

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 Meet Kate	w/c 29 July	Meet Kate from North Tyneside. Kate is mum to Kit, 5, and Birdie 6 months. During both pregnancies, Kate made sure she was fully vaccinated to protect herself and her baby.	Meet Kate from North Tyneside. Kate is mum to Kit, 5, and Birdie 6 months. During both pregnancies, Kate made sure she was fully vaccinated to protect herself and her baby.	Meet Kate from North Tyneside, mum to Kit and Birdie. During both pregnancies, Kate got vaccinated to protect herself and her babies. Learn more about recommended vaccines in	Kate full film- https://youtu.be/9Lm1vThNBNs Kate short film- Why I got my vaccine - https://youtu.be/eiyMau69k8w

		<p>Find out more about vaccinations during pregnancy by speaking to your midwife or click on the link below.</p> <p>https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYouAndYourBaby</p>	<p>Find out more about vaccinations during pregnancy by speaking to your midwife or click on the link below.</p> <p>https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYouAndYourBaby</p>	<p>pregnancy by talking to your midwife.</p> <p>#HereToHelpYouAndYourBaby</p>	
<p>Post 2 Midwives</p>	<p>w/c 29 July</p>	<p>“My midwife was brilliant!”</p> <p>Pregnancies come with all sorts of questions and worry.</p> <p>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.</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYouAndYourBaby</p>	<p>“My midwife was brilliant!”</p> <p>Pregnancies come with all sorts of questions and worry.</p> <p>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.</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYouAndYourBaby</p>	<p>“My midwife was brilliant!”</p> <p>Pregnancy comes with many questions and worries.</p> <p>Talk to your midwife about flu whooping cough, RSV and other vaccinations recommended during pregnancy to protect you and your baby.</p> <p>#HereToHelpYouAndYourBaby</p>	<p>Kate full film- https://youtu.be/9Lm1vThNB_Ns</p> <p>Kate short film - NHS support https://youtu.be/4cW4BpFhAWY</p>

<p>Post 3 Ease & convenience</p>	<p>w/c 29 July</p>	<p>If you're pregnant you may be able to get your flu, whooping cough and RSV vaccines during a routine midwife visit – no extra appointments needed!</p> <p>Speak to your midwife to get the information and support you need on vaccinations recommended during pregnancy to help protect you and your baby.</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYouAndYourBaby</p>	<p>If you're pregnant you may be able to get your flu, whooping cough and RSV vaccines during a routine midwife visit – no extra appointments needed!</p> <p>Speak to your midwife to get the information and support you need on vaccinations recommended during pregnancy to help protect you and your baby.</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYouAndYourBaby</p>	<p>If you're pregnant, you could get your flu, whooping cough, and RSV vaccines during a routine midwife visit—no extra appointments needed!</p> <p>Talk to your midwife about the vaccinations recommended during pregnancy to protect you and your baby.</p> <p>#HereToHelpYouAndYourBaby</p>	<p>Kate full film- https://youtu.be/9Lm1vThNBNs</p> <p>Kate short film - Get your vaccine - https://youtu.be/r3NySZm-3tl</p> 
<h2 style="text-align: center;">Trusted Voices social media messaging – Ridhi (mum)</h2>					
<p>Post</p>	<p>Date</p>	<p>Instagram</p>	<p>Facebook</p>	<p>X</p>	<p>Visual/film</p>

<p>Post 1 Meet Ridhi</p>	<p>w/c 29 July</p>	<p>Meet Ridhi. Ridhi said getting vaccinated during pregnancy was one of the first positive things she could do to protect herself and her baby. Speak to your midwife to get the information and support you need on vaccinations recommended during pregnancy</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HeretoHelpYouandYourBaby</p>	<p>Meet Ridhi. Ridhi said getting vaccinated during pregnancy was one of the first positive things she could do to protect herself and her baby. Speak to your midwife to get the information and support you need on vaccinations recommended during pregnancy</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HeretoHelpYouandYourBaby</p>	<p>Meet Ridhi. Getting vaccinated during pregnancy was one of the first positive things Ridhi could do to protect herself and her baby. Talk to your midwife about the recommended vaccinations during pregnancy.</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HeretoHelpYouandYourBaby</p>	<p>Ridhi full film- https://youtu.be/fheEiHqyBMg</p> 
<p>Post 2 To do list</p>	<p>w/c 29 July</p>	<p>Nursery decorated ✓ Parenting books read ✓ Hospital bag packed ✓ Vaccinations done ✓</p> <p>The pregnancy to-do list can feel overwhelming, but we're here to help you and your baby.</p> <p>Speak to your midwife to get the information and support you need on vaccinations recommended during pregnancy.</p>	<p>Nursery decorated ✓ Parenting books read ✓ Hospital bag packed ✓ Vaccinations done ✓</p> <p>The pregnancy to-do list can feel overwhelming, but we're here to help you and your baby.</p> <p>Speak to your midwife to get the information and support you need on vaccinations recommended during pregnancy.</p>	<p>Nursery done ✓ Parenting books read ✓ Bag packed ✓ Vaccinations done ✓</p> <p>Pregnancy to-do lists can be overwhelming, but we're here to help.</p> <p>Talk to your midwife about the vaccinations you need during pregnancy.</p> <p>#HeretoHelpYouandYourBaby</p>	<p>Ridhi short film- Why I got my vaccines - https://youtu.be/GT_I9wk9BHk</p> 

		Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HeretoHelpYouandYourBaby	Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HeretoHelpYouandYourBaby		
Post 3 Pregnant?	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/ #HeretoHelpYouandYourBaby	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/ #HeretoHelpYouandYourBaby	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 

Trusted Voices social media messaging – Amara (mum)

Post	Date	Instagram	Facebook	X	Visual/film
Post 1 Meet	w/c 05 Aug	Meet Amara from Ingleby	Meet Amara from Ingleby	Meet Amara 🙌 She got both her flu and	Amara full film - https://youtu.be/sJe7nW9hN7A

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

Trusted Voices social media messaging – Helen (mum)


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

		<p>need on vaccinations recommended during pregnancy.</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HeretoHelpYouandYourBaby</p>	<p>need on vaccinations recommended during pregnancy.</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HeretoHelpYouandYourBaby</p>	<p>Talk to your midwife about the vaccinations you need during pregnancy.</p> <p>#HeretoHelpYouandYourBaby</p>	
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Trusted Voices social media messaging – Alex (vaccination nurse)



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


		<p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HeretoHelpYouandYourBaby</p>	<p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HeretoHelpYouandYourBaby</p>		
<p>Post 2 Side effects</p>	<p>w/c 29 July</p>	<p>There are a few mild side effects that might happen after a vaccination during pregnancy, but these are nothing to worry about.</p> <p>It's safe to be vaccinated when you're pregnant, providing extra protection to your baby.</p> <p>Talk to a midwife like Alex for more information 🗨️</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HeretoHelpYouandYourBaby</p>	<p>There are a few mild side effects that might happen after a vaccination during pregnancy, but these are nothing to worry about.</p> <p>It's safe to be vaccinated when you're pregnant, providing extra protection to your baby.</p> <p>Talk to a midwife like Alex for more information 🗨️</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HeretoHelpYouandYourBaby</p>	<p>There are a few mild side effects that might come after a #Vaccination during pregnancy, but these are nothing to worry about.</p> <p>It's safe to be vaccinated during your pregnancy. Speak to a midwife for information. 🗨️</p> <p>#HereToHelpYouAndYourBaby</p>	<p>Vaccination nurse Alex - https://youtu.be/qLIU3Pn6Ms</p> 

<p>Post 3 Ease & convenience</p>	<p>w/c 29 July</p>	<p>If you're pregnant you may be able to get your flu, whooping cough, and RSV vaccines during a routine midwife visit – no extra appointments needed!</p> <p>Speak to your midwife to get the information and support you need on vaccinations recommended during pregnancy to help protect you and your baby.</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYouAndYourBaby</p>	<p>If you're pregnant you may be able to get your flu, whooping cough, and RSV vaccines during a routine midwife visit – no extra appointments needed!</p> <p>Speak to your midwife to get the information and support you need on vaccinations recommended during pregnancy to help protect you and your baby.</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYouAndYourBaby</p>	<p>If you're pregnant, you could get your flu, whooping cough, and RSV vaccines during a routine midwife visit—no extra appointments needed!</p> <p>Talk to your midwife about the vaccinations recommended during pregnancy to protect you and your baby.</p> <p>#HereToHelpYouAndYourBaby</p>	<p>Vaccination nurse Alex - https://youtu.be/gLIU3Pn6Ms</p> 
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Trusted Voices social media messaging – Debbie (midwife)

Post	Date	Instagram	Facebook	X	Visual/film
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<p>Post 1 Meet Debbie</p>	<p>w/c 29 July</p>	<p>Meet midwife Debbie 🙌</p> <p>If you're worried about vaccines, it's understandable.</p> <p>“Don't worry, none of the recommended vaccines will harm your baby.”</p> <p>If you have any questions make sure you speak to your midwife, they are there to help you.</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HeretoHelpYouandYourBaby</p>	<p>Meet midwife Debbie 🙌</p> <p>If you're worried about vaccines, it's understandable.</p> <p>“Don't worry, none of the recommended vaccines will harm your baby.”</p> <p>If you have any questions make sure you speak to your midwife, they are there to help you.</p> <p>Find out more using this link https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HeretoHelpYouandYourBaby</p>	<p>Meet midwife Debbie 🙌</p> <p>If you're worried about vaccines, it's understandable.</p> <p>"None of the recommended vaccines will harm your baby. Talk to your midwife or GP, they are here to help you."</p> <p>#HereToHelpYouAndYourBaby</p>	<p>Midwife Debbie - https://youtu.be/T7UaEsi4Tp</p> 
<p>Post 2 Pregnant?</p>	<p>w/c 29 July</p>	<p>Expert advice is available to help you make the best choices to protect yourself and your baby during your pregnancy.</p> <p>Speak to your midwife to get information and support on flu, whooping cough, RSV, and any other vaccinations recommended during pregnancy.</p>	<p>Expert advice is available to help you make the best choices to protect yourself and your baby during your pregnancy.</p> <p>Speak to your midwife to get information and support on flu, whooping cough, RSV, and any other vaccinations recommended during pregnancy.</p>	<p>Get expert advice to protect yourself and your baby during pregnancy.</p> <p>Talk to your midwife about flu, whooping cough, RSV, and other recommended vaccines during pregnancy.</p> <p>#HeretoHelpYouandYourBaby</p>	<p>Midwife Debbie - https://youtu.be/T7UaEsi4Tp</p> 

		Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HeretoHelpYouandYourBaby	Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HeretoHelpYouandYourBaby		
Post 3 Ease & convenience	w/c 29 July	If you're pregnant you may be able to get your flu, whooping cough, and RSV vaccines during a routine midwife visit – no extra appointments needed! Speak to your midwife to get the information and support you need on vaccinations recommended during pregnancy to help protect you and your baby. Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HereToHelpYouAndYourBaby	If you're pregnant you may be able to get your flu, whooping cough, and RSV vaccines during a routine midwife visit – no extra appointments needed! Speak to your midwife to get the information and support you need on vaccinations recommended during pregnancy to help protect you and your baby. Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HereToHelpYouAndYourBaby	If you're pregnant, you could get your flu, whooping cough, and RSV vaccines during a routine midwife visit—no extra appointments needed! Talk to your midwife about the vaccinations recommended during pregnancy to protect you and your baby. #HereToHelpYouAndYourBaby	Midwife Debbie - https://youtu.be/T7UaEsi4Tp0 

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 <https://youtube.com/shorts/9jQCqRzoQXQ>

Debbie short clip – is it safe to be vaccinated while pregnant <https://youtube.com/shorts/xRIGGiTMDc>

Debbie short clip – is it safe to get both vaccines at the same time <https://youtube.com/shorts/AAjhrqPNC3A>

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 <https://youtube.com/shorts/X6rAsoPtU5o>

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

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

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

Alex short clip – can a vaccine make my baby unwell <https://youtube.com/shorts/NZsohT3zIns>

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

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

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

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

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

Full length films with new mums (with subtitles)

Kate - <https://youtu.be/9Lm1vThNBNs>

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 - <https://youtu.be/S7t0s1EtHHs>

Ridhi - Why I got my vaccine - https://youtu.be/GT_I9wk9BHK

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

Helen - Why should I get my vaccine - https://youtu.be/s6Od7z_bEPM

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

Helen - Vaccine advice - https://youtu.be/rC_Snw-LTc

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

Kate - NHS resources - <https://youtu.be/UioqygoTztA>

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

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