

# Communications toolkit – 'Trusted Voices' campaign.

## Vaccinations during pregnancy

### #HereToHelpYouAndYourBaby

(V6. 26/07/24)

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### About this toolkit

This vaccinations in pregnancy campaign toolkit is for all NHS communication teams, midwives and other healthcare professionals who help anyone who is pregnant make an informed choice about vaccinations during pregnancy. It can also be used by other partner organisations within the NENC ICS.

The 'Trusted voices' vaccinations in pregnancy campaign aims to encourage anyone who is pregnant, or is planning a pregnancy, to ensure they are up to date with their vaccinations, specifically flu, pertussis (whooping cough) and respiratory syncytial virus (RSV) and any other vaccines recommended during pregnancy (awaiting JCVI announcement on COVID-19), to help protect themselves and their baby against serious illness.

It is being led by mums across our region, who have had their vaccines in pregnancy, as well as midwives and vaccination nurses from some of our regional NHS foundation trusts. 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 will be represented.

The campaign will be supported with a region wide media buy.

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

This toolkit includes information and resources aimed at anyone who is 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 at: <https://northeastnorthcumbria.nhs.uk/here-to-help/trusted-voices-vaccinations-in-pregnancy/>



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 assets, please contact either: Andrea Jones, [andrea.jones2@nhs.net](mailto:andrea.jones2@nhs.net) or Abbie Mulgrew, [abbie.mulgrew@nhs.net](mailto:abbie.mulgrew@nhs.net)

## Toolkit

This toolkit contains useful resources including midwife and vaccination nurse Q&A videos, vaccinated parent 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 at: <https://northeastnorthcumbria.nhs.uk/here-to-help/trusted-voices-vaccinations-in-pregnancy/>

## How can you 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 with maternity service users, including their support partners, at antenatal and other healthcare appointments, or in other settings where vaccinations or other types of support are given - for example in community pharmacies
- 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 [andrea.jones2@nhs.net](mailto:andrea.jones2@nhs.net)



## Contents

- Overview
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- Why trusted voices?
- Which vaccinations are recommended?
- Aim & objectives
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- FAQs

## Overview

Being pregnant changes the way the body handles infections.

Anyone who is pregnant, especially those in the third trimester, are much more vulnerable to severe vaccine-preventable illness from flu, whooping cough and respiratory syncytial virus (RSV) which can cause serious complications for both birth parent and baby.

However, despite these risks, we have seen vaccination rates in pregnancy decline.

NHS North East and North Cumbria Integrated Care Board has launched its 'Trusted Voices' campaign to reassure anyone who is pregnant and those planning a pregnancy, that recommended vaccinations during pregnancy are safe and offer the best protection against illness and severe complications from flu, whooping cough and respiratory syncytial virus (RSV) for birth parent and their baby.

While elements of the campaign focus on individual vaccines and diseases, the general aim of the campaign is when vaccines are recommended by a health professional, anyone who is pregnant should take up the offer as they are safe, effective and help to prevent serious diseases and illness.

The campaign will use NHS trusted voices (midwives, vaccination nurses and vaccinated parents) to help empower parents-to-be with choice, by avoiding scare tactics, and promoting positive, relatable stories. It will feature across a range of digital platforms including Facebook, X, Instagram, TikTok, YouTube, Spotify, Pinterest, Snapchat, plus other traditional media.

## Vaccine safety

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

Millions of people who are pregnant in England have had the flu vaccine since it was introduced in the UK in 2011.

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 will now be 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).

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

Having a vaccine while pregnant passes on some immunity from birth parent 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 trusted voices?

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

A recent 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 2023 annual parental survey from UKHSA 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

There is good evidence that people 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 will begin 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 birth parent and baby)
- To inform that recommended vaccinations during pregnancy are safe and the best way to protect birth parent and baby against becoming seriously ill and preventing health complications
- To signpost to trusted sources for more information about recommended vaccinations during pregnancy - <https://www.nhs.uk/pregnancy/keeping-well/vaccinations/>
- To encourage conversations with 'Trusted Voices' (midwives and other health care professionals).

## Creative assets available

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

## 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<br><b>Meet Kate</b> | w/c<br>29<br>July | <p>Meet Kate from North Tyneside.</p> <p>Kate is mum to Kit, 5, and Birdie 6 months.</p> <p>During both pregnancies, Kate made sure she was fully vaccinated to protect herself and her baby.</p> <p>Find out more about vaccinations during pregnancy by speaking to your midwife or click on the link below.<br/><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 Kate from North Tyneside.</p> <p>Kate is mum to Kit, 5, and Birdie 6 months.</p> <p>During both pregnancies, Kate made sure she was fully vaccinated to protect herself and her baby.</p> <p>Find out more about vaccinations during pregnancy by speaking to your midwife or click on the link below.<br/><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 Kate from North Tyneside, mum to Kit and Birdie.</p> <p>During both pregnancies, Kate got vaccinated to protect herself and her babies.</p> <p>Learn more about recommended vaccines in pregnancy by talking to your midwife.</p> <p>#HereToHelpYouAndYourBaby</p> | <p>Kate full film-<br/><a href="https://youtu.be/9Lm1vThNB_Ns">https://youtu.be/9Lm1vThNB_Ns</a></p> <p>Kate short film- Why I got my vaccine -<br/><a href="https://youtu.be/eiyMau69k8w">https://youtu.be/eiyMau69k8w</a></p>  |





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| <p>Post 2<br/><b>Midwives</b></p>               | <p>w/c<br/>29<br/>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<br/><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<br/><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-<br/><a href="https://youtu.be/9Lm1vThNB_Ns">https://youtu.be/9Lm1vThNB_Ns</a></p> <p>Kate short film - NHS support<br/><a href="https://youtu.be/4cW4BpFhAWY">https://youtu.be/4cW4BpFhAWY</a></p>  |
| <p>Post 3<br/><b>Ease &amp; convenience</b></p> | <p>w/c<br/>29<br/>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</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</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>Kate full film-<br/><a href="https://youtu.be/9Lm1vThNB_Ns">https://youtu.be/9Lm1vThNB_Ns</a></p> <p>Kate short film - Get your vaccine -<br/><a href="https://youtu.be/r3NySZm-3tl">https://youtu.be/r3NySZm-3tl</a></p>  |

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|  | <p>to help protect you and your baby.</p> <p>Find out more<br/><a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></p> <p>#HereToHelpYouAndYourBaby</p> | <p>to help protect you and your baby.</p> <p>Find out more<br/><a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></p> <p>#HereToHelpYouAndYourBaby</p> | #HereToHelpYouAndYourBaby |  |
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## Trusted Voices social media messaging – Ridhi (mum)

| Post                        | Date              | Instagram  | Facebook   | X  | Visual/film  |
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| Post 1<br><b>Meet Ridhi</b> | w/c<br>29<br>July | <p>Meet Ridhi.<br/>Ridhi said getting vaccinated during pregnancy was one of the first positive things she could do to protect herself and her baby.<br/>Speak to your midwife to get the information and support you need on vaccinations recommended during pregnancy</p> <p>Find out more<br/><a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a><br/>#HeretoHelpYouandYourBaby</p> | <p>Meet Ridhi.<br/>Ridhi said getting vaccinated during pregnancy was one of the first positive things she could do to protect herself and her baby.<br/>Speak to your midwife to get the information and support you need on vaccinations recommended during pregnancy</p> <p>Find out more<br/><a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a><br/>#HeretoHelpYouandYourBaby</p> | <p>Meet Ridhi.<br/>Getting vaccinated during pregnancy was one of the first positive things Ridhi could do to protect herself and her baby.</p> <p>Talk to your midwife about the recommended vaccinations during pregnancy.</p> <p>Find out more<br/><a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></p> <p>#HeretoHelpYouandYourBaby</p> | <p>Ridhi full film-<br/><a href="https://youtu.be/fheEiHqyBMg">https://youtu.be/fheEiHqyBMg</a></p>  |

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| <p><b>Post 2 To do list</b></p> | <p>w/c 29 July</p> | <p>Nursery decorated ✓<br/>Parenting books read ✓<br/>Hospital bag packed ✓<br/>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<br/><a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></p> <p>#HeretoHelpYouandYourBaby</p> | <p>Nursery decorated ✓<br/>Parenting books read ✓<br/>Hospital bag packed ✓<br/>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<br/><a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></p> <p>#HeretoHelpYouandYourBaby</p> | <p>Nursery done ✓<br/>Parenting books read ✓<br/>Bag packed ✓<br/>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 -<br/><a href="https://youtu.be/GT_I9wk9BHk">https://youtu.be/GT_I9wk9BHk</a></p>  |
| <p><b>Post 3 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</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</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>Ridhi short film - Looking after your baby -<br/><a href="https://youtu.be/3xDxvdD3dO8">https://youtu.be/3xDxvdD3dO8</a></p>  |

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|  | <p>recommended during pregnancy.</p> <p>Find out more<br/><a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></p> <p>#HeretoHelpYouandYourBaby</p> | <p>recommended during pregnancy.</p> <p>Find out more<br/><a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></p> <p>#HeretoHelpYouandYourBaby</p> | #HeretoHelpYouandYourBaby |  |
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## Trusted Voices social media messaging – Amara (mum)

| Post                        | Date             | Instagram  | Facebook  | X   | Visual/film   |
|-----------------------------|------------------|--|---|---|---|
| Post 1<br><b>Meet Amara</b> | w/c<br>05<br>Aug | <p>Meet Amara from Ingleby 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<br/><a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a><br/>#HeretoHelpYouandYourBaby</p> | <p>Meet Amara from Ingleby 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<br/><a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a><br/>#HeretoHelpYouandYourBaby</p> | <p>Meet Amara 🙌</p> <p>She got both her flu and 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>Amara full film -<br/><a href="https://youtu.be/sJe7nW9hN7A">https://youtu.be/sJe7nW9hN7A</a></p>  |

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| Post 2<br><b>Midwives</b> | w/c<br>05<br>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<br/><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 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<br/><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 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> |  |
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## Trusted Voices social media messaging – Helen (mum)

| Post                        | Date                | Instagram  | Facebook   | X   | Visual/film   |
|-----------------------------|---------------------|--|--|---|---|
| Post 1<br><b>Meet Helen</b> | w/c<br>12<br>August | <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<br/><a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></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 🙌<br/><a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></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-<br/><a href="https://youtu.be/1ngiEWhHPdQ">https://youtu.be/1ngiEWhHPdQ</a></p> |

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|                             |                  | #HeretoHelpYouandYourBaby  | <a href="#">eeping-well/vaccinations/</a><br>#HeretoHelpYouandYourBaby   |  |    |
| Post 2<br><b>To do list</b> | w/c<br>12<br>Aug | <p>Nursery decorated ✓<br/>Parenting books read ✓<br/>Hospital bag packed ✓<br/>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<br/><a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></p> | <p>Nursery decorated ✓<br/>Parenting books read ✓<br/>Hospital bag packed ✓<br/>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<br/><a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></p> | <p>Nursery done ✓<br/>Parenting books read ✓<br/>Bag packed ✓<br/>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>Helen short film - Vaccine advice -<br/><a href="https://youtu.be/rC_Snw-LTc">https://youtu.be/rC_Snw-LTc</a></p>  |

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

| Post                          | Date              | Instagram   | Facebook  | X   | Visual/film  |
|-------------------------------|-------------------|---|---|---|--|
| Post 1<br><b>Meet Alex</b>    | w/c<br>29<br>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>Find out more<br/><a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></p> <p>#HeretoHelpYouandYourBaby</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>Find out more<br/><a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></p> <p>#HeretoHelpYouandYourBaby</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>  |
| Post 2<br><b>Side effects</b> | w/c<br>29<br>July | <p>There are a few mild side effects that might happen after a vaccination during pregnancy,</p>  | <p>There are a few mild side effects that might happen after a vaccination during pregnancy,</p>  | <p>There are a few mild side effects that might come after a #Vaccination during pregnancy,</p>   | <p>Vaccination nurse Alex - <a href="https://youtu.be/qLIU3Pn6Ms">https://youtu.be/qLIU3Pn6Ms</a></p>  |


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|---|--------------------|--|--|---|---|
|   |                    | <p>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<br/><a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></p> <p>#HeretoHelpYouandYourBaby</p>   | <p>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<br/><a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></p> <p>#HeretoHelpYouandYourBaby</p>   | <p>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>Post 3<br/><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<br/><a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></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<br/><a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></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/qLIU3Pn6Ms">https://youtu.be/qLIU3Pn6Ms</a></p> |





#HereToHelpYouAndYourBaby

#HereToHelpYouAndYourBaby

## Trusted Voices social media messaging – Debbie (midwife)

| Post                         | Date        | Instagram  | Facebook   | X   | Visual/film   |
|------------------------------|-------------|--|--|---|---|
| Post 1<br><b>Meet Debbie</b> | w/c 29 July | <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<br/><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<br/><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 -<br/><a href="https://youtu.be/T7UaEsi4Tp0">https://youtu.be/T7UaEsi4Tp0</a></p>  |
| Post 2<br><b>Pregnant?</b>   | w/c 29 July | <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,</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,</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</p>  | <p>Midwife Debbie -<br/><a href="https://youtu.be/T7UaEsi4Tp0">https://youtu.be/T7UaEsi4Tp0</a></p>   |

|  |  |  |  |   |   |
|--|--|--|--|---|---|
|  |  | <p>whooping cough, RSV, and any other vaccinations recommended during pregnancy.</p> <p>Find out more<br/> <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></p> <p>#HeretoHelpYouandYourBaby</p>  | <p>whooping cough, RSV, and any other vaccinations recommended during pregnancy.</p> <p>Find out more<br/> <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></p> <p>#HeretoHelpYouandYourBaby</p>  | <p>other recommended vaccines during pregnancy.</p> <p>#HeretoHelpYouandYourBaby</p>  |    |
| <p>Post 3<br/> <b>Ease &amp; convenience</b></p> | <p>w/c<br/>           29<br/>           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<br/> <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<br/> <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>Midwife Debbie -<br/> <a href="https://youtu.be/T7UaEsi4Tpo">https://youtu.be/T7UaEsi4Tpo</a></p>  |

## Newsletter/email copy

### **Subject: Trusted Voices - vaccinations in pregnancy campaign**

NHS North East and North Cumbria Integrated Care Board (ICB) has launched a new campaign to reassure anyone who is pregnant and those planning a pregnancy, that all recommended vaccinations during pregnancy are safe and offer the best protection for birth parent and their baby from flu, pertussis (whooping cough), and respiratory syncytial virus (RSV).

The 'Trusted Voices' – vaccinations in pregnancy campaign aims to encourage anyone who is pregnant or is planning a pregnancy to make sure they are up to date with all their vaccinations, especially MMR before pregnancy and flu, pertussis (whooping cough) and respiratory syncytial virus (RSV), to help protect themselves and their baby against serious illness.

To help amplify the campaign please see the toolkit here <https://northeastnorthcumbria.nhs.uk/here-to-help/trusted-voices-vaccinations-in-pregnancy/> where you will find videos, posters, social media assets and more to share across your channels.

Thank you for your help.

## Press release

### NHS launches campaign encouraging pregnant women to get vaccinated against potentially deadly viruses

The North East and North Cumbria's NHS has launched a new campaign encouraging anyone who is pregnant to get vaccinated against potentially deadly viruses including flu, whooping cough and respiratory syncytial virus (RSV).

The region has seen a spike in preventable whooping cough cases among infants, due to a decrease in the number of pregnant people getting vaccinated, and doctors are keen to reverse the trend.

7,599 laboratory-confirmed cases of whooping cough were reported in England from January to May 2024, compared with 858 for the whole of 2023.

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

"As doctors and medical professionals, we want to reassure parents to be that the recommended vaccines are the best way to protect both your baby and yourself.

"When you are pregnant, your immune system is weakened, so you are more susceptible to viruses. That's why it's important to keep as healthy and protected as possible.

"When fewer people get their vaccines, it means more whooping cough and more babies getting ill unnecessarily. Babies are not naturally protected against the virus.

"We really hope that anyone who is pregnant will feel reassured that the vaccines are safe and effective. Vaccines like whooping cough, RSV and flu do not contain live viruses and can't make you or your baby sick. There could be mild side effects like a sore



arm but that's completely normal.

“If you have any concerns, please speak to your midwife who can help you make an informed decision for you and your baby.”

The campaign features midwives, nurses, and new mothers with their healthy babies, to reassure parents-to-be that the recommended vaccines are safe for them and their unborn children.

Kate Gresswell, mum to four-month-old Birdie, said: “Getting vaccinated just seemed like an easy decision for me. I wanted to be protected against flu so I could be healthy for my baby and, of course, I didn’t want her to get sick with whooping cough once she was born.

“My midwife was brilliant, and I trusted her implicitly. I got my vaccinations at routine checkups and scan appointments. They were quick, painless, and totally worth it.”

Alex Pyne, vaccination nurse at James Cook University Hospital in Middlesbrough, added: “I’m hopeful that by seeing other mums and healthy babies, mums-to-be will feel encouraged to get protected. Flu season is just around the corner, so it’s important to be fully protected.”

If you are pregnant and would like to learn more about which vaccinations are right for you, please search ‘NHS vaccinations in pregnancy’ and 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/9jQCqRzoQXQ>

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/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](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/NZsohT3zlns>

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/fheEiHqyBMq>

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](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](https://youtu.be/s6Od7z_bEPM)

Helen - Whooping cough and flu vaccines - <https://youtu.be/zr6E8aaDaIY>

Helen - Vaccine advice - [https://youtu.be/rC\\_Snw-LTc](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>

**Posters/leaflets flu and whooping cough (awaiting RSV)**



J001220 TL NHS 123  
Leaflets ReDesign Flu



**Radio advert**



NHS Vaccinations In  
Pregnancy Mix.mp3

**National campaign resource links**

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

## FAQs

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

| Flu questions   | Long-form answer  | Short-form answer   |
|---|---|---|
| <p><b>Should I get the flu vaccine while I'm pregnant?</b></p>  | <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 <a href="#">bronchitis</a>, a chest infection that can become serious and develop into <a href="#">pneumonia</a>.</p> <p>Getting your recommended vaccines is the safest and most effective way for women to protect themselves and their 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.</p> | <p>Yes, if you get the while pregnant you could become seriously ill, being vaccinated makes getting ill less likely.</p>           |
| <p><b>Is it safe to get the flu vaccine while pregnant?</b></p> | <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>  | <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.</p> |



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| <p><b>Where can I get the flu vaccine?</b></p>                              | <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.<br/>In some areas, midwives can give the flu vaccine at the antenatal clinic.</p>   | <p>For the best place for you, ask your midwife.</p>  |
| <p><b>Whooping cough questions</b></p>                                      | <p><b>Long-form answer</b></p>  | <p><b>Short-form answer</b></p>   |
| <p><b>What is whooping cough?</b></p>                                       | <p>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.</p> <p>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.</p> | <p>Whooping cough is a serious infection that spreads easily. Babies and children should be vaccinated against it.</p>                                  |
| <p><b>Why do I need to get the whooping cough vaccine in pregnancy?</b></p> | <p>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.</p>   | <p>Whooping cough in babies under six months can be dangerous. The immunity you get from the vaccine passes to your baby.</p>                           |
| <p><b>Is the vaccine safe in pregnancy?</b></p>                             | <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</p> |

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|  | <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> | <p>Regulatory Agency (MHRA) is continuously monitoring its safety.</p>   |
| <p><b>Can me or my baby get whooping cough from the vaccine during pregnancy?</b></p>  | <p>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.</p>  | <p>No. The whooping cough vaccine is not a live vaccine so it can't cause whooping cough in you or your baby.</p>                    |
| <p><b>How can I get the whooping cough vaccination?</b></p>  | <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 <b>more than 16 weeks pregnant</b> and have not been offered the vaccine, talk to your midwife to make an appointment to get vaccinated.</p>              | <p>The vaccine is available from your GP and some antenatal clinics also offer it.</p>   |
| <p><b>Will my baby still need to be vaccinated against whooping cough at 8 weeks if I've had the vaccine while pregnant?</b></p> | <p>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.</p>                     | <p>Yes. Your baby will still need to be vaccinated according to the normal NHS vaccination schedule when they reach 8 weeks old.</p> |

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| <p><b>I was vaccinated against whooping cough as a child, do I need to get vaccinated again?</b></p>             | <p>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.</p>  | <p>Yes, any protection you may have had previously is likely to have worn off and will not provide sufficient protection for your baby.</p>  |
| <p><b>I was vaccinated against whooping cough in a previous pregnancy, do I need to be vaccinated again?</b></p> | <p>Yes, you should get re-vaccinated from 16 weeks in each pregnancy to maximise protection for your new baby.</p>   | <p>Yes, you should get re-vaccinated from 16 weeks in each pregnancy to maximise protection for your new baby.</p>   |
| <p><b>What are the side effects of the whooping cough vaccine?</b></p>   | <p>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.</p> <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> | <p>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>  |
| <p><b>RSV questions</b></p>  | <p><b>Long-form answer</b></p>   | <p><b>Short-form answer</b></p>  |
| <p><b>What is RSV?</b></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>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,</p> |

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|  | <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"> <li>• A cough that gets worse</li> <li>• Wheezing – a whistling sound when breathing out</li> <li>• Difficulty or distress when breathing</li> <li>• Reduction in feeding and drinking because of breathing difficulties.</li> </ul> <p>RSV can lead to bronchiolitis and viral pneumonia, which can be serious conditions especially in infants.</p>   | <p>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><b>Why do I need to get the RSV vaccine in pregnancy?</b></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 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>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 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> |
| <p><b>Is the RSV vaccine safe in pregnancy?</b></p>              | <p>The RSV vaccine is safe for use during pregnancy from 28 weeks up to birth.</p>   | <p>The RSV vaccine is safe for use during pregnancy from 28 weeks up to birth.</p>   |

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| <p><b>What are the side effects of the RSV vaccine?</b></p>                | <p>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.</p>   | <p>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.</p>   |
| <p><b>How can I get the RSV vaccine?</b></p>                               | <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> |
| <p><b>Can me or my baby get RSV from the vaccine during pregnancy?</b></p> | <p>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.</p>  | <p>No. The RSV vaccine is not a live vaccine so it can't cause RSV in you or your baby.</p>   |
| <p><b>General questions</b></p>  | <p><b>Long-form answer</b></p>   | <p><b>Short-form answer</b></p>   |
| <p><b>Is it safe to be vaccinated while pregnant?</b></p>                  | <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>Rest assured, the vaccines recommended to you cannot affect your baby. Instead, vaccinations enable your body to generate protection, safeguarding you and your baby during a period when your immune system may be weakened.</p>  |

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|   | <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><b>What vaccines are recommended for me during pregnancy?</b></p>                          | <p>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.</p>   | <p>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.</p>                       |
| <p><b>Could a vaccine make my baby unwell?</b></p>  | <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 do not contain the live virus, meaning they will not affect your developing baby.</p>   | <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.</p>                                |
| <p><b>Is it safe to get the flu jab and the whooping cough vaccines at the same time?</b></p> | <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> | <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.</p> |
| <p><b>How can I make a decision about getting vaccinated during my pregnancy?</b></p>         | <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>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</p>   |

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|  | <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</p> <p><a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></p>   | <p><a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></p>  |
| <p><b>What advice would you give pregnant women about getting vaccinated?</b></p>      | <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 <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></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 <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></p> |
| <p><b>What side effects might come alongside a vaccine during pregnancy?</b></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><b>Should I check my vaccination status if I'm planning to become pregnant?</b></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>   |

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| <p><b>Does my baby need to be vaccinated once they are born?</b></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> |
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