Maternal Immunization Resources

November 2022 Newsletter

ABOUT THIS NEWSLETTER
As maternal immunization becomes an increasingly important component of prenatal care, the purpose of this newsletter is to provide an opportunity for partners to share activities and resources related to maternal immunization, vaccine confidence, COVID-19 vaccination among pregnant individuals, and routine immunization.

The Maternal Immunization Task Force will deliver its third quarterly newsletter in February 2023. To send us upcoming events/resources to be shared in our next newsletter, contact us at immunization@acog.org.

CENTERS FOR DISEASE CONTROL AND PREVENTION

National Influenza Vaccination Week

National Influenza Vaccination Week (NIVW) is a national awareness week focused on highlighting the importance of influenza vaccination. This year’s National Influenza Vaccination Week is December 5 – 9, 2022.

In addition to CDC infographics, videos, and podcasts, those with a digital presence can use buttons and

With influenza (flu) activity showing early national increases, CDC recommends that everyone 6 months and older get a flu vaccine as soon as possible. Vaccination coverage in pregnant people has fallen in the past two years, and it’s time to bump it up! Help us encourage flu vaccination during pregnancy by sharing these messages and resources with your pregnant patients.
badges on their websites, and those with social media can:

• Encourage followers to Fight Flu and share the reasons why they should on social media and elsewhere using Fight Flu social media graphics, the #FightFlu hashtag, social stories panels, and more.

• Share information relevant to your participants with sample messages and graphics for the flu and pregnant women and how the flu vaccine protects children.

• Use the CDC Digital Media Toolkit: 2022-2023 Flu Season containing social media images and messages, web buttons and badges, videos, and print-ready materials like posters and flyers (some available in Spanish or multiple languages).

Getting a **flu shot** is the first and most important action a pregnant person can take to protect against flu and its potentially serious complications. A flu shot can protect a pregnant person during and after pregnancy and their baby after birth. Flu is more likely to cause severe illness in pregnant people than in people of a similar age who are not pregnant. Flu also may be harmful for a pregnant person’s developing baby.

**A flu vaccine:**

- Is safe during pregnancy.
- Reduces the risk of flu in pregnant people by up to one-half.
- Helps protect a baby from flu during the first several months after birth (the pregnant parent passes antibodies on to the developing baby during pregnancy).
- Can make illness less severe among people who get vaccinated but still get sick with flu, reducing the risk of serious flu complications, such as hospitalization.
- Reduces a pregnant person’s risk of being hospitalized with flu by an average of 40% (2018 study).
- Is safe to get at the same time as a COVID-19 vaccine.

Please visit the [CDC Flu Vaccine Safety and Pregnancy webpage](https://www.cdc.gov/flu/professionals/vaccines/pregnancy/index.htm) for more information and frequently asked questions & answers.

**Resources:**

- [Weekly U.S. Influenza Surveillance Report](https://www.cdc.gov/flu/weekly/)
- [Seasonal Influenza Vaccination Resources for Health Professionals](https://www.cdc.gov/flu/professionals/vaccines/index.htm)
- [Seasonal Flu Partner Resources Center](https://www.cdc.gov/flu/patient/partnerresources.htm)
- [CDC Digital Media Toolkit: 2022-2023 Flu Season](https://www.cdc.gov/flu/professionals/ licked/medialibrary.htm)

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**AMERICAN COLLEGE OF OBSTETRICIANS & GYNECOLOGISTS (ACOG)**

**Recommending Flu Vaccination Is Critical to Protecting Patient Health**
Timing, intensity, and severity of the 2022–23 influenza season cannot be predicted. With the continued spread of COVID-19 and its new variants across the United States and the surge in monkeypox cases, it's critical that health care professionals help protect their patients' health from all angles. This year, as always, providing that protection means recommending that all patients—especially those who are pregnant—receive the flu vaccine.

ACOG and the CDC urge all health care professionals to vaccinate or recommend vaccination against the flu for patients 6 months of age and older, including patients who are or will become pregnant during flu season. Pregnant people are at an increased risk of severe disease, complications, and hospitalization related to the flu. Receiving a flu vaccine can play an important role in protecting patient health—and the health of their families, as infants cannot be vaccinated until 6 months of age.

As health care professionals look toward flu season, ACOG highlights our resources to help health care professionals educate their patients on the importance and benefits of getting the flu vaccine and prepare to answer any questions their patients may have about the flu or the flu vaccine. With ACOG's flu resources, health care professionals can make sure they're prepared to defend against the flu on all fronts. Health care professionals can protect pregnant patients and their families this flu season by encouraging patients and staff to get vaccinated against the flu—and by doing so themselves.

AMERICAN COLLEGE OF NURSE-MIDWIVES (ACNM)
ACNM is excited to share a new maternal immunization campaign developed in 2022, encouraging pregnant
people to get three essential vaccines: Tdap, COVID and flu using neuroscience to optimize marketing effectiveness.

In a world where misinformation is commonplace and where deliberate disinformation campaigns are on the rise, it can be very difficult for people to discern a true threat from important information for their health and well-being. This new campaign uses effective messaging for help empower people to make informed decisions regarding their health.

NATIONAL HEALTHY START ASSOCIATION (NSHA)

NHSA November Women's Health Webinar

On November 3, 2022, held a Women's Health Webinar with Dr. Silverman. Pregnant Patients and Vaccines: Guidance for Frontline Health Teams. This webinar discussed the following:

- Vaccines recommended during pregnancy and their importance
- Safety of vaccines during pregnancy
- Role of frontline workers in encouraging moms to get the recommended immunizations
- Maternal Immunizations resources

The recording can be found here.

ASSOCIATION OF WOMEN'S HEALTH, OBSTETRIC AND NEONATAL NURSES (AWHONN)
• **Call to Action Video:** Short video focusing on myths and benefits of the flu vaccine in pregnancy
- Visit our infographics page for Flu Vaccine Myths and Facts
  - Downloadable Infographic highlighting common myths and facts regarding the Flu Vaccine. Available in Arabic, Chinese, English, French, German, Haitian Creole, Korean, Russian, Spanish, Tagalog and Vietnamese
VACCINATE YOUR FAMILY (VYF)
• Diana Olson from NFID shared a presentation of NFID's 2022 Flu Survey results.
  o 69% of US adults agreed that flu vaccination is the best way to prevent flu related hospitalization and death.
  o Only 49% said they planned to get vaccinated this season.
  o Disparities persist between racial and ethnic groups (48% of Black and Hispanic adults say they are not confident in the safety of coadministration) and Black adults are more likely than white adults to wear a mask this flu season.
  o Explore the survey results.
  o Use NFID's sharing toolkit and watch the recording of the October 4 news conference kicking off flu season.
• The CDC released a Vital Signs report last week highlighting continued disparities in flu vaccination - read more.
• Rise to Immunize held a monthly webinar on Reducing Flu Vaccine Disparities - the recording is available.
• NRC-RIM has flu + COVID resources in 20+ languages.
• Immunize.org has materials for front line vaccinators available.
• Vaccinate Your Family's flu campaign #NotJustTheFlu materials are available in English and Spanish.

WHO WE ARE
As maternal immunization becomes an increasingly important component of prenatal care, now is a critical time to support key prenatal care providers. ACOG has partnered with several national provider organizations to form a Maternal Immunization Task Force. Each of these organizations plays an integral role in the education and engagement of providers and pregnant women. This Task Force will share immunization resources, address the needs to prenatal care providers, and create a shared vision of maternal immunization.

LEARN MORE ABOUT IMMUNIZATION FOR WOMEN
Immunization against influenza and other vaccine-preventable diseases is an essential component of women’s health care. To learn more please visit Immunization for Women | ACOG or contact us at immunization@acog.org

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