

# Social media messaging – 'Trusted Voices' campaign. Vaccinations during pregnancy

### #HereToHelpYourAndYourBaby

(V6. 26/07/24)

### Social media messaging

Facebook - NorthEastandNorthCumbriaNHS

X - @NENC\_NHS

Instagram - nenc\_nhs

TikTok - @nenc\_icb

YouTube - North East and North Cumbria NHS

### Trusted Voices social media messaging – Kate (mum)

Post	Date	Instagram	Facebook	X	Visual/film
Post 1	w/c	Meet Kate from North Tyneside.	Meet Kate from North Tyneside.	Meet Kate from North Tyneside,	Kate full film-
Meet	29			mum to Kit and Birdie.	https://youtu.be/9Lm1vThNB
Kate	July	Kate is mum to Kit, 5, and Birdie	Kate is mum to Kit, 5, and Birdie		Ns
		6 months.	6 months.	During both pregnancies, Kate	Kate short film- Why I got my
				got vaccinated to protect herself	vaccine -
		During both pregnancies, Kate	During both pregnancies, Kate	and her babies.	https://youtu.be/ejyMau69k8
		made sure she was fully	made sure she was fully		w
		vaccinated to protect herself and	vaccinated to protect herself and	Learn more about	
		her baby.	her baby.	recommended vaccines in	



		Find out more about vaccinations during pregnancy by speaking to your midwife or click on the link below.  https://www.nhs.uk/pregnancy/keeping-well/vaccinations/  #HereToHelpYouAndYourBaby	Find out more about vaccinations during pregnancy by speaking to your midwife or click on the link below.  https://www.nhs.uk/pregnancy/keeping-well/vaccinations/  #HereToHelpYouAndYourBaby	pregnancy by talking to your midwife.  #HereToHelpYouAndYourBaby	"It's great to know we're both covered against flu and whooping cough."  Here to protect advice about every vectorations in pregnancy ask your midwife.  HERE TO HERE THE HERE TO HERE THE HERE TO HERE THE HERE
Post 2 Midwi ves	w/c 29 July	"My midwife was brilliant!"  Pregnancies come with all sorts of questions and worry.  Speak to your midwife to get the information and support you need on flu, whooping cough, RSV and other vaccinations recommended during pregnancy to protect you and your baby.  Find out more <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a>	"My midwife was brilliant!"  Pregnancies come with all sorts of questions and worry.  Speak to your midwife to get the information and support you need on flu, whooping cough, RSV and other vaccinations reccomended during pregnancy to protect you and your baby.  Find out more <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a>	"My midwife was brilliant!"  Pregnancy comes with many questions and worries.  Talk to your midwife about flu whooping cough, RSV and other vaccinations recomended during pregnancy to protect you and your baby.  #HereToHelpYouAndYourBaby	Kate full film- https://youtu.be/9Lm1vThNB Ns Kate short film - NHS support https://youtu.be/4cW4BpFhA WY  "If you have questions, speak to your midwife."  Here to protect you and your baby    Company of the company
		#HereToHelpYouAndYourBaby	#HereToHelpYouAndYourBaby		



Visual/film

Post 3	w/c	If you're pregnant you may be	If you're pregnant you may be	If you're pregnant, you could get	Kate full film-
Ease	29	able to get your flu, whooping	able to get your flu, whooping	your flu, whooping cough, and	https://youtu.be/9Lm1vThNB
&	July	cough and RSV vaccines during	cough and RSV vaccines during	RSV vaccines during a routine	<u>Ns</u>
conv		a routine midwife visit – no extra	a routine midwife visit – no extra	midwife visit—no extra	Kate short film - Get your
enien		appointments needed!	appointments needed!	appointments needed!	vaccine -
ce					https://youtu.be/r3NySZm-3tl
		Speak to your midwife to get the information and support you need on vaccinations recommended during pregnancy to help protect you and your baby.	Speak to your midwife to get the information and support you need on vaccinations recommended during pregnancy to help protect you and your baby.	Talk to your midwife about the vaccinations recommended during pregnancy to protect you and your baby.	"The whole process of getting them was so, so easy."
		Find out more <a href="https://www.nhs.uk/pregnancy/k">https://www.nhs.uk/pregnancy/k</a> <a href="mailto:eeping-well/vaccinations/">eeping-well/vaccinations/</a>	Find out more <a href="https://www.nhs.uk/pregnancy/k">https://www.nhs.uk/pregnancy/k</a> <a href="mailto:eeping-well/vaccinations/">eeping-well/vaccinations/</a>	#HereToHelpYouAndYourBaby	Here to protect advice about an afficient and an appearance and ap
		#HereToHelpYouAndYourBaby	#HereToHelpYouAndYourBaby		

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Facebook

Post

Date Instagram



Post 1	w/c	Meet Ridhi.	Meet Ridhi.	Meet Ridhi.	Ridhi full film-
Meet	29	Ridhi said getting vaccinated	Ridhi said getting vaccinated	Getting vaccinated during	https://youtu.be/fheEiHqyBM
Ridhi	July	during pregnancy was one of	during pregnancy was one of	pregnancy was one of the first	<u>g</u>
		the first positive things she could	the first positive things she could	positive things Ridhi could do to	
		do to protect herself and her	do to protect herself and her	protect herself and her baby.	NHS
		baby.	baby.		
		Speak to your midwife to get the	Speak to your midwife to get the	Talk to your midwife about the	",
		information and support you	information and support you	recommended vaccinations	"I really wanted a way to look after
		need on vaccinations	need on vaccinations	during pregnancy.	my baby when I
		recommended during pregnancy	recommended during pregnancy		was pregnant."
				Find out more	Here to protect for trusted advice about
		Find out more	Find out more	https://www.nhs.uk/pregnancy/k	you and your baby vaccinations in pregnancy, ask your midwife.
		https://www.nhs.uk/pregnancy/k	https://www.nhs.uk/pregnancy/k	eeping-well/vaccinations/	HERE
		eeping-well/vaccinations/	eeping-well/vaccinations/		HELP
		#HeretoHelpYouandYourBaby	#HeretoHelpYouandYourBaby	#HeretoHelpYouandYourBaby	
Post	w/c	Nursery decorated <a></a>	Nursery decorated <a></a>	Nursery done <	Ridhi short film- Why I got my
2	29	Parenting books read <a></a>	Parenting books read <a></a>	Parenting books read <a></a>	vaccines -
To do	July	Hospital bag packed <a></a>	Hospital bag packed 🔽	Bag packed <	https://youtu.be/GT_I9wk9BH
list		Vaccinations done <a></a>	Vaccinations done <	Vaccinations done	<u>k</u>
					NHS
		The pregnancy to-do list can	The pregnancy to-do list can	Pregnancy to-do lists can be	
		feel overwhelming, but we're	feel overwhelming, but we're	overwhelming, but we're here to	"Getting
		here to help you and your baby.	here to help you and your baby.	help.	vaccinated during
					my pregnancy was so important."
		Speak to your midwife to get the	Speak to your midwife to get the	Talk to your midwife about the	
		information and support you	information and support you	vaccinations you need during	Here to protect for trusted advise about vaccinations in
		need on vaccinations	need on vaccinations	pregnancy.	you and your baby pregnancy, ask your midwife.
		recommended during	recommended during		HERE
		pregnancy.	pregnancy.	#HeretoHelpYouandYourBaby	HELP



		Find out more <a href="https://www.nhs.uk/pregnancy/k">https://www.nhs.uk/pregnancy/k</a> <a href="eeeping-well/vaccinations/">eeping-well/vaccinations/</a> #HeretoHelpYouandYourBaby	Find out more <a href="https://www.nhs.uk/pregnancy/k">https://www.nhs.uk/pregnancy/k</a> <a href="eeeping-well/vaccinations/">eeping-well/vaccinations/</a> #HeretoHelpYouandYourBaby		
Post 3 Pregn ant?	w/c 29 July	Expert advice is available to help you make the best choices to protect yourself and your baby during your pregnancy.  Speak to your midwife to get information and support on flu whooping cough, RSV and any other vaccinations recommended during pregnancy.  Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/	Expert advice is available to help you make the best choices to protect yourself and your baby during your pregnancy.  Speak to your midwife to get information and support on flu whooping cough, RSV and any other vaccinations recommended during pregnancy.  Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/	Get expert advice to protect yourself and your baby during pregnancy.  Talk to your midwife about flu, whooping cough, RSV, and other recommended vaccines during pregnancy.  #HeretoHelpYouandYourBaby	Ridhi short film - Looking after your baby - https://youtu.be/3xDxvdD3dO8  "I really wanted a way to look after my baby when I was pregnant."  Here to protect after any baby your and your baby your make your water and your baby help was pregnant."  Here to protect and your baby your make your water and your baby help help help help help help help help

# **Trusted Voices social media messaging – Amara (mum)**

Post	Date	Instagram	Facebook	X	Visual/film
Post 1	w/c			Meet Amara 🤏	Amara full film -
Meet	05	Meet Amara from Ingleby	Meet Amara from Ingleby	Ob a mat bath ban the said	https://youtu.be/sJe7nW9hN7
	Aug			She got both her flu and	<u>A</u>



Amar a		Barwick  Both Amara's children have had all their vaccines.  If you have questions about vaccines and having a baby, talk to your midwife for help and information  Find out more	Barwick Both Amara's children have had all their vaccines  If you have questions about vaccines and having a baby, talk to your midwife for help and information Find out more	whooping cough vaccines while pregnant.  If you have questions about vaccines and pregnancy, talk to your midwife for help and information  #HereToHelpYouAndYourBaby	(awaiting image)
Post 2	w/c	https://www.nhs.uk/pregnancy/keeping-well/vaccinations/#HeretoHelpYouandYourBaby	https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HeretoHelpYouandYourBaby		Amara short film - How to get
Midwi ves	05 Aug ust	"My midwife supported me through my pregnancy."  If you are having a baby and need advice about vaccines and pregnancy, talk to your midwife for the help and information you need	"My midwife supported me through my pregnancy."  If you are having a baby and need advice about vaccines and pregnancy, talk to your midwife for the help and information you need	"My midwife supported me through my pregnancy."  If you are having a baby and need advice about vaccines and pregnancy, talk to your midwife for the help and information you need \$\infty\$	your vaccine - https://youtu.be/S7t0s1EtHHs  (awaiting image)
		Find out more <a href="https://www.nhs.uk/pregnancy/k">https://www.nhs.uk/pregnancy/k</a> <a href="mailto:eeping-well/vaccinations/">eeping-well/vaccinations/</a> #HeretoHelpYouandYourBaby	Find out more <a href="https://www.nhs.uk/pregnancy/k">https://www.nhs.uk/pregnancy/k</a> <a href="eeeping-well/vaccinations/">eeping-well/vaccinations/</a> #HeretoHelpYouandYourBaby	#HereToHelpYouAndYourBaby	



# Trusted Voices social media messaging – Helen (mum)

Post	Date	Instagram	Facebook	X	Visual/film
Post 1 Meet Helen	w/c 12 Aug	Meet Helen from North Shields, mum to 7-month-old Billie.	Meet Helen from North Shields, mum to 7-month-old Billie.	Meet Helen from North Shields, mum to 7 month old baby Billie.	Helen full film- https://youtu.be/1ngiEWhHPd Q
		Helen got her vaccinations while she was pregnant to keep herself and baby Billie safe.	Helen got her vaccinations while she was pregnant to keep herself and baby Billie safe.	Helen got vaccinated when she was pregnant to keep herself and Billie safe.	(awaiting image)
		"Talk to your midwife if you're worried about any vaccinations."	"Talk to your midwife if you're worried about any vaccinations."	"Talk to your midwife if you're worried about any vaccinations."	
		Find out more https://www.nhs.uk/pregnancy/k	Visit the link below for more 4	#HereToHelpYouAndYourBaby	
		eeping-well/vaccinations/	https://www.nhs.uk/pregnancy/keeping-well/vaccinations/		
		#HeretoHelpYouandYourBaby	#HeretoHelpYouandYourBaby		
Post 2	w/c	Nursery decorated <a></a>	Nursery decorated <a></a>	Nursery done <a></a>	Helen short film - Vaccine
To do	12	Parenting books read <a></a>	Parenting books read <a></a>	Parenting books read <a></a>	advice -
list	Aug	Hospital bag packed 🔽	Hospital bag packed 🔽	Bag packed 🔽	https://youtu.be/rC_Snw-LTc
		Vaccinations done <a></a>	Vaccinations done <a></a>	Vaccinations done <a></a>	(awaiting image)
		The pregnancy to-do list can	The pregnancy to-do list can	Pregnancy to-do lists can be	
		feel overwhelming, but we're	feel overwhelming, but we're	overwhelming, but we're here to	
		here to help you and your baby.	here to help you and your baby.	help.	
		Speak to your midwife to get the information and support you	Speak to your midwife to get the information and support you		



need on vaccinations	need on vaccinations	Talk to your midwife about the	
recommended during	recommended during	vaccinations you need during	
pregnancy.	pregnancy.	pregnancy.	
Find out more <a href="https://www.nhs.uk/pregnancy/k">https://www.nhs.uk/pregnancy/k</a> <a href="eeeping-well/vaccinations/">eeping-well/vaccinations/</a>	Find out more <a href="https://www.nhs.uk/pregnancy/k">https://www.nhs.uk/pregnancy/k</a> <a href="eeeping-well/vaccinations/">eeping-well/vaccinations/</a>	#HeretoHelpYouandYourBaby	
#HeretoHelpYouandYourBaby	#HeretoHelpYouandYourBaby		

# Trusted Voices social media messaging – Alex (vaccination nurse)

Post	Date	Instagram	Facebook	X	Visual/film
Post 1	w/c				Vaccination nurse Alex -
Meet	29	Alex is a vaccination nurse at	Alex is a vaccination nurse at	Alex is a vaccination nurse at	https://youtu.be/qLIU3Pn6Ms
Alex	July	James Cook Hospital in Middlesbrough.	James Cook Hospital in Middlesbrough.	James Cook Hospital in Middlesbrough.	<u>S</u>
		"It's safe to be vaccinated during pregnancy. The vaccines are there to protect you and your baby."	"It's safe to be vaccinated during pregnancy. The vaccines are there to protect you and your baby."	"It's safe to be vaccinated during pregnancy. They protect you and your #Baby."	
		Midwives are here to help. Talk to yours today if you have questions.	Midwives are here to help. Talk to yours today if you have questions.	Midwives are here to help. Speak to yours today.  #HereToHelpYouAndYourBaby	
		questions.	questions.	#HereToHelpYouAndYourBaby	



		Find out more	Find out more		
		https://www.nhs.uk/pregnancy/k	https://www.nhs.uk/pregnancy/k		
		eeping-well/vaccinations/	eeping-well/vaccinations/		NHS
		#HeretoHelpYouandYourBaby	#HeretoHelpYouandYourBaby		"The vaccines won't harm you or your baby. They offer protection."
					Here to protect advice about vaccinations in pregnancy, ask your midwife.
Post 2 Side effect s	w/c 29 July	There are a few mild side effects that might happen after a vaccination during pregnancy, but these are nothing to worry about.  It's safe to be vaccinated when you're pregnant, providing extra protection to your baby.  Talk to a midwife like Alex for more information  Find out more <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a> #HeretoHelpYouandYourBaby	There are a few mild side effects that might happen after a vaccination during pregnancy, but these are nothing to worry about.  It's safe to be vaccinated when you're pregnant, providing extra protection to your baby.  Talk to a midwife like Alex for more information  Find out more <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a> #HeretoHelpYouandYourBaby	There are a few mild side effects that might come after a #Vaccination during pregnancy, but these are nothing to worry about.  It's safe to be vaccinated during your pregnancy. Speak to a midwife for information.  #HereToHelpYouAndYourBaby	Vaccination nurse Alex - https://youtu.be/qLIU3Pn6Ms  The vaccines won't harm you or your baby. They offer protection."  Here to protect you and your baby  For trusted advice about vaccinations your midwift.  HERE TO HELP



Visual/film

Post 3	w/c	If you're pregnant you may be	If you're pregnant you may be	If you're pregnant, you could get	Vaccination nurse Alex -
Ease	29	able to get your flu, whooping	able to get your flu, whooping	your flu, whooping cough, and	https://youtu.be/qLIU3Pn6Ms
&	July	cough, and RSV vaccines	cough, and RSV vaccines	RSV vaccines during a routine	<u>s</u>
conv		during a routine midwife visit –	during a routine midwife visit –	midwife visit—no extra	NHS
enien		no extra appointments needed!	no extra appointments needed!	appointments needed!	
ce		Speak to your midwife to get the information and support you need on vaccinations recommended during pregnancy to help protect you and your baby.	Speak to your midwife to get the information and support you need on vaccinations recommended during pregnancy to help protect you and your baby.	Talk to your midwife about the vaccinations recommended during pregnancy to protect you and your baby.  #HereToHelpYouAndYourBaby	"The vaccines won't harm you or your baby. They offer protection."  Here to protect societies and your baby special sine regions, six your midwife.
		Find out more	Find out more		
		https://www.nhs.uk/pregnancy/k	https://www.nhs.uk/pregnancy/k		
		eeping-well/vaccinations/	eeping-well/vaccinations/		
		#HereToHelpYouAndYourBaby	#HereToHelpYouAndYourBaby		
Tru	ste	d Voices social n	nedia messaging	g – Debbie (midw	rife)

Facebook

Post

Date Instagram



		T .	T .	T .	T
Post 1	w/c	Meet midwife Debbie 🤏	Meet midwife Debbie 🤏	Meet midwife Debbie 🤏	Midwife Debbie -
Meet	29				https://youtu.be/T7UaEsj4Tp
Debbi	July	If you're worried about vaccines,	If you're worried about vaccines,	If you're worried about vaccines,	<u>o</u>
е	,	it's understandable.	it's understandable.	it's understandable.	_
		"D II	"D II		NHS
		"Don't worry, none of the	"Don't worry, none of the	"None of the recommended	
		recommended vaccines will	recommended vaccines will	vaccines will harm your baby.	
		harm your baby."	harm your baby."	Talk to your midwife or GP, they	"It's really,
				are here to help you."	really important
		If you have any questions make	If you have any questions make		that you get the vaccines."
		sure you speak to your midwife,	sure you speak to your midwife,	#HereToHelpYouAndYourBaby	
		they are there to help you.	they are there to help you.	,	Here to protect For trusted advice about
		First and many			you and your baby vaccinations in pregnancy, ask your midwife.
		Find out more	Find out more using this link		
		https://www.nhs.uk/pregnancy/k	https://www.nhs.uk/pregnancy/k		HERE
		eeping-well/vaccinations/	eeping-well/vaccinations/		
		#HeretoHelpYouandYourBaby			
		·	#HeretoHelpYouandYourBaby		
Post 2	w/c	Expert advice is available to	Expert advice is available to	Get expert advice to protect	Midwife Debbie -
Pregn	29	help you make the best choices	help you make the best choices	yourself and your baby during	https://youtu.be/T7UaEsj4Tp
ant?	July	to protect yourself and your	to protect yourself and your	pregnancy.	0
		baby during your pregnancy.	baby during your pregnancy.		
		Salay daming your programmey:	Salay daming your programmey:	Talk to your midwife about flu,	NHS
		Charle to your midwife to get	Charle to your midwife to get		
		Speak to your midwife to get	Speak to your midwife to get	whooping cough, RSV, and	"It's really,
		information and support on flu,	information and support on flu,	other recommended vaccines	really important
		whooping cough, RSV, and any	whooping cough, RSV, and any	during pregnancy.	that you get
		other vaccinations	other vaccinations		the vaccines."
		recommended during	recommended during	#HeretoHelpYouandYourBaby	Here to protect for trusted advice about
		pregnancy.	pregnancy.		
		programoy.	programoy.		you and your baby pregnancy, ask your midwife.
					HERE
					HELD



		Find out more	Find out more		
		https://www.nhs.uk/pregnancy/k	https://www.nhs.uk/pregnancy/k		
		eeping-well/vaccinations/	eeping-well/vaccinations/		
		#HeretoHelpYouandYourBaby	#HeretoHelpYouandYourBaby		
Post 3	w/c	If you're pregnant you may be	If you're pregnant you may be	If you're pregnant, you could get	Midwife Debbie -
Ease	29	able to get your flu, whooping	able to get your flu, whooping	your flu, whooping cough, and	https://youtu.be/T7UaEsj4Tp
&	July	cough, and RSV vaccines	cough, and RSV vaccines	RSV vaccines during a routine	<u>o</u>
conv		during a routine midwife visit –	during a routine midwife visit –	midwife visit—no extra	
enien		no extra appointments needed!	no extra appointments needed!	appointments needed!	NHS
ce		Speak to your midwife to get the information and support you need on vaccinations recommended during pregnancy to help protect you and your baby.	Speak to your midwife to get the information and support you need on vaccinations recommended during pregnancy to help protect you and your baby.	Talk to your midwife about the vaccinations recommended during pregnancy to protect you and your baby.  #HereToHelpYouAndYourBaby	"It's really, really important that you get the vaccines."  Here to protect advice about vaccinetins in pregnancy ask your mowne.
		Find out more	Find out more		Lice .
		https://www.nhs.uk/pregnancy/k	https://www.nhs.uk/pregnancy/k		
		eeping-well/vaccinations/	eeping-well/vaccinations/		
		#HereToHelpYouAndYourBaby	#HereToHelpYouAndYourBaby		



#### **Videos**

#### Films with trusted voices of midwives/nurses (with subtitles)

Midwife Debbie full film Q&As - https://youtu.be/T7UaEsj4Tpo

Debbie short clip – can a vaccine make my baby unwell https://youtube.com/shorts/x3KH9vSJYE8

Debbie short clip – does my baby need to be vaccinated once they are born <a href="https://youtube.com/shorts/9jQCqRzoQXQ">https://youtube.com/shorts/9jQCqRzoQXQ</a>

Debbie short clip – is it safe to be vaccinated while pregnant <a href="https://youtube.com/shorts/xRIGGitTMDc">https://youtube.com/shorts/xRIGGitTMDc</a>

Debbie short clip – is it safe to get both vaccines at the same time https://youtube.com/shorts/AAjhrgPNC3A

Debbie short clip – what advice would you give to a pregnant woman https://youtube.com/shorts/45LOjYvKILs

Debbie short clip – what side effects might I get after having the vaccines https://youtube.com/shorts/34iH8yy2\_CM

Debbie short clip – what vaccines are recommended to me <a href="https://youtube.com/shorts/X6rAsoPtU5o">https://youtube.com/shorts/X6rAsoPtU5o</a>

Vaccination nurse Alex full film Q&As - https://youtu.be/qLIU3Pn6Mss

Alex short clip – is it safe to be vaccinated <a href="https://youtube.com/shorts/dauXCHmbMPk">https://youtube.com/shorts/dauXCHmbMPk</a>

Alex short clip – what vaccines are recommended to me <a href="https://youtube.com/shorts/Dxm3CisWF2g">https://youtube.com/shorts/Dxm3CisWF2g</a>

Alex short clip – can a vaccine make my baby unwell <a href="https://youtube.com/shorts/NZsohT3zlns">https://youtube.com/shorts/NZsohT3zlns</a>

Alex short clip – is it safe to get both vaccines together <a href="https://youtube.com/shorts/nzPr6vD8yhY">https://youtube.com/shorts/nzPr6vD8yhY</a>

Alex short clip – what side effects can I have from the vaccine <a href="https://youtube.com/shorts/7qvN96eIrlQ">https://youtube.com/shorts/7qvN96eIrlQ</a>

Alex short clip – should I check my vaccination status <a href="https://youtube.com/shorts/hqagCLd2ryE">https://youtube.com/shorts/hqagCLd2ryE</a>

Alex short clip – does my baby need to be vaccinated <a href="https://youtube.com/shorts/4GgqTHiXzRM">https://youtube.com/shorts/4GgqTHiXzRM</a>

Alex short clip – what advice would you give to pregnant women <a href="https://youtube.com/shorts/Wurproe9mB4">https://youtube.com/shorts/Wurproe9mB4</a>

#### Full length films with new mums (with subtitles)

Kate - <a href="https://youtu.be/9Lm1vThNBNs">https://youtu.be/9Lm1vThNBNs</a>

Amara - https://youtu.be/sJe7nW9hN7A

Ridhi - https://youtu.be/fheEiHqyBMg

Helen - https://youtu.be/1ngiEWhHPdQ



#### Social media film clips with new mums (with subtitles)

Amara - Whooping cough and flu vaccines - https://youtu.be/WmSz0v6Niig

Amara - How to get your vaccine - <a href="https://youtu.be/S7t0s1EtHHs">https://youtu.be/S7t0s1EtHHs</a>

Ridhi - Why I got my vaccine - <a href="https://youtu.be/GT\_I9wk9BHk">https://youtu.be/GT\_I9wk9BHk</a>

Ridhi - Looking after your baby - <a href="https://youtu.be/3xDxvdD3dO8">https://youtu.be/3xDxvdD3dO8</a>

Helen - Why should I get my vaccine - <a href="https://youtu.be/s6Od7z\_bEPM">https://youtu.be/s6Od7z\_bEPM</a>

Helen - Whooping cough and flu vaccines - https://youtu.be/zr6E8aaDalY

Helen - Vaccine advice - <a href="https://youtu.be/rC\_Snw-LTc">https://youtu.be/rC\_Snw-LTc</a>

Kate - NHS support - https://youtu.be/4cW4BpFhAWY

Kate - NHS resources - https://youtu.be/UiogygoTztA

Kate - Why I got my vaccine - <a href="https://youtu.be/ejyMau69k8w">https://youtu.be/ejyMau69k8w</a>

Kate - Get your vaccine - https://youtu.be/r3NySZm-3tl