

# Social media messaging – 'Trusted Voices' campaign

## Vaccinations during pregnancy

#HereToHelpYouAndYourBaby

(V6. 30/07/24)

### 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 <b>Meet Kate</b>	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- <a href="https://youtu.be/9Lm1vThNBNs">https://youtu.be/9Lm1vThNBNs</a>  Kate short film- Why I got my vaccine - <a href="https://youtu.be/ejyMau69k8w">https://youtu.be/ejyMau69k8w</a>

		<p>Find out more about vaccinations during pregnancy by speaking to your midwife or click on the link below.</p> <p><a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></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><a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></p> <p>#HereToHelpYouAndYourBaby</p>	<p>pregnancy by talking to your midwife.</p> <p>#HereToHelpYouAndYourBaby</p>	
<p>Post 2 <b>Midwives</b></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 <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></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 <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></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- <a href="https://youtu.be/9Lm1vThNB_Ns">https://youtu.be/9Lm1vThNB_Ns</a></p> <p>Kate short film - NHS support <a href="https://youtu.be/4cW4BpFhAWY">https://youtu.be/4cW4BpFhAWY</a></p>

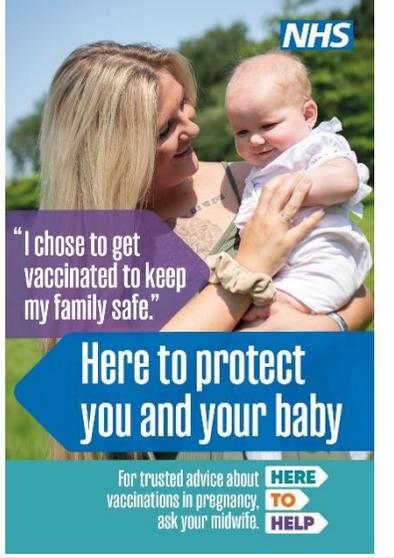
<p>Post 3 <b>Ease &amp; convenience</b></p>	<p>w/c 29 July</p>	<p>If you're pregnant you may be able to get your flu, whooping cough and RSV vaccines during a routine midwife visit – no extra appointments needed!</p> <p>Speak to your midwife to get the information and support you need on vaccinations recommended during pregnancy to help protect you and your baby.</p> <p>Find out more <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></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 <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></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- <a href="https://youtu.be/9Lm1vThNBNs">https://youtu.be/9Lm1vThNBNs</a></p> <p>Kate short film - Get your vaccine - <a href="https://youtu.be/r3NySZm-3tl">https://youtu.be/r3NySZm-3tl</a></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 <b>Meet Ridhi</b></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 <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a> #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 <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a> #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 <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a> #HeretoHelpYouandYourBaby</p>	<p>Ridhi full film- <a href="https://youtu.be/fheEiHqyBMg">https://youtu.be/fheEiHqyBMg</a></p> 
<p>Post 2 <b>To do list</b></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 - <a href="https://youtu.be/GT_I9wk9BHk">https://youtu.be/GT_I9wk9BHk</a></p> 

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<b>Post 3 Pregnant?</b>	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 <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a>  #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 <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a>  #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 - <a href="https://youtu.be/3xDxvdD3dO8">https://youtu.be/3xDxvdD3dO8</a>  

## 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 - <a href="https://youtu.be/sJe7nW9hN7A">https://youtu.be/sJe7nW9hN7A</a>

<p><b>Amar a</b></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 <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a> #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 <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a> #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><b>Post 2 Midwives</b></p>	<p>w/c 05 August</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 <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a> #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 <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a> #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>	

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

Post	Date	Instagram	Facebook	X	Visual/film
Post 1 <b>Meet Helen</b>	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 <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></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 🖱️ <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></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- <a href="https://youtu.be/1ngiEWhHPdQ">https://youtu.be/1ngiEWhHPdQ</a></p> 
Post 2 <b>To do list</b>	w/c 12 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 you and your baby.</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 you and your baby.</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 - <a href="https://youtu.be/rC_Snw-LTc">https://youtu.be/rC_Snw-LTc</a></p> 

		<p>need on vaccinations recommended during pregnancy.</p> <p>Find out more <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></p> <p>#HeretoHelpYouandYourBaby</p>	<p>need on vaccinations recommended during pregnancy.</p> <p>Find out more <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></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 <b>Meet Alex</b>	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 - <a href="https://youtu.be/qLIU3Pn6Ms">https://youtu.be/qLIU3Pn6Ms</a></p>

		<p>Find out more <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></p> <p>#HeretoHelpYouandYourBaby</p>	<p>Find out more <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></p> <p>#HeretoHelpYouandYourBaby</p>		
<p>Post 2 <b>Side effects</b></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 <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></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 <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></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 - <a href="https://youtu.be/qLIU3Pn6Ms">https://youtu.be/qLIU3Pn6Ms</a></p> 

<p>Post 3 <b>Ease &amp; convenience</b></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 <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></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 <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></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 - <a href="https://youtu.be/gLIU3Pn6Ms">https://youtu.be/gLIU3Pn6Ms</a></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 <b>Meet Debbie</b></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 <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></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 <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></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 - <a href="https://youtu.be/T7UaEsi4Tp">https://youtu.be/T7UaEsi4Tp</a></p> 
<p>Post 2 <b>Pregnant?</b></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 - <a href="https://youtu.be/T7UaEsi4Tp">https://youtu.be/T7UaEsi4Tp</a></p> 

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Post 3 <b>Ease &amp; convenience</b>	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 <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a>  #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 <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a>  #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 - <a href="https://youtu.be/T7UaEsi4Tp0">https://youtu.be/T7UaEsi4Tp0</a>  