

Communications toolkit – 'Trusted Voices' campaign.

Vaccinations in pregnancy 2025

#HereToHelpYourBabyAndYou

(V3. 04/08/25)

About this toolkit

This vaccinations in pregnancy campaign toolkit [vaccinations in pregnancy toolkit](#) is for all NHS communication teams, midwives and other healthcare professionals and partner organisations in the North East and North Cumbria.

The **'trusted voices'** vaccinations in pregnancy campaign aims to encourage women who are pregnant, or are planning a pregnancy, to ensure they are up to date with their vaccinations, specifically flu, pertussis (whooping cough) and respiratory syncytial virus (RSV), to help protect their baby and themselves against serious illness.

It is being led by real mums and midwives from across our region. All content has been checked for accuracy by the Local Maternity and Neonatal System (LMNS), NHS England (NENC) Public Health Programmes Team and the NENC System Vaccination Operational Centres (SVOC).

More content and case studies will be added to the campaign as it develops to ensure that an increasing diversity of people are represented.

The campaign will be supported with a region wide media advertising buy commencing week beginning 4 August 2025.



It builds on the ICB's wider 'Here to Help' campaign which signposts patients to the most appropriate service for their health needs.

This toolkit includes information and resources aimed at women who are pregnant, and those planning a pregnancy, for use across all available media channels, to help raise awareness of vaccinations during pregnancy.

All online resources can be found on the ICB website at: [vaccinations in pregnancy toolkit](#)

Your support in helping us share these messages is very much appreciated.

For further help or advice on using this toolkit, or if you need support to tailor any assets, please contact either: Andrea Jones, andrea.jones2@nhs.net, Abbie Mulgrew, abbie.mulgrew@nhs.net or Anisah Sharmeen, Anisah.sharmeen@nhs.net



Toolkit

This toolkit contains useful resources including midwife, vaccination nurse, consultant and GP Q&A videos, vaccinated mums case study films, social media graphics, accompanying messaging, digital posters, leaflets and MP4 files for waiting rooms and display screen images.

You can access all assets here: [vaccinations in pregnancy toolkit](#)

How you can support the campaign

Please use this toolkit to:

- Support conversations about flu, pertussis (whooping cough), respiratory syncytial virus (RSV) and any other vaccines recommended during pregnancy antenatal and other appointments.
- Share the resources with maternity service users during midwife appointments or within any other healthcare appointment or communication.
- Play MP4 videos on internal TV/video displays in patient or other relevant waiting areas.
- If you have social media accounts, please help us by sharing the resources within this toolkit by posting on your social media channels and sharing assets with your groups and networks.

If you would like to help us create additional short, informative videos to be shared with anyone who is pregnant and their support partners, please contact either: Andrea Jones, andrea.jones2@nhs.net, Abbie Mulgrew, abbie.mulgrew@nhs.net or Anisah Sharmeen, Anisah.sharmeen@nhs.net



Contents

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- Aim & objectives
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Overview of our campaign

Being pregnant changes how the body copes with infections making it easier to become unwell from certain viruses, especially in the later stages of pregnancy.

Flu, whooping cough (pertussis) and RSV (respiratory syncytial virus) can be particularly serious during pregnancy and may lead to complications for both baby and mum. Despite these risks, many pregnant women still aren't getting vaccinated, often because of concerns or uncertainty.

That's why NHS North East and North Cumbria Integrated Care Board (ICB) created the 'trusted voices' vaccines in pregnancy campaign. To reassure and support pregnant women, and those planning a pregnancy, with clear, reassuring advice from people they trust most, midwives, and other mums.

The message is simple, when healthcare teams recommend a vaccine, it's because it's safe, effective, and gives your baby, and you, the best protection from serious illnesses.

This campaign won a national 'Mark of Excellence' award at the Chartered Institute of Public Relations (CIPR) Awards 2025 for best public health and wellbeing campaign - it isn't about scare tactics, it's about real stories, trusted advice, and helping mums feel confident in making the best choices during their pregnancy.

The campaign will be shared across social media, YouTube, TikTok, Pinterest, Spotify, and more, and is designed to give mums to be facts, support, and advice on protection for their baby.

Vaccine safety information

All vaccines go through an approval process to ensure they meet strict safety and effectiveness checks.

Millions of pregnant women, in England, have had the flu vaccine since it was introduced in the UK in 2011 and the whooping cough vaccine has been given routinely during pregnancy in the UK since October 2012.

From 1 September 2024, anyone who is at least 28 weeks pregnant has been offered a single dose of the respiratory syncytial virus (RSV) vaccine. This vaccine has been thoroughly tested and its safety record confirmed by the Joint Committee on Vaccination and Immunisation (JCVI). 84% of pregnant women across our region took up this offer in 24/25.

All vaccines recommended during pregnancy do not contain a live virus and cannot infect unborn babies or pregnant women. It's safer to have the vaccines than to risk newborn babies or mums catching flu, whooping cough or RSV.

Having a vaccine while pregnant passes on immunity from mum to baby once they are born protecting them during their first months of life - this is particularly important for babies to avoid the risk of hospitalisation from flu, whooping cough and respiratory syncytial virus (RSV).

Why use trusted voices?

86% of parents rank NHS staff most trusted on vaccine information and **85%** trust NHS resources.

A 2023 survey from the [UK Health Security Agency \(UKHSA\)](#) showed most parents in England rank healthcare professionals as their most trusted source of information, despite more reporting seeing negative and misinformation around vaccines on social media and the internet.

The survey also found that 89% of parents agree that vaccines work; 84% agree that they are safe; and 82% that they are trusted - these sources rank higher than online sources, friends and family and TV and radio.

Which vaccines are currently recommended during pregnancy?

Flu vaccine

Women who are pregnant face a higher risk of complications from the flu, especially in the later stages of pregnancy. Pregnancy alters the body's response to infections like the flu, increasing the likelihood of some people who are pregnant and their babies experiencing complications including bronchitis, a potentially serious chest infection that can progress to pneumonia. If you contract the flu during pregnancy, it may lead to premature birth, low birth weight or tragically, stillbirth or infant death.

[Find out more about flu vaccinations during pregnancy](#)

Whooping cough vaccine

Whooping cough rates have surged, posing a significant risk to unvaccinated infants. Babies too young for vaccinations are especially vulnerable, often becoming seriously ill and requiring hospitalisation.

If you are pregnant, you can protect your baby by getting vaccinated between 16 to 32 weeks of pregnancy. The immunity from this vaccine is passed on from parent to baby.

If missed, the vaccine can still be given until women go into labour.

[Find out more about whooping cough vaccinations in pregnancy.](#)

Respiratory syncytial virus (RSV)

RSV is a common and highly contagious respiratory virus that can cause mild or severe infections ranging bronchiolitis, pneumonia and respiratory failure, especially for young infants and older adults.

RSV accounts for over 30,000 hospital admissions for children under 5 each year.

From September 2024, a routine programme began in England for people who are pregnant, who will be offered an RSV vaccination from 28 weeks of pregnancy, until full term, to protect their baby during the first months of life when they are most vulnerable to RSV. Anyone who is at least 28 weeks pregnant should speak to their maternity service or GP surgery to get the vaccine to protect their baby.

[Find out more about RSV- https://www.nhs.uk/conditions/respiratory-syncytial-virus-rsv/](https://www.nhs.uk/conditions/respiratory-syncytial-virus-rsv/)

Campaign aim

- To increase the number of vaccinations during pregnancy for flu, whooping cough, respiratory syncytial virus (RSV) and any other vaccines recommended during pregnancy.

Campaign objectives

- To use '**trusted voices**' to provide reassurance to anyone who is pregnant and those planning a pregnancy that recommended vaccinations during pregnancy are safe (for baby and mum)
- To inform that recommended vaccinations during pregnancy are safe and the best way to protect baby and mum against becoming seriously ill and preventing health complications
- To signpost to trusted sources for more information about recommended [vaccinations during pregnancy](#)
- To encourage conversations with 'trusted voices' (midwives and other health care professionals).

Creative assets available

- Social media posts and graphics
- Newsletter copy
- Press release
- Films with trusted voices midwives/nurses/consultants/GP(with subtitles)
- Films with vaccinated mums (with subtitles)
- A3 posters /A5 leaflets, flu and whooping cough
- Radio advert

Social media messaging

Facebook - NorthEastandNorthCumbriaNHS

X – @NENC_NHS


Instagram – nenc_nhs

TikTok - @nenc_icb


Linked-In - @north-east-and-north-cumbria-nhs

YouTube - North East and North Cumbria NHS

Trusted Voices social media messaging – Kate (mum)


Post	Date	Instagram	Facebook	X	Visual/film
Post 1 Kate	w/c 4 Aug 25	<p>Kate is mum to Kit, and Birdie.</p> <p>During both her pregnancies, Kate made sure she was fully vaccinated against flu, whooping cough and RSV to protect her baby.</p> <p>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/</p> <p>#HereToHelpYourBabyAndYou</p>	<p>Kate is mum to Kit, and Birdie.</p> <p>During both pregnancies, Kate made sure she was fully vaccinated against flu, whooping cough and RSV to protect her baby.</p> <p>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/</p> <p>#HereToHelpYourBabyAndYou</p>	<p>Kate from North Tyneside, is mum to Kit and Birdie.</p> <p>During both pregnancies, Kate got vaccinated against flu, whooping cough and RSV to protect her babies.</p> <p>Learn more about recommended vaccines in pregnancy by talking to your midwife.</p> <p>#HereToHelpYourBabyAndYou</p>	<p>Kate short film- Why I got my vaccine – (19 sec) https://youtu.be/ejyMau69k8w</p> 


Post 2 Midwives	w/c 4 Aug	<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, and RSV vaccinations during pregnancy to protect your baby and yourself.</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYourBabyAndYou</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, and RSV vaccinations during pregnancy to protect your baby and yourself.</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYourBabyAndYou</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 and RSV vaccinations during pregnancy to protect your baby and yourself.</p> <p>#HereToHelpYourBabyAndYou</p>	<p>Kate short film - NHS support (13 sec) https://youtu.be/4cW4BpFhAWY</p>
Post 3 Ease & convenience	w/c 4 Aug	<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>Speak to your midwife to get the information and support you need on vaccinations recommended during pregnancy</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>Speak to your midwife to get the information and support you need on vaccinations recommended during pregnancy</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 your baby and yourself.</p>	<p>Kate short film - Get your vaccine – (30 sec) https://youtu.be/r3NySZm-3tl</p>

		to protect your baby and yourself. Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HereToHelpYourBabyAndYou	to protect your baby and yourself. Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HereToHelpYourBabyAndYou	#HereToHelpYourBabyAndYou	
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Trusted Voices social media messaging – Ridhi (mum)


Post	Date	Instagram	Facebook	X	Visual/film
Post 1 Meet Ridhi	w/c 4 Aug	<p>Meet Ridhi. Ridhi said getting vaccinated during pregnancy was one of the first positive things she could do to protect 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/ #HereToHelpYourBabyAndYou</p>	<p>Meet Ridhi. Ridhi said getting vaccinated during pregnancy was one of the first positive things she could do to protect 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/ #HereToHelpYourBabyAndYou</p>	<p>Meet Ridhi. Getting vaccinated during pregnancy was one of the first positive things Ridhi could do to protect her baby.</p> <p>Talk to your midwife about the recommended vaccinations during pregnancy.</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HereToHelpYourBabyAndYou</p>	<p>Ridhi full film- (2 min 7 sec) https://youtu.be/fheEiHqyBMg</p> 

Post 2 To do list	w/c 4 Aug	<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>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYourBabyAndYou</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>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYourBabyAndYou</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>#HereToHelpYourBabyAndYou</p>	<p>Ridhi short film- Why I got my vaccines – 23 sec) https://youtu.be/GT_I9wk9BHk</p> 
Post 3 Pregnant?	w/c 4 Aug	<p>Expert advice is available to help you make the best choices to protect your baby during your pregnancy.</p> <p>Talk to your midwife to get information and support on flu,</p>	<p>Expert advice is available to help you make the best choices to protect your baby during your pregnancy.</p> <p>Talk to your midwife to get information and support on flu,</p>	<p>Get expert advice to protect your baby during pregnancy.</p> <p>Talk to your midwife to get information and support on flu, whooping cough, and RSV vaccinations during pregnancy</p>	<p>Ridhi short film - Looking after your baby – (23 sec) https://youtu.be/3xDxvdD3dO8</p>


		whooping cough, and RSV vaccinations during pregnancy Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HereToHelpYourBabyAndYou	whooping cough, and RSV vaccinations during pregnancy Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HereToHelpYourBabyAndYou	#HereToHelpYourBabyAndYou	
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Trusted Voices social media messaging – Amara (mum)

Post	Date	Instagram	Facebook	X	Visual/film
Post 1 Meet Amara	w/c 11 Aug	Meet Amara She got all her vaccines while pregnant. If you have questions about vaccines and having a baby, talk to your midwife for help and information Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HereToHelpYourBabyAndYou	Meet Amara She got all her vaccines while pregnant. If you have questions about vaccines and having a baby, talk to your midwife for help and information Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HereToHelpYourBabyAndYou	Meet Amara She got all her vaccines while pregnant. If you have questions about vaccines and pregnancy, talk to your midwife for help and information #HereToHelpYourBabyAndYou	Amara full film – (1 min 45 sec) https://youtu.be/sJe7nW9hN7A 

Post 2 Midwives	w/c 11 August	<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/</p> <p>#HereToHelpYourBabyAndYou</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/</p> <p>#HereToHelpYourBabyAndYou</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>#HereToHelpYourBabyAndYou</p>	
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Trusted Voices social media messaging – Helen (mum)


Post	Date	Instagram	Facebook	X	Visual/film
Post 1 Meet Helen	w/c 11 Aug	<p>Meet Helen.</p> <p>Helen got her vaccinations while she was pregnant to keep her baby 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>#HereToHelpYourBabyAndYou</p>	<p>Meet Helen.</p> <p>Helen got her vaccinations while she was pregnant to keep her baby 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>#HereToHelpYourBabyAndYou</p>	<p>Meet Helen.</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>#HereToHelpYourBabyAndYou</p>	<p>Helen full film- (1min 54 sec) https://youtu.be/1ngiEWHPdQ</p> 
Post 2 To do list	w/c 11 Aug	<p>Nursery decorated ✓</p> <p>Parenting books read ✓</p> <p>Hospital bag packed ✓</p> <p>Vaccinations done ✓</p> <p>The pregnancy to-do list can feel overwhelming, but we're here to help your baby and you.</p> <p>Speak to your midwife to get the information and support you</p>	<p>Nursery decorated ✓</p> <p>Parenting books read ✓</p> <p>Hospital bag packed ✓</p> <p>Vaccinations done ✓</p> <p>The pregnancy to-do list can feel overwhelming, but we're here to help your baby and you.</p> <p>Speak to your midwife to get the information and support you</p>	<p>Nursery done ✓</p> <p>Parenting books read ✓</p> <p>Bag packed ✓</p> <p>Vaccinations done ✓</p> <p>Pregnancy to-do lists can be overwhelming, but we're here to help.</p>	<p>Helen short film - Vaccine advice – (19 sec) https://youtu.be/rCSnw-LTc</p>

		<p>need on vaccinations recommended during pregnancy. Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYourBabyAndYou</p>	<p>need on vaccinations recommended during pregnancy. Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYourBabyAndYou</p>	<p>Talk to your midwife about the vaccinations you need during pregnancy.</p> <p>#HereToHelpYourBabyAndYou</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 18 Aug	<p>Alex is a vaccination nurse at James Cook Hospital, Middlesbrough.</p> <p>“It’s safe to be vaccinated during pregnancy. The vaccines are there to protect your baby and you.”</p> <p>Midwives are here to help. Talk to yours today if you have questions.</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</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 your baby and you.”</p> <p>Midwives are here to help. Talk to yours today if you have questions.</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</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 your Baby.”</p> <p>Midwives are here to help. Speak to yours today.</p> <p>#HereToHelpYourBabyAndYou</p>	<p>Vaccination nurse Alex – (2 min 38 sec) https://youtu.be/qLIU3Pn6MsS</p>


		#HereToHelpYourBabyAndYou	#HereToHelpYourBabyAndYou		
Post 2 Side effects	w/c 18 Aug	<p>There might be a few mild side effects that 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 your midwife for more information</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYourBabyAndYou</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 your midwife for more information</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYourBabyAndYou</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 your midwife for information.</p> <p>#HereToHelpYourBabyAndYou</p>	<p>Vaccination nurse Alex – (2 min 38 sec) https://youtu.be/qLIU3Pn6MsS</p> 
Post 3 Ease & convenience	w/c 18 Aug	<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</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</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</p>	<p>Vaccination nurse Alex – (2 mins 38 sec) https://youtu.be/qLIU3Pn6MsS</p>

		recommended during pregnancy to help protect you and your baby. Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HereToHelpYourBabyAndYou	recommended during pregnancy to help protect you and your baby. Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HereToHelpYourBabyAndYou	during pregnancy to protect you and your baby. #HereToHelpYourBabyAndYou	
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Trusted Voices social media messaging – Debbie (midwife)

Post	Date	Instagram	Facebook	X	Visual/film
Post 1 Meet Debbie	w/c 25 Aug	Meet midwife Debbie If you're worried about vaccines, it's understandable. "Don't worry, none of the recommended vaccines will harm your baby." If you have any questions, make sure you speak to your midwife, they are there to help you. Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HereToHelpYourBabyAndYou	Meet midwife Debbie If you're worried about vaccines, it's understandable. "Don't worry, none of the recommended vaccines will harm your baby." If you have any questions, make sure you speak to your midwife, they are there to help you. Find out more using this link https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HereToHelpYourBabyAndYou	Meet midwife Debbie If you're worried about vaccines, it's understandable. "None of the recommended vaccines will harm your baby. Talk to your midwife or GP, they are here to help you." #HereToHelpYourBabyAndYou	Midwife Debbie – (2 mins 30 sec) https://youtu.be/T7UaEsi4Tp0 



Post 2 Pregnant?	w/c 25 Aug	<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>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYourBabyAndYou</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>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYourBabyAndYou</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>#HereToHelpYourBabyAndYou</p>	<p>Midwife Debbie – (2 mins 30 sec) https://youtu.be/T7UaEsj4Tp0</p> 
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<p>Post 3 Ease & convenience</p>	<p>w/c 25 Aug</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>#HereToHelpYourBabyAndYou</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>#HereToHelpYourBabyAndYou</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>#HereToHelpYourBabyAndYou</p>	<p>Midwife Debbie – (2mins 30 sec) https://youtu.be/T7UaEsj4Tp0</p> 
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Social media messaging – Dr Catherine Monaghan (consultant)

Post		Instagram	Facebook	X	Visual/film
Post 1 Questions and worry		<p>Pregnancies come with all sorts of questions and worry.</p> <p>Speak to your midwife or GP to get the information and support you need on flu, whooping cough and RSV vaccinations to protect your baby and you during your pregnancy.</p> <p>Be wise, immunise</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYourBabyAndYou</p>	<p>Pregnancies come with all sorts of questions and worry.</p> <p>Speak to your midwife or GP to get the information and support you need on flu, whooping cough and RSV vaccinations to protect your baby and you during your pregnancy.</p> <p>Be wise, immunise</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYourBabyAndYou</p>	<p>Pregnancy can bring a lot of questions - and that's okay.</p> <p>Your midwife or GP is here to help you understand flu, whooping cough and RSV vaccines and how they can protect your baby and you.</p> <p>Be wise, immunise</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYourBabyAndYou</p>	<p>Dr Catherine Monaghan (18 sec) https://youtu.be/Evo3Ps0cnsE</p>  
Post 2 Not a straightforward decision		<p>Dr Catherine Monaghan offers expert advice to help you make the best choices to protect your baby during your pregnancy.</p> <p>Getting vaccinated during pregnancy might not be a straightforward decision, but advice and help is available.</p>	<p>Dr Catherine Monaghan offers expert advice to help you make the best choices to protect your baby during your pregnancy.</p> <p>Getting vaccinated during pregnancy might not be a straightforward decision, but advice and help is available.</p>	<p>Getting vaccinated while pregnant isn't always an easy decision - but you're not alone.</p> <p>Speak to your midwife or GP about the flu, whooping cough and RSV vaccinations to help protect both your baby and you.</p>	<p>Dr Catherine Monaghan (19 sec) https://youtu.be/9wGs2r8tnD0</p> 

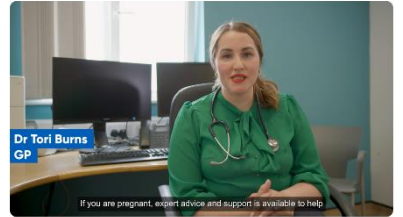

	<p>Speak to your midwife or GP to get the information and support you need on flu, whooping cough and RSV vaccinations to protect your baby and yourself during pregnancy.</p> <p>Be wise, immunise</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYourBabyAndYou</p>	<p>Speak to your midwife or GP to get the information and support you need on flu, whooping cough and RSV vaccinations to protect your baby and yourself during pregnancy.</p> <p>Be wise, immunise</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYourBabyAndYou</p>	<p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYourBabyAndYou</p>	
<p>Post 3 Worried about having vaccinations during your pregnancy</p>	<p>Are you worried about having vaccinations during your pregnancy? Don't let your questions go unanswered. If you are concerned about vaccines during pregnancy, you can get expert advice and support from your doctor or midwife.</p> <p>Be wise, immunise</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYourBabyAndYou</p>	<p>Are you worried about having vaccinations during your pregnancy? Don't let your questions go unanswered. If you are concerned about vaccines during pregnancy, you can get expert advice and support from your doctor or midwife.</p> <p>Be wise, immunise</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYourBabyAndYou</p>	<p>Worried about vaccines during pregnancy? You're not alone - and your questions matter.</p> <p>Talk to your midwife or GP for expert advice and support on flu, whooping cough and RSV vaccinations.</p> <p>Be wise, immunise</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYourBabyAndYou</p>	<p>Dr Catherine Monaghan (16 sec) https://youtu.be/zm6vI6ctr2c</p>

Post 4 expert advice and support is available	<p>If you are pregnant, expert advice and support is available to help you make the best decisions to help protect your baby and yourself during your pregnancy.</p> <p>Speak to your midwife or GP to get information and support on flu, whooping cough and RSV vaccinations.</p> <p>Be wise, immunise Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYourBabyAndYou</p>	<p>If you are pregnant, expert advice and support is available to help you make the best decisions to help protect your baby and yourself during your pregnancy.</p> <p>Speak to your midwife or GP to get information and support on flu, whooping cough and RSV vaccinations.</p> <p>Be wise, immunise Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYourBabyAndYou</p>	<p>Pregnant? Keep your baby safe.</p> <p>Speak to your midwife or GP to get information and support on flu, whooping cough and RSV vaccinations.</p> <p>Be wise. Immunise.</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYourBabyAndYou</p>	<p>Dr Catherine Monaghan (19 sec) https://youtu.be/tcNlepQ9tVY</p>  
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Social media messaging – Dr Andie Johnson (consultant)

Post	Date	Instagram	Facebook	X	Visual/film
Post 1 Recommended vaccines to keep your baby safe		<p>Dr Andie Johnson, consultant obstetrician recommends having your vaccines during pregnancy to help keep your baby safe.</p> <p>Be wise. Immunise. Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYourBabyAndYou</p>	<p>Dr Andie Johnson, consultant obstetrician recommends having your vaccines during pregnancy to help keep your baby safe.</p> <p>Be wise. Immunise. Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYourBabyAndYou</p>	<p>Dr Andie Johnson, consultant obstetrician, recommends getting vaccinated during pregnancy to help protect your baby.</p> <p>Be wise. Immunise. Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYourBabyAndYou</p>	<p>Dr Andie Johnson (24 sec) silent pointing https://youtu.be/F79JEbSCtro</p>  <p>Recommended vaccines in pregnancy to help keep your baby safe!</p> <p>Dr Andie Johnson - recommended vaccines in pregnancy</p>

Social media messaging – Dr Tori Burns (GP)

Post	Date	Instagram	Facebook	X	Visual/film
1 Expert advice is available		<p>If you are pregnant, expert advice and support is available to help you make the best choices to protect your baby and you during your pregnancy.</p> <p>Speak to your midwife or GP to get information and support on flu, whooping cough and RSV vaccinations.</p> <p>Be wise, immunise</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p>	<p>If you are pregnant, expert advice and support is available to help you make the best choices to protect your baby and you during your pregnancy.</p> <p>Speak to your midwife or GP to get information and support on flu, whooping cough and RSV vaccinations.</p> <p>Be wise, immunise</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p>	<p>Pregnant? Keep your baby safe.</p> <p>Speak to your midwife or GP to get information and support on flu, whooping cough and RSV vaccinations.</p> <p>Be wise. Immunise.</p> <p>Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#HereToHelpYourBabyAndYou</p>	<p>Dr Tori Burns – (16 sec) https://youtu.be/RynB4wRIOe4</p>  

Newsletter copy

Trusted Voices - vaccinations in pregnancy campaign

The North East and North Cumbria ICB's award-winning trusted voices – vaccines in pregnancy campaign promotes the uptake of flu, respiratory syncytial virus (RSV), and pertussis (whooping cough) vaccinations among pregnant women.

The campaign aims to encourage women who are pregnant, or planning a pregnancy, to make sure they are up to date with recommended vaccinations during pregnancy and to seek information on vaccines from trusted NHS sources in the run-up to the winter flu season.

Last year's campaign, fronted by women from across the region sharing their personal experiences of being vaccinated in pregnancy, alongside midwives and vaccination nurses from some of our NHS Foundation Trusts, achieved impressive results.

Uptake of flu and whooping cough vaccinations increased, exceeding the national average, and over 80% of pregnant women received the new RSV vaccine, helping protect their newborns from breathing problems, pneumonia, and bronchiolitis.

Our communications campaign was recognised nationally, winning the 'Mark of Excellence' Award for Best Public Health and Wellbeing Campaign at the Chartered Institute of Public Relations (CIPR) Awards 2025, praised for its use of real stories, trusted advice, and empowering mums to make confident, informed choices.

This year, the campaign will once again be amplified through a region-wide media campaign and shared widely with our NHS, local authority, and voluntary and community sector partners across the North East and North Cumbria - helping many more expectant mothers feel confident that the vaccines are safe, effective, and offer their babies the best possible start in life.

To help promote the campaign please see our toolkit here [vaccinations in pregnancy toolkit](#) where you will find videos, posters, social media assets and more to share across your channels.



Press release

NHS launches campaign to help mums-to-be protect their babies from potentially deadly viruses

The NHS in the North East and North Cumbria is urging all pregnant women to get vaccinated against potentially deadly viruses to protect their baby and themselves.

The vaccinations in pregnancy campaign aims to encourage women who are pregnant, or planning a pregnancy, to make sure they are up to date with all their vaccinations.

This includes MMR before pregnancy, and flu, pertussis (whooping cough) and respiratory syncytial virus (RSV) during pregnancy, to help protect their baby, and themselves, against serious illness.

Dr Catherine Monaghan, respiratory medicine consultant and medical director at NHS North East and North Cumbria Integrated Care Board (ICB), said: "Pregnancy is such an exciting time, but we know it can bring lots of questions.

"We want to reassure mums-to-be that having the recommended vaccines in pregnancy is the best way to protect their baby, and themselves.

"During pregnancy, your immune system is weaker, which means you're more likely to catch viruses. The vaccines not only protect you they also pass on protection to your baby helping keep them safe in their first few months of life - this is so important, as young babies can be at real risk of needing hospital care if they catch flu, whooping cough or RSV."

The campaign features local midwives, nurses and mums sharing their stories to help reassure pregnant women that vaccines for flu, whooping cough and RSV are safe and important.

"When fewer people are vaccinated, viruses spread more easily," added Dr Monaghan. "This means more babies getting ill, when it is easily preventable.



"Vaccines during pregnancy are safe and effective and can't harm your baby - they just offer the best protection for your baby and for you.

"If you have any questions at all about vaccinations please speak to your midwife for trusted expert advice."

Mum, Kate Gresswell, of North Tyneside, said: "Getting vaccinated, during both my pregnancies was an easy choice for me. I wanted to stay healthy for my baby – and I didn't want them getting flu, whooping cough or RSV.

"My midwife was amazing, and I trusted her completely. I had all my vaccines at my regular antenatal appointments – they were easy, quick, painless, and definitely worth it."

Alex Pyne, vaccination nurse, James Cook University Hospital, Middlesbrough, added: "We hope that by hearing from other mums, and midwives, pregnant women will feel more confident about asking for information, and getting their flu, whooping cough and RSV vaccinations, to help protect their babies."

If you're pregnant and want to know more about flu, whooping cough and RSV vaccines, search '**NHS vaccinations in pregnancy**' or speak to your midwife.

Ends.

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/9jQCgRzoQXQ>

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

Debbie short clip – is it safe to get both vaccines at the same time <https://youtube.com/shorts/AAjhrnPNC3A>

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>

Social media clips with health professionals (with subtitles)

Dr Cath Monaghan - Pregnancy comes with questions and worries - <https://youtu.be/Evo3Ps0cnsE>

Dr Cath Monaghan - not a straightforward decision - <https://youtu.be/9wGs2r8tnD0>

Dr Cath Monaghan - Worried about having vaccinations during your pregnancy? - <https://youtu.be/zm6vI6ctr2c>

Dr Cath Monaghan - expert advice and support is available - <https://youtu.be/tcNlepQ9tVY>

Dr Andie Johnson – which recommended vaccines during pregnancy - <https://youtu.be/F79JEbSCtro>

Dr Tori Burns – expert advice is available - <https://youtu.be/RynB4wRIOe4>

Full length films with new mums (with subtitles)

Amara - <https://youtu.be/sJe7nW9hN7A>

Ridhi - <https://youtu.be/fheEiHqyBMq>

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

Social media film clips with new mums (with subtitles)

Amara - Whooping cough and flu vaccines - <https://youtu.be/WmSz0v6Niiq>

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/eiyMau69k8w>

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

Posters/leaflets flu and whooping cough



Radio advert



NHS Vaccinations In
Pregnancy Mix.mp3

National campaign resource links

[Pregnancy: how to help protect you and your baby - GOV.UK](#)

[Pregnancy- How to protect you and your baby](#)

[Pregnant? Immunisation helps to protect you and your baby from infectious diseases](#)

Flu, Pertussis (whooping cough) and RSV <https://campaignresources.dhsc.gov.uk/campaigns/vaccinations-in-pregnancy/>

Health publication link for the updated generic pregnancy leaflet – available in multiple languages and accessible formats

<https://www.healthpublications.gov.uk/ViewProduct.html?sp=Spregnantthesevaccineshelptoprotectyouyourbabyandyourpregnancy>

Vaccine Update Maternity Special (Jan 2025) <https://www.gov.uk/government/publications/vaccine-update-issue-354-january-2025-maternity-special/vaccine-update-issue-354-january-2025-maternity-special>

FAQs

The below FAQs may be helpful when answering questions from pregnant women.

Flu questions	Long-form answer	Short-form answer
Should I get the flu vaccine while I'm pregnant?	<p>If you're pregnant you're at higher risk of getting seriously ill from flu.</p> <p>There is good evidence that pregnant women have a higher chance of developing complications if they get flu, particularly in the later stages of pregnancy. One of the most common complications of flu is bronchitis, a chest infection that can become serious and develop into pneumonia.</p> <p>Getting your recommended vaccines is the safest and most effective way for women to protect themselves and their</p>	<p>Yes, if you get the while pregnant you could become seriously ill, being vaccinated makes getting ill less likely.</p>

	babies against illness. The antibodies your body produces in response to the vaccine can also give your baby protection against flu which lasts for the first few months of their lives.	
Is it safe to get the flu vaccine while pregnant?	<p>It's safe to have the flu vaccine during any stage of pregnancy, from the first few weeks up to your expected due date. If you have a long-term health condition but have already given birth, the vaccines recommended are also safe to have whilst breastfeeding.</p> <p>There's no evidence that flu vaccinations increase the risk of having a miscarriage, pre-term birth or other complications in your pregnancy. It's strongly recommended that you get vaccinated against the flu to protect yourself and your baby.</p>	Yes. It's safe to have the flu vaccine during any stage of pregnancy, from the first few weeks up to your expected due date.
Where can I get the flu vaccine?	<p>Flu vaccines may be available from your local GP or local community pharmacist, some antenatal clinics may also offer them.</p> <p>Flu vaccines are also available to book online via the national booking system or on the NHS App. In some areas, midwives can give the flu vaccine at the antenatal clinic.</p>	For the best place for you, ask your midwife.
Whooping cough questions	Long-form answer	Short-form answer
What is whooping cough?	Whooping cough is a serious infection that causes long bouts of coughing and choking, making it hard to breathe. The "whoop" is caused by gasping for breath after each bout of coughing, though babies do not always make this noise.	Whooping cough is a serious infection that spreads easily. Babies and children should be vaccinated against it.

	It spreads very easily and can sometimes cause serious problems, which is why it's important for babies and children to get vaccinated against it.	
Why do I need to get the whooping cough vaccine in pregnancy?	Whooping cough in babies under 6 months can be dangerous. The immunity you get from the vaccine passes to your baby through the placenta and protects them until they are old enough to be vaccinated at 8 weeks old. They will then receive the vaccine as part of the routine 6-in-1 vaccine – for babies at 8, 12 and 16 weeks.	Whooping cough in babies under six months can be dangerous. The immunity you get from the vaccine passes to your baby.
Is the vaccine safe in pregnancy?	<p>Pertussis-containing vaccine (whooping cough vaccine) has been used routinely during pregnancy in the UK since October 2012.</p> <p>There is no evidence to suggest that the whooping cough vaccine is unsafe for you, or your unborn baby and the Medicines and Healthcare products Regulatory Agency (MHRA) is continuously monitoring its safety.</p> <p>The MHRA's study of around 20,000 vaccinated women published in the British Medical Journal (BMJ) found no evidence of risks to pregnancy or babies.</p>	There is no evidence to suggest that the whooping cough vaccine is unsafe for you, or your unborn baby and the Medicines and Healthcare products Regulatory Agency (MHRA) is continuously monitoring its safety.
Can me or my baby get whooping cough from the vaccine during pregnancy?	No. The whooping cough vaccine is not a live vaccine so it can't cause whooping cough in you or your baby if you have the vaccine. It's safer for you to have the vaccine than to risk your newborn baby catching whooping cough.	No. The whooping cough vaccine is not a live vaccine so it can't cause whooping cough in you or your baby.

How can I get the whooping cough vaccination?	<p>The vaccine is available from your GP and some antenatal clinics also offer it.</p> <p>You may be offered the vaccination at a routine antenatal appointment from around 16 weeks of your pregnancy.</p> <p>If you are more than 16 weeks pregnant and have not been offered the vaccine, talk to your midwife to make an appointment to get vaccinated.</p>	The vaccine is available from your GP and some antenatal clinics also offer it.
Will my baby still need to be vaccinated against whooping cough at 8 weeks if I've had the vaccine while pregnant?	Yes. Your baby will still need to be vaccinated according to the normal NHS vaccination schedule when they reach 8 weeks old. Babies are protected against whooping cough by the 6-in-1 vaccine. This is because the immunity passed on by the mother is not as strong by this stage and the baby needs to build their own immunity through vaccination.	Yes. Your baby will still need to be vaccinated according to the normal NHS vaccination schedule when they reach 8 weeks old.
I was vaccinated against whooping cough as a child, do I need to get vaccinated again?	Yes, because any protection you may have had through either having whooping cough or being vaccinated when you were young is likely to have worn off and will not provide sufficient protection for your baby.	Yes, any protection you may have had previously is likely to have worn off and will not provide sufficient protection for your baby.
I was vaccinated against whooping cough in a previous pregnancy, do I need to be vaccinated again?	Yes, you should get re-vaccinated from 16 weeks in each pregnancy to maximise protection for your new baby.	Yes, you should get re-vaccinated from 16 weeks in each pregnancy to maximise protection for your new baby.
What are the side effects of the whooping cough vaccine?	After having the whooping cough vaccine, you may have some mild side effects such as swelling, redness or tenderness where the vaccine is injected in your upper arm.	You may have some mild side effects such as swelling, redness or tenderness where the vaccine is injected in your upper arm. This is normal.

	<p>This is normal after having a vaccine and it should only last a few days. Other side effects can include a high temperature, irritation at the injection site, nausea and loss of appetite, tiredness and headache. Serious side effects are extremely rare.</p>	
RSV questions	Long-form answer	Short-form answer
<p>What is RSV?</p>	<p>Respiratory Syncytial Virus (RSV)? RSV is a common virus that causes cold-like symptoms. It is very contagious and passes easily between people through hand contact or in droplets produced by coughing and sneezing.</p> <p>RSV symptoms are similar to a common cold (runny or blocked nose, cough, sneezing and high temperature).</p> <p>Symptoms usually last between one and three weeks. If the lungs are affected, one or more of the following symptoms will develop or get worse:</p> <ul style="list-style-type: none"> • A cough that gets worse • Wheezing – a whistling sound when breathing out • Difficulty or distress when breathing • Reduction in feeding and drinking because of breathing difficulties. <p>RSV can lead to bronchiolitis and viral pneumonia, which can be serious conditions especially in infants.</p>	<p>Respiratory Syncytial Virus (RSV) is a common virus that spreads easily and causes cold-like symptoms such as a runny nose, cough, sneezing, and fever.</p> <p>Symptoms usually last one to three weeks. If it affects the lungs, it can cause a worse cough, wheezing, trouble breathing, and less eating and drinking.</p> <p>RSV can lead to serious illnesses like bronchiolitis and viral pneumonia especially in infants.</p>
<p>Why do I need to get the RSV vaccine in pregnancy?</p>	<p>The RSV vaccine helps protect newborn babies from RSV (respiratory syncytial virus), a respiratory illness that can be very dangerous for babies. When you get vaccinated during pregnancy, you pass protective antibodies to your baby</p>	<p>The vaccine helps protect newborn babies from RSV, a dangerous respiratory illness.</p> <p>Getting vaccinated during pregnancy gives your baby antibodies that protect them for the first 6 months of</p>

	<p>through your placenta. This protection lasts for about the first 6 months of your baby's life.</p> <p>While many children have a mild reaction to RSV, every year in the UK RSV accounts for approximately 450,000 GP appointments. RSV accounts for approximately 33,500 hospitalisations annually in children aged under 5 years old, is a leading cause of infant mortality globally, and results in 20 to 30 deaths per year in the UK Those who are most at risk include infants up to 12 months, especially those who are under 6 months old.</p>	<p>their life. While many children have mild RSV, in the UK, RSV leads to about 450,000 doctor visits, approximately 33,500 hospitalisations annually in children aged under 5 years old. It is a leading cause of infant mortality globally, and results in 20 to 30 deaths per year in the UK.</p>
Is the RSV vaccine safe in pregnancy?	The RSV vaccine is safe for use during pregnancy from 28 weeks up to birth.	The RSV vaccine is safe for use during pregnancy from 28 weeks up to birth.
What are the side effects of the RSV vaccine?	The side effects of the RSV vaccine are similar to those of other vaccines. Side effects may include pain at the injection site, headache, muscle pain, and nausea. These side effects are usually not a cause for concern.	Side effects of RSV may include pain at the injection site, headache, muscle pain, and nausea. These side effects are usually not a cause for concern.
How can I get the RSV vaccine?	<p>From 1 September 2024 the vaccine will be available from your maternity service or your GP. You will be offered the vaccination at a routine antenatal appointment from 28 weeks of your pregnancy.</p> <p>If you are more than 28 weeks pregnant and have not been offered the vaccine, talk to your midwife or GP to make an appointment to get vaccinated you can have the RSV vaccination right up until birth.</p>	<p>Starting 1 September 2024, the RSV vaccine will be available from your GP and antenatal clinic.</p> <p>It will be offered at routine antenatal appointments from 28 weeks of pregnancy. If you're over 28 weeks and haven't been offered the vaccine, talk to your midwife or GP to schedule it. You can get the RSV vaccination up until birth.</p>

Can me or my baby get RSV from the vaccine during pregnancy?	No. The RSV vaccine is not a live vaccine so it can't cause RSV in you or your baby if you have the vaccine. It's safer for you to have the vaccine than to risk your newborn baby catching RSV.	No. The RSV vaccine is not a live vaccine so it can't cause RSV in you or your baby.
General questions	Long-form answer	Short-form answer
Is it safe to be vaccinated while pregnant?	<p>It is perfectly safe to have the recommended vaccinations during pregnancy. The vaccines will not affect your baby, and they will help your body to generate protection for both of you.</p> <p>During pregnancy, your body is working hard to create a baby, meaning your immune system is not as strong. Getting vaccinated can help give you both an extra layer of protection.</p> <p>It's important to speak to those around you for advice on pregnancy, whether it be your GP or midwife, plus family or friends who have experience with being vaccinated. We're here to help.</p>	<p>Rest assured, the vaccines recommended to you cannot affect your baby.</p> <p>Instead, vaccinations enable your body to generate protection, safeguarding you and your baby during a period when your immune system may be weakened.</p>
What vaccines are recommended for me during pregnancy?	It is commonly recommended to get vaccinated for whooping cough and the flu during your pregnancy and now you can also be vaccinated against RSV. However, you can discuss vaccinations with your GP practice or maternity team to ensure that you get the right immunisation to protect you and your developing baby.	A few vaccines are recommended for you and your baby. You can chat with a healthcare professional to better understand your options. We're here to help.
Could a vaccine make my baby unwell?	<p>Your baby cannot catch illnesses from the recommended vaccines, as they are inactivated.</p> <p>For example, the flu jab and the whooping cough injections</p>	Your baby will not become unwell from receiving the recommended vaccines, but the vaccines can help prevent any illness once your baby is born.

	do not contain the live virus, meaning they will not affect your developing baby.	
Is it safe to get the flu jab and the whooping cough vaccines at the same time?	<p>It is perfectly safe to get both the whooping cough and flu vaccines at the same time.</p> <p>However, it is recommended to get the flu jab as soon as possible, so don't delay getting this jab by waiting to get the whooping cough vaccine on the same day. The whooping cough vaccine is best administered 16-32 weeks into your pregnancy, but ideally at 20 weeks and you should be offered alongside your 20 week scan.</p>	It is perfectly safe, and we'd advise you to get the flu jab as soon as possible, whereas it's best to get the whooping cough vaccine from 16 to 32 weeks into your pregnancy.
How can I make a decision about getting vaccinated during my pregnancy?	<p>Expert guidance and assistance are readily available to help you reach a decision about vaccinations during your pregnancy. Please reach out to your midwife or GP for information and support to understand the benefits of the flu and whooping cough vaccinations. We're here to help</p> <p>The NHS website is also a great tool for receiving credible advice, so you can do your own research and make the decision that works for you https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p>	<p>We're here to help. Speak to your midwife, GP, friends, and family to make a decision that works for you. Or visit our website https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p>
What advice would you give pregnant women about getting vaccinated?	<p>Pregnancies are an exciting time, but they can also be full of questions. We're here to help you and your baby.</p> <p>To get immunisation advice that works for you and your baby, speak to those you trust such as your GP. Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p>	<p>We're here to help you and your baby.</p> <p>Speak to a healthcare professional, and people you trust, to make a decision that works for you and your baby.</p> <p>You can also find more advice https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p>

<p>What side effects might come alongside a vaccine during pregnancy?</p>	<p>Vaccinations during pregnancy might come with a few mild side effects, just like any other vaccination you have had.</p> <p>You might have a little irritation at the injection site, or feel groggy after you're vaccinated, but this can be expected with any immunisation.</p> <p>You can speak to your midwife about anything you might be worried about, so you can make an informed decision that's best for you and your baby. We're here to help.</p>	<p>Vaccinations during pregnancy are just like any other vaccination you may have had - you might get a few mild side effects such as a sore arm, but these are nothing to worry about.</p> <p>If you have any concerns, speak to your midwife. We're here to help.</p>
<p>Should I check my vaccination status if I'm planning to become pregnant?</p>	<p>It's important to check your vaccination status before thinking of getting pregnant.</p> <p>You can check your records in the NHS app or ask your GP. Immunisation against MMR is particularly important.</p> <p>However, if you are already pregnant and haven't been immunised don't worry, you can always get you - and your child - vaccinated at a later date.</p>	<p>Yes. Please check your records, and ensure you know if you've had the MMR vaccine for maximum protection during pregnancy.</p>
<p>Does my baby need to be vaccinated once they are born?</p>	<p>Vaccinations are important for both you and your baby. Everyone's needs are different so please speak to your midwife or other health care professional when deciding on what vaccinations are right for you and your baby.</p>	<p>Speak to your midwife or other health care professional about what vaccinations are best for your child.</p>