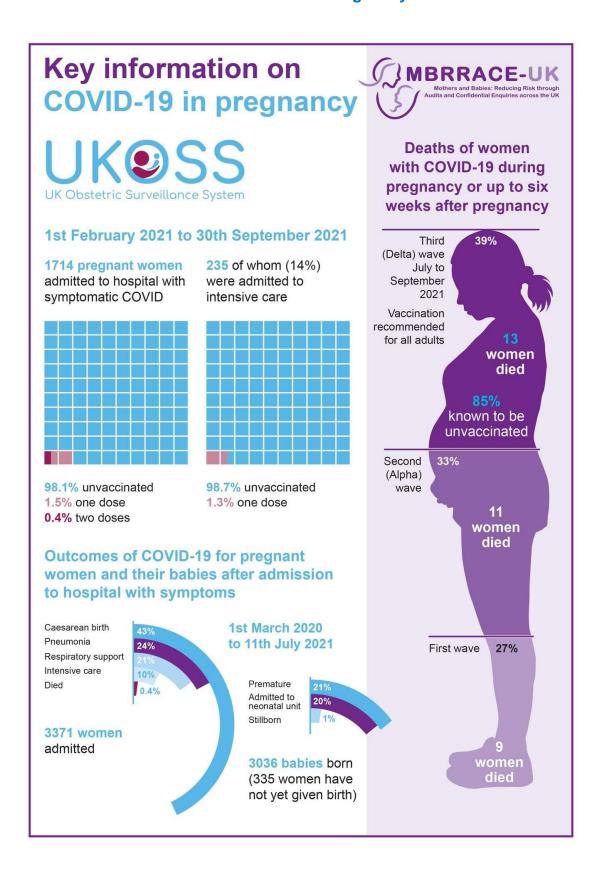
## NHS England & Improvement - East of England Region

**Communications Toolkit – Vaccinations in Pregnancy** 



## **Overview**

Pregnant people, especially those in the third trimester, are at great risk of becoming seriously ill with COVID-19, influenza, and whooping cough infections, which could cause complications for both mother and baby.

The COVID-19, influenza and whooping cough vaccines are the best protection from maternal infections and are safe and effective for people who are pregnant, planning a pregnancy and breastfeeding. Pregnant people will be offered the vaccine based on their age and clinical risk group which now means anyone that is pregnant and aged 16 and over can get the vaccine.

NHSEI in the East of England region has created this toolkit with useful information and resources to support healthcare professionals' conversations with maternity service users and their support partners about the vaccines so that they can make an informed decision to get vaccinated.

## How you can support?

Please use this toolkit to:

- Support conversations about the COVID-19, influenza, and Pertussis vaccines 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, including Trust maternity pages. Local resources, such as videos made by midwives, can now be found on EOE STP maternity pages.
- Should pregnant people and their support partners choose to be vaccinated, help them in ensuring
  it happens by making sure they know where they can get the vaccine and which vaccine is best for
  them
- If you have social media accounts and you're comfortable to use your platform to share resources within this toolkit then please do so.
- If you're comfortable on camera and would like to help us create short, informative videos to be shared with people who are pregnant and their support partners, please contact <a href="mailto:Janice.simpson13@nhs.net">Janice.simpson13@nhs.net</a>. Case studies from pregnant women that have already been vaccinated are particularly welcomed.

## Resources

The following resources have been created by NHS England and NHS Improvement, Public Health England (PHE), Health Education England and other healthcare providers to be used during conversations with those who choose to engage with maternity services to encourage them and their support partners to get vaccinated against COVID-19 and to help them make an informed decision.

All resources are available to download by using the individual links below.

You can download and print resources to share with pregnant people during appointments, go online to view content, or forward web links to videos and online resources after appointments to service users via text or email.

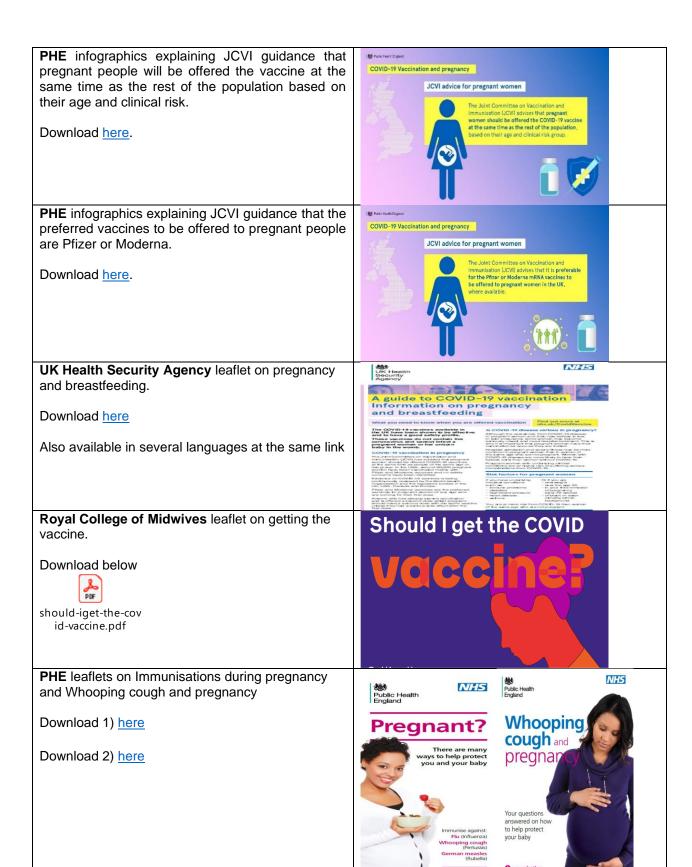
In addition, social media cards can be added to the bottom of emails or displayed in social media messages, while graphics and videos can be included in social media posts. Posters are also available for printing and displaying in clinics, pharmacies, GP surgeries, vaccinating sites, offices, and any other appropriate settings.

This toolkit has been endorsed by the Regional Chief Midwife and the Regional Obstetrics Lead for East for England

Wendy Matthews OBE

Regional Chief Midwife / Director of Nursing

EUGHOU WOO



Q&A leaflet from **Health Education England** on Vaccines, Pregnancy, and Breastfeeding.

Download the full document here:



6. Vaccs in pregnancy and brea

**Royal College of Midwives** leaflet on How To Talk To Women About the Vaccine.

Download the full document here:



l.

talking-to-women-a

**Health Education England** pamphlet on 'How to Talk About Vaccines' which contains hints and tips for vaccine advocates.

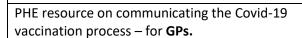
Download the full document here:



How to talk about vaccines presentatio

PHE resource on communicating the Covid-19 vaccination process – for **Pharmacies.** 

Download here



Download here

BBC Video on vaccinations during pregnancy

Download here











Pregnancy Covid: can pregnant women take the vaccine?

**BBC Video** featuring patient treated at Royal Papworth Hospital, Cambridge after she contracted Covid while pregnant.

Download <u>here</u>



Pregnant women urged to get Covid vaccine by NHS England

NHS video on Winter Vaccines Explained: here

https://youtu.be/QQitHbIXyN8



Video of Dr Nikki Kanani, Medical Director of Primary Care for **NHS England and NHS Improvement**, explaining that COVID-19 is more harmful than any vaccination and that the preferred vaccines for pregnant people are Pfizer or Moderna mRNA. Dr Kanani also explains that there have been no safety issues relating to pregnancy, but they are always looking at data to make sure it is safe. Download here.



Obtain information and advice from **Team Halo** (member of the **United Nations**) – a group of scientists and healthcare professionals from around the world, working to end this pandemic by volunteering their time to address Covid-19 vaccine concerns and misinformation. They can be contacted via Twitter and Tik Tok:

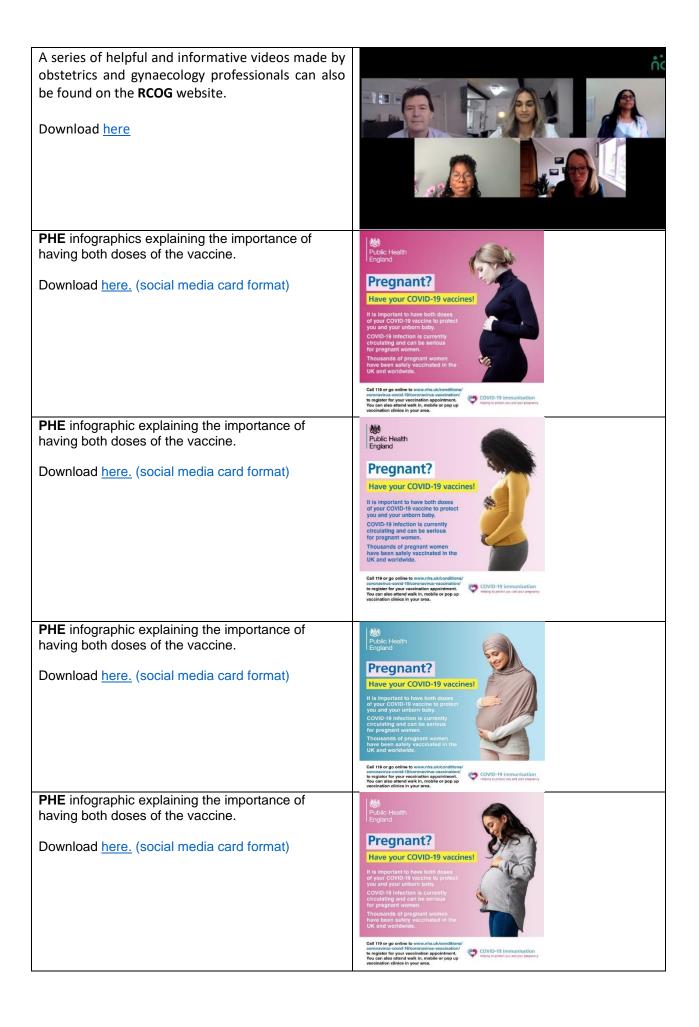
https://twitter.com/projecthalo https://tiktok.com/tag/teamhalo

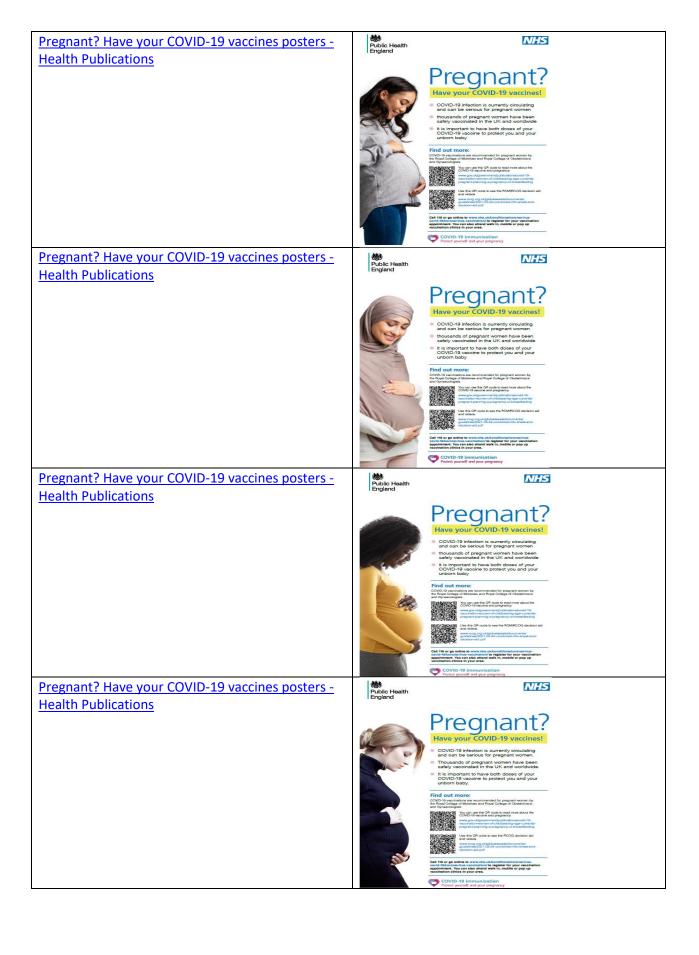


**RCOG** endorsed information sheet and decision aid – helpful for both professionals and the public.

Download here







All of the posters and social media cards shown above can be found translated into many different languages <u>here</u>



**UKOSS** Infographic: Key information on COVID-19 in pregnancy

Download document:



