

Communications toolkit – 'Trusted Voices' campaign

Vaccinations in pregnancy 2026/7

#HereToHelpYourBabyAndYou

(V4. 25/08/26)

About this toolkit

This vaccines in pregnancy campaign toolkit has been created for all NHS communication teams, midwives, 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 fronted by real mums and midwives from across our region with all content checked for accuracy by the Local Maternity and Neonatal System (LMNS) and NHS England (NEY OPIC) Public Health Commissioning Team.

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 1 October 2026, though it should be noted that pregnant women are eligible to receive flu vaccination from the 1st September and at any stage of their pregnancy and RSV and pertussis are “year-round” vaccinations.



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 or Abbie Mulgrew, abbie.mulgrew@nhs.net



Toolkit

This toolkit contains useful resources including midwife and consultant 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) 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/ digital screen ads 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 or Abbie Mulgrew, abbie.mulgrew@nhs.net



Contents

- Overview of the campaign
- Vaccine safety information
- Why trusted voices?
- Which vaccinations are recommended?
- Aim & objectives
- Creative assets to share
- FAQs

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 a robust 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). If you have missed one of your recommended vaccines or have changed your mind your midwife will advise on which vaccines can be given the same time,

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 infection 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 during pregnancy](#)

Respiratory syncytial virus (RSV)

RSV is a common and highly contagious respiratory virus and one of the main causes of bronchiolitis in babies. For most people it causes mild, cold-like symptoms, but it can be more serious for young babies, making it difficult for them to breathe and feed and, in some cases, leading to hospital treatment or intensive care.

RSV accounts for more than 30,000 hospital admissions in England in children aged under five each year.

In September 2024, a routine RSV vaccination programme was introduced for pregnant women. The vaccine is offered from 28 weeks of pregnancy and works by helping the mother produce antibodies against RSV, which are passed to the baby and help protect them from birth. Research has shown vaccination during pregnancy can provide more than 80% protection for newborn babies against hospital admission with RSV.

The impact is already being seen. The number of **babies under six months admitted to intensive care with confirmed RSV more than halved during winter 2025**, falling from 131 to 63 following the introduction of the vaccination programme.

The RSV vaccine is recommended during every pregnancy, even if someone has received it during a previous pregnancy. The best time to have it is around 28 weeks, but it can still be given later in pregnancy.

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

Campaign aim

- To increase the number of vaccinations during pregnancy for flu, whooping cough, respiratory syncytial virus (RSV) for the protection of mothers and babies.

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
Kate		Kate is mum to Kit, and Birdie. During both her pregnancies, Kate made sure she was fully vaccinated against flu, whooping cough and RSV to protect her baby. 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/ #HereToHelpYourBabyAndYou	Kate is mum to Kit, and Birdie. During both pregnancies, Kate made sure she was fully vaccinated against flu, whooping cough and RSV to protect her baby. 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/ #HereToHelpYourBabyAndYou	Kate from North Tyneside, is mum to Kit and Birdie. During both pregnancies, Kate got vaccinated against flu, whooping cough and RSV to protect her babies. Learn more about recommended vaccines in pregnancy by talking to your midwife. #HereToHelpYourBabyAndYou	

Trusted Voices social media messaging – Helen (mum)

Post	Date	Instagram	Facebook	X	Visual/film
To do list	w/c 11 Aug	Nursery decorated ✓ Parenting books read ✓ Hospital bag packed ✓ Vaccinations done ✓ The pregnancy to-do list can feel overwhelming, but we're here to help your baby and you. Speak to your midwife to get the information and support you need on vaccinations recommended during pregnancy. Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HereToHelpYourBabyAndYou	Nursery decorated ✓ Parenting books read ✓ Hospital bag packed ✓ Vaccinations done ✓ The pregnancy to-do list can feel overwhelming, but we're here to help your baby and you. Speak to your midwife to get the information and support you need on vaccinations recommended during pregnancy. Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HereToHelpYourBabyAndYou	Nursery done ✓ Parenting books read ✓ Bag packed ✓ Vaccinations done ✓ Pregnancy to-do lists can be overwhelming, but we're here to help. Talk to your midwife about the vaccinations you need during pregnancy. #HereToHelpYourBabyAndYou	Helen short film - Vaccine advice – (19 sec) https://youtu.be/rC_Snw-LTc 

Trusted Voices social media messaging – Debbie (midwife)

Post	Date	Instagram	Facebook	X	Visual/film
Pregnant?		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 during pregnancy. Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HereToHelpYourBabyAndYou	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, during pregnancy. Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HereToHelpYourBabyAndYou	Get expert advice to protect yourself and your baby during pregnancy. Talk to your midwife about flu, whooping cough, RSV, vaccines during pregnancy. Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HereToHelpYourBabyAndYou	

Social media messaging – Dr Catherine Monaghan (consultant)

Post		Instagram	Facebook	X	Visual/film
Questions and worry		Pregnancies come with all sorts of questions and worry. 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.	Pregnancies come with all sorts of questions and worry. 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.	Pregnancy can bring a lot of questions - and that's okay. 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.	Dr Catherine Monaghan (18 sec)

		Be wise, immunise Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HereToHelpYourBabyAndYou	Be wise, immunise Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HereToHelpYourBabyAndYou	Be wise, immunise Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HereToHelpYourBabyAndYou	https://youtu.be/3KaE1-6E6EI  Dr Catherine Monaghan Deputy Medical Director and Consultant Physician in Acute and Respiratory Medicine, University Hospital Tees
--	--	--	--	--	---

Social media messaging – Dr Andie Johnson (consultant)

Post	Date	Instagram	Facebook	X	Visual/film
Post 1 Recommended vaccines to keep your baby safe		Dr Andie Johnson, consultant obstetrician recommends having your vaccines during pregnancy to help keep your baby safe. Be wise. Immunise. Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HereToHelpYourBabyAndYou	Dr Andie Johnson, consultant obstetrician recommends having your vaccines during pregnancy to help keep your baby safe. Be wise. Immunise. Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HereToHelpYourBabyAndYou	Dr Andie Johnson, consultant obstetrician, recommends getting vaccinated during pregnancy to help protect your baby. Be wise. Immunise. Find out more https://www.nhs.uk/pregnancy/keeping-well/vaccinations/ #HereToHelpYourBabyAndYou	Dr Andie Johnson (24 sec) silent pointing https://youtu.be/F79JEBSCtro https://youtube.com/shorts/SgWBQO-zVYk  Recommended vaccines in pregnancy to help keep your baby safe! Dr Andie Johnson - recommended vaccines in pregnancy

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.

Fronted by women from across the region, the campaign shares their personal experiences of being vaccinated in pregnancy, alongside midwives and consultants from some of our NHS Foundation Trusts, achieved impressive results.

Last year 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, and 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 urges mums-to-be to protect their babies from potentially deadly viruses

Mums-to-be are being encouraged to speak to their midwife or GP about vaccinations during pregnancy to help protect themselves and their babies from potentially serious illness.

Women who are pregnant, or planning a pregnancy, are being asked to make sure they are up to date with the vaccinations recommended by the NHS. These include MMR before pregnancy, and flu, pertussis (whooping cough) and respiratory syncytial virus (RSV) vaccines during pregnancy.



Ben Anderson, director of population health, NHS North East and North Cumbria Integrated Care Board (ICB), said: “Pregnancy can be an exciting time, but it can also bring lots of questions.

“We want to reassure mums-to-be that having the recommended vaccines before and during pregnancy is one of the best ways to protect both them and their baby.

“During pregnancy, changes to your immune system can make you more vulnerable to some infections. Vaccination helps protect you while also passing protection to your baby, helping to keep them safe during their first few months of life, when infections such as flu, whooping cough and RSV can make them seriously ill.

“We are already seeing the impact of the new RSV vaccine, introduced in 2024. Last winter, the number of babies under six months admitted to intensive care with confirmed RSV more than halved. That is a powerful reminder of the protection vaccination during pregnancy can give.”

Mum Kate Gresswell, from North Tyneside, shared her experience to reassure other pregnant women about vaccination and the protection it can provide.

“Getting vaccinated during both my pregnancies was an easy choice for me,” she said.

“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.”

Mr Anderson added: “When fewer people are vaccinated, viruses can spread more easily, putting more babies at risk of becoming seriously ill.

“Vaccines recommended during pregnancy are safe and effective and give your baby important protection from the very start of their life.

“If you have any questions or concerns about vaccinations, please speak to your midwife or GP, who can give you trusted, expert advice.”

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.

Additional resources

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](https://www.gov.uk/government/campaigns/vaccinations-in-pregnancy)

[Pregnancy- How to protect you and your baby](https://www.gov.uk/government/campaigns/vaccinations-in-pregnancy)

[Pregnant? Immunisation helps to protect you and your baby from infectious diseases](https://www.gov.uk/government/campaigns/vaccinations-in-pregnancy)

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?	If you're pregnant you're at higher risk of getting seriously ill from flu. 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. 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.	Yes, if you get flu while pregnant you could become seriously ill. Being vaccinated makes getting ill less likely.
Is it safe to get the flu vaccine while pregnant?	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. 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.	Yes. All the current evidence tells us that getting vaccinated is safer than not getting vaccinated. Vaccines are constantly monitored for safety. .

Where can I get the flu vaccine?	Flu vaccines may be available from your local GP or local community pharmacist, some antenatal clinics may also offer them. 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.	Your GP, most pharmacies and from most antenatal clinics. 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. 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.	Whooping cough is a serious infection that spreads easily. Babies and children should be 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?	Yes. Pertussis-containing vaccine (whooping cough vaccine) has been used routinely during pregnancy in the UK since October 2012.	Yes. All the current evidence tells us that getting vaccinated is safer than not getting vaccinated. Vaccines are constantly monitored for safety.

	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. 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.	
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?	The vaccine is available from your GP and some antenatal clinics also offer it. You may be offered the vaccination at a routine antenatal appointment from around 16 weeks of your pregnancy. 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.	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. 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.	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.
RSV questions	Long-form answer	Short-form answer
What is RSV?	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. RSV symptoms are similar to a common cold (runny or blocked nose, cough, sneezing and high temperature).	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. Symptoms usually last one to three weeks. If it affects the lungs, it can cause a worse cough,

	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: • 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. RSV can lead to bronchiolitis and viral pneumonia, which can be serious conditions especially in infants.	wheezing, trouble breathing, and less eating and drinking. RSV can lead to serious illnesses like bronchiolitis and viral pneumonia especially in infants.
Why do I need to get the RSV vaccine in pregnancy?	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. 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.	The vaccine helps protect newborn babies from RSV, a dangerous respiratory illness. 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.
Is the RSV vaccine safe in pregnancy?	The RSV vaccine is safe for use during pregnancy from 28 weeks up to birth.	Yes. All the current evidence tells us that getting vaccinated is safer than not getting vaccinated. Vaccines are constantly monitored for safety. 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?	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. 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.	Starting 1 September 2024, the RSV vaccine will be available from your GP and antenatal clinic. 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.
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?	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. 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.	Yes. All the current evidence tells us that getting vaccinated is safer than not getting vaccinated. Vaccinations enable your body to generate protection, safeguarding you and your baby during a period when your immune system may be weakened.

	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.	
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?	Your baby cannot catch illnesses from the recommended vaccines, as they are inactivated. For example, the flu jab and the whooping cough injections do not contain the live virus, meaning they will not affect your developing baby.	Your baby will not become unwell from receiving the recommended vaccines, but the vaccines can help prevent any illness once your baby is born.
Is it safe to get the flu jab and the whooping cough vaccines at the same time?	It is perfectly safe to get both the whooping cough and flu vaccines at the same time. 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.	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?	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	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

	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/	https://www.nhs.uk/pregnancy/keeping-well/vaccinations/
What advice would you give pregnant women about getting vaccinated?	Pregnancies are an exciting time, but they can also be full of questions. We're here to help you and your baby. 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/	We're here to help you and your baby. Speak to a healthcare professional, and people you trust, to make a decision that works for you and your baby. You can also find more advice https://www.nhs.uk/pregnancy/keeping-well/vaccinations/
What side effects might come alongside a vaccine during pregnancy?	Vaccinations during pregnancy might come with a few mild side effects, just like any other vaccination you have had. 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. 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.	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. If you have any concerns, speak to your midwife. We're here to help.
Should I check my vaccination status if I'm planning to become pregnant?	It's important to check your vaccination status before thinking of getting pregnant. You can check your records in the NHS app or ask your GP. Immunisation against MMR is particularly important. 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.	Yes. Please check your records, and ensure you know if you've had the MMR vaccine for maximum protection during pregnancy.

Does my baby need to be vaccinated once they are born?	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.	Speak to your midwife or other health care professional about what vaccinations are best for your child.
---	---	--