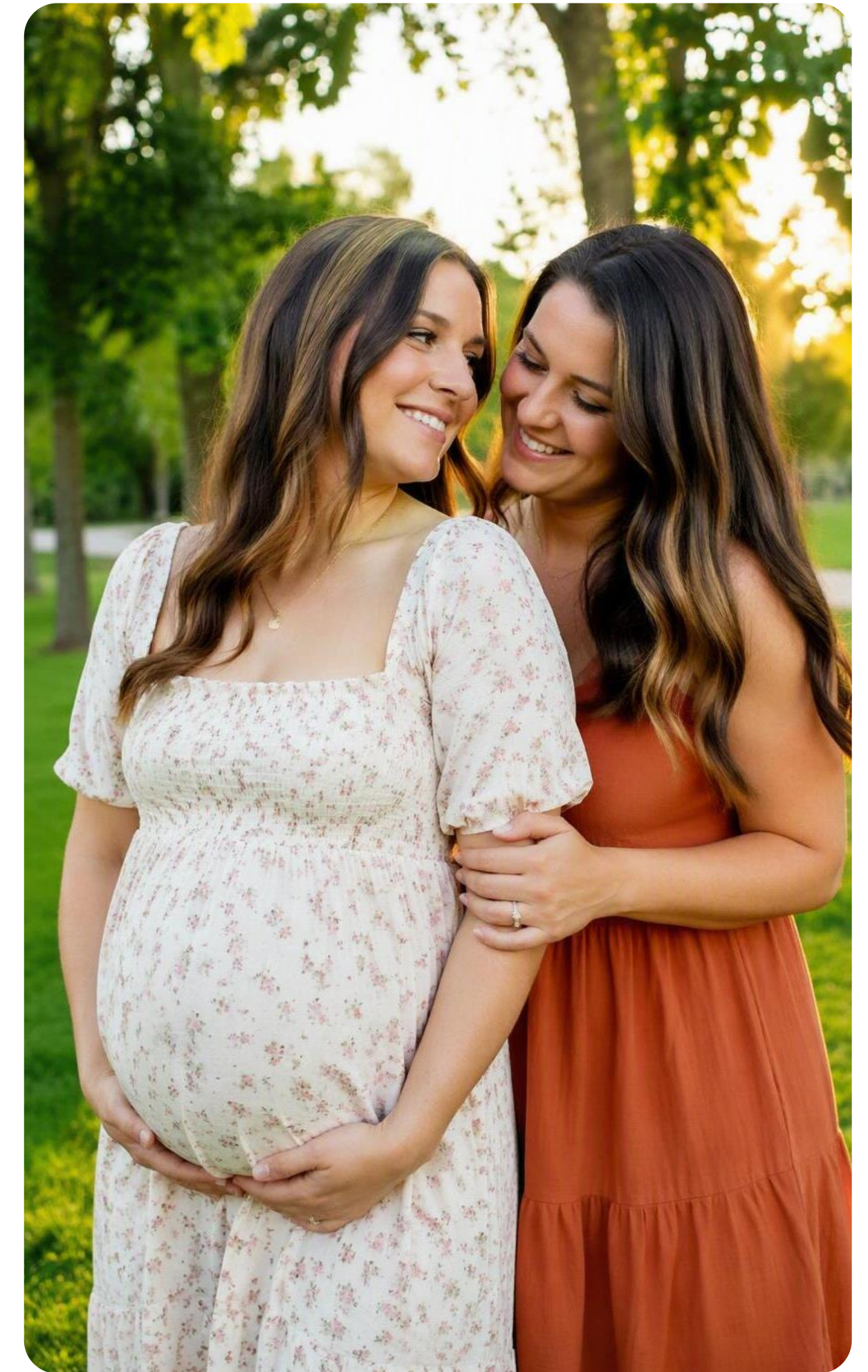
BEFORE

*4 Ways to Handle Social Prejudice*



AFTER

**4 Ways to Handle Social Prejudice as an LGBTQ+ Parent**



**Why it works:** Clarity · Inclusivity · Engagement

# Reframing struggle into supportive guidance

BEFORE

*Studies show children of LGBTQ+ parents do just as well as their peers. Shouldn't that end the stigma?*



AFTER

But as an LGBTQ+ parent, you may still face unfair judgment. By preparing emotionally and building a strong support system, you create a secure, loving home for your family.

**Why it works:** Empathy · Support · Relatability



# Swapping vague advice for actionable support

BEFORE

*Talk to your children about school and really listen. Empathize, but don't take over. Keep the dialogue open so they can confide in you.*



AFTER

Classmates may be curious, but it's not your child's job to justify your family. If they face bullying at school, work with their teachers to make sure they're supported.

**Why it works:** Actionable support · Empathy · Clarity



# Reframing personal questions around the parent

BEFORE

*4 things heterosexual couples may ask*



AFTER

Handling personal questions as an LGBTQ+ parent

**Why it works:** Relevance · Empathy · Actionable support



# Putting the LGBTQ+ parent's comfort first

BEFORE

*First, read the person asking: do they seem awkward, or genuinely curious about your journey? If so, reassure them it's OK to ask, and gently correct any mistakes.*



AFTER

Some people assume they can ask invasive questions about your family. The truth: you don't owe anyone an answer. You are in control of your own story.



**Why it works:** Empowerment · Clarity · Boundaries

# Ways of working with LGBT Mummies

1

## Clarify Roles & Responsibilities

You advise on audience needs and cultural sensitivity; we keep content ownership.

2

## Define Content Guidelines & Expectations

We share clear guidelines on language, tone, and themes to keep messaging inclusive.

3

## Set Up Regular Check-ins

We meet regularly on direction and strategy, not line edits.

4

## Create a Feedback Loop

You give structured input on themes and values, not every piece.

5

## Respect Your Time & Energy

Your role stays consultative, with credit at the bottom of each article.

6

## Set Boundaries for Content Review

We own specific edits; you weigh in on themes and messaging.

7

## Develop a Clear Communication Channel

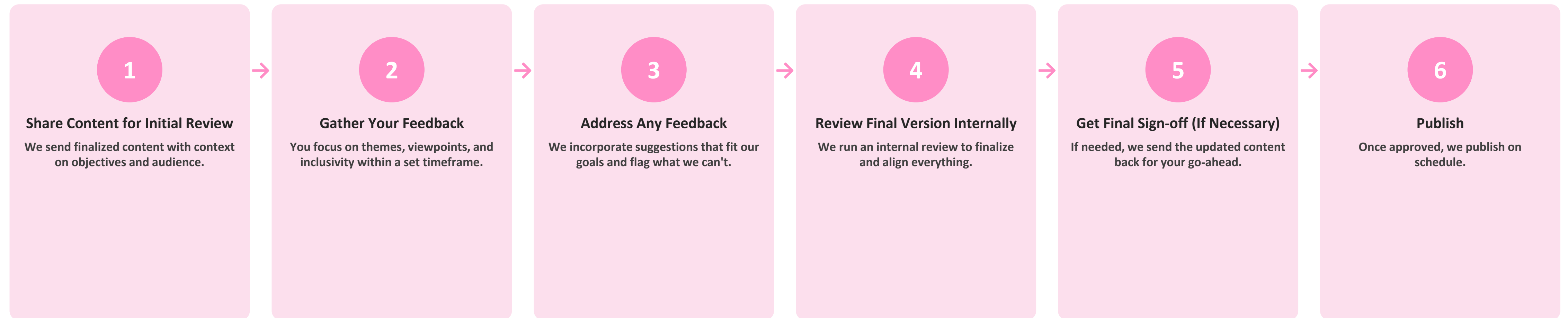
We agree on one main channel to keep things streamlined.

8

## Open to New Ideas and Gaps

We welcome your ideas for new topics and content gaps.

# Next steps





**Thank you!**