

Wrapped appointed by British Thyroid Foundation to improve pregnancy outcomes for women with thyroid conditions

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The Wrapped Brand Agency has been appointed by the British Thyroid Foundation (BTF) to develop a new national awareness and education campaign aimed at improving conception and pregnancy outcomes for women affected by thyroid conditions.

The partnership will focus on translating new UK clinical guidance into clear, accessible resources for women and healthcare professionals, helping ensure thyroid conditions are identified and managed effectively before, during and after pregnancy.

Thyroid conditions affect around one in 20 people in the UK and disproportionately impact women. Poorly managed thyroid levels can make it harder to conceive and increase the risk of miscarriage and complications during pregnancy. Yet many women struggle to access clear, trusted information at a time when reassurance and practical guidance matter most.

Working closely with the BTF and women with lived experience, Wrapped will help develop patient-friendly resources and bite-sized educational content designed to build confidence, reduce anxiety and encourage early action – such as speaking to a doctor, monitoring thyroid levels and following appropriate treatment plans. The campaign will also support GPs and midwives with simple, credible materials to help them confidently signpost patients and deliver guideline-led care.

The work aligns with newly published national clinical guidance from the Royal College of Obstetricians and Gynaecologists on managing thyroid disorders in pregnancy, creating an opportunity to reach women earlier and improve outcomes for both mothers and babies.

Mark Robinson, Chief Commercial Officer at Wrapped, said: “This project is about turning complex clinical guidance into something human, reassuring and genuinely useful. Too many women are left feeling anxious, confused or unsupported when managing thyroid health alongside pregnancy. Our role is to help bridge that gap, creating clear, accessible resources that empower women to take control of their thyroid health and support healthcare professionals to have confident, informed conversations.

“This partnership is also very personal for us. My daughter lives with an underactive thyroid, so we understand first-hand how important timely information and support can be. We’re proud to be working alongside the BTF to help more women feel informed, supported and hopeful at such a critical time in their lives.”

Anna Woollven, Communications and Fundraising Manager at the British Thyroid Foundation, said: “Every week we hear from women who have experienced difficulties conceiving or during pregnancy because their thyroid condition wasn’t managed as well as it could have been. Many tell us they struggled to find clear, trustworthy information when they needed it most.

“By working with Wrapped, we’re creating resources that reflect real patient needs and make it easier for women to understand what steps to take, while also helping healthcare professionals share consistent, evidence-based guidance. Our goal is simple: to help women access the right care at the right time, feel more in control of their condition, and improve pregnancy outcomes across the UK.”

The campaign will combine patient insight, clinical evidence and lived experience to deliver a joined-up programme of digital and printed resources, supported by targeted awareness activity. It aims to increase understanding of thyroid health in pregnancy, encourage earlier conversations with healthcare professionals and reduce the risk of avoidable complications through better monitoring and management.

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About The Wrapped Brand Agency

Wrapped is a specialist brand and marketing agency working with forward-thinking organisations across regulated sectors including healthcare, fintech and property. Known for its audience-first, insight-led approach, Wrapped combines thoughtful creative with proven sector understanding to turn complex challenges into clear, impactful communications that build trust, meet compliance requirements, and drive meaningful change.

About the British Thyroid Foundation

The British Thyroid Foundation is the UK's leading charity supporting people with thyroid conditions. It provides free, trusted information, peer support and advocacy for the UK's thyroid community, while also funding vital research to improve treatments and outcomes. Founded in 1991, BTF works alongside patients, healthcare professionals and researchers to help people live better with thyroid conditions.

For more information:

Contact Mark Robinson on:

Email: mark.robinson@wrappedagency.co.uk

Phone: 01904 727808

The Pallion

Whinchat Hall

Skipwith Road

Escrick

York

YO19 6EJ

United Kingdom

Company Contact:

—

The Wrapped Brand Agency Ltd

T. 01904 727800

E. mark.robinson@wrappedagency.co.uk

W. <https://wrappedagency.co.uk/>

Additional Contact(s):

Becky Robinson - becky@wrappedagency.co.uk

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