

## Communication Toolkit: Pregnant Women



Updated 6/9/17

Vaccines are an important part of a healthy pregnancy. Women should be up to date on their vaccinations **before** becoming pregnant. They should receive vaccines against both flu and whooping cough (pertussis) **during** pregnancy. These vaccines protect the mother and her baby by preventing illnesses and complications. Getting vaccinated during pregnancy also allows the mother to pass some protection on to her baby. Some women may need to receive vaccines **after** giving birth.

Women who are planning to have a child may need to receive vaccines **before** their pregnancy. The measles-mumps-rubella (MMR) vaccine is one example. Women who have not received the full series of the MMR vaccine should get it at least 4 weeks before their pregnancy begins. This is important to avoid some diseases that can lead to significant pregnancy complications, including birth defects. Rubella, for example, can cause serious problems during pregnancy. That's why women need to have immunity before becoming pregnant. For more ways to reach women who may become pregnant, check out [NIAM Toolkit: Adults](#).

Pregnant women should get flu and whooping cough vaccines **during** their pregnancy (if they have not already received the vaccine during the current flu season). Pregnant women are at increased risk for serious complications from the flu. When a pregnant woman gets a flu shot, she is protecting herself from getting sick with flu. Though not specifically examined among pregnant women, there are some studies that suggest that flu vaccination can make illness milder among people who do still get sick. Another benefit of getting a flu shot during pregnancy is that antibodies are passed on to baby. Children younger than 6 months are too young to get a flu vaccine, but they are at high risk of being hospitalized from flu. Getting vaccinated during pregnancy can provide baby with flu protection that can last several months. Pregnant women should also receive a whooping cough shot. Whooping cough can be serious for anyone, but for a newborn it can be life threatening. Studies show that getting the whooping cough vaccine while pregnant helps protect the baby from getting this disease. If the baby does still get sick, he is less likely to develop severe complications if his mom was vaccinated. Both flu and whooping cough vaccines can give the baby early protection against disease. For that to happen, pregnant women must receive those vaccines

during their pregnancy.

In some cases, women may also need vaccinations **after** giving birth. Pregnancy is also a good time for mothers to start learning about vaccines for children. They'll want to know about all the vaccines that protect babies after they're born. For messages about infant vaccines, check out [NIAM Toolkit: Babies & Young Children](#).

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## Sample Key Messages

Use key messages in talking points, presentations, media interviews, news releases, social media messages, or other outreach materials. Localize and tailor your messages with information or stories from your own organization or community.

### **Get off to a healthy start by making sure your immunizations are up to date before becoming pregnant.**

- Before becoming pregnant, you should be up to date on all routine vaccinations. Vaccines help protect you and your child from preventable diseases, such as rubella.
- If you need *live* vaccines, you need to get them at least one month before pregnancy. Vaccines received during pregnancy should be *inactivated* (the viruses or bacteria in the vaccine are killed rather than weakened).
- It is very important that you are up to date on your measles-mumps-rubella (MMR) vaccine before becoming pregnant. Rubella infection during pregnancy can cause miscarriage, stillbirth, or birth defects in the developing baby.
  - You can have a pre-pregnancy blood test to see if you are immune to rubella. If you aren't immune to rubella, you will need the MMR vaccine.
  - If you need an MMR vaccine, you should avoid becoming pregnant for one month after receiving the vaccine.

### **There are two vaccines routinely recommended during pregnancy: flu (to protect against influenza) and Tdap (to protect against whooping cough).**

- Pregnant women can get a flu shot at any time during their pregnancy. It is safe for a pregnant woman to get a flu shot (i.e., made with killed flu virus).
  - Significant flu season activity may begin as early as October and last as late as May. You should get a flu shot by the end of October, if possible.
- Women should get a tetanus, diphtheria, and acellular pertussis (whooping cough) vaccine (Tdap) during *each* pregnancy.
  - Women should receive the vaccine between 27 and 36 weeks of pregnancy for the best whooping cough protection to be passed on to the baby before birth.
  - This vaccine is important to help protect young babies from whooping cough until they are able to receive their own vaccines at 2 months old.
- Many vaccine-preventable diseases, rarely seen in the United States, are still common in other parts of the world. A pregnant woman planning international travel should talk to her health care professional about travel vaccines.

## **Vaccines protect you against serious diseases and prevent you from passing diseases on to your baby.**

- Pregnant women are at high risk of serious flu complications. They are more likely to become severely ill with the flu than women who are not pregnant.
  - Having the flu while pregnant increases your chances for serious problems with your pregnancy, including premature labor and delivery.
  - Getting a flu shot is the best way to protect yourself from the flu and prevent possible flu-related pregnancy complications. A flu shot can protect a pregnant woman and her baby against the flu.
- Whooping cough can lead to serious complications or be deadly for babies.
  - Whooping cough can cause serious and sometimes life-threatening complications in babies, especially during the first six months of life.
  - About half of babies younger than 1 year old who get whooping cough end up in the hospital.
  - Getting the whooping cough vaccine early in your third trimester will allow the greatest number of antibodies to be passed on to your baby.
  - Studies from the United Kingdom have shown whooping cough vaccination during pregnancy to be at least 90% effective in preventing whooping cough in babies younger than 2 months of age.
  - Studies also show babies who get sick with whooping cough are significantly less likely to need treatment in the hospital if their mothers received Tdap.

## **The vaccines you get during pregnancy will help protect your baby from diseases at birth. Babies need this early protection in the first few months of life until they can get their own vaccines.**

- By getting vaccinated during pregnancy, you will pass some antibodies to your developing baby. These antibodies will help protect your baby against disease.
- Babies in the first several months of life are at the greatest risk of severe illness from influenza and whooping cough. But newborns are too young to receive some vaccines. Vaccination during pregnancy is critical for protecting them.
- You should get the flu and whooping cough vaccines during each pregnancy. That will help you give each of your babies the most antibodies and best protection possible.

## **Your pregnancy is a good time to start learning about childhood vaccines. These vaccines will provide your growing child with safe and proven disease protection.**

- Vaccinate your children according to the schedule recommended by CDC. That's the best way to protect them from 14 serious and potentially deadly diseases before their second birthday.
- Vaccines protect your child as well as other people. Immunization is a shared responsibility. Everyone must work together to help protect the community. That includes families, health care professionals, and public health officials. Together we can help protect babies who are too young for vaccination.
- Not vaccinating your children would put them at risk. They would be at higher risk of getting the disease or having a severe case of the disease. They would also be more likely to pass the disease to others in their community, including babies.
  - You can't predict or know in advance if an unvaccinated child will get a vaccine-preventable disease. You also can't predict or know how severe the illness will be or become.
- Most young parents in the United States have never seen the devastating effects that diseases like polio, measles, rubella, or whooping cough can have on a family or community. It's easy to think of these as diseases of the past. But the truth is they still exist, and they can spread quickly, especially when they reach groups of unvaccinated children.
- Parents can learn more at CDC's vaccine website for parents: [www.cdc.gov/vaccines/parents/index.html](http://www.cdc.gov/vaccines/parents/index.html)

### **Breastfeeding moms can get some vaccinations too.**

- Moms transfer antibodies to babies during pregnancy and through breastfeeding. You can pass antibodies against diseases you've had in the past and those you've gained from receiving vaccines through your breastmilk.
  - Both flu and whooping cough vaccines are safe for women who are breastfeeding.
- When you get whooping cough and flu vaccines during your pregnancy, you will have antibodies in your breastmilk that you can share with your baby as soon as you start breastfeeding.
  - If you wait and get vaccinated after delivering, your baby will not be born with protective antibodies.
  - It takes about two weeks for your own body to create antibodies, so as the mother, you are also not protected during this time.

## Whooping Cough and Pregnancy

**Whooping cough, also known as pertussis, is a very contagious disease that can cause serious illness and death, especially in newborns and young infants who have not received all of their vaccines.**

- Whooping cough vaccines are the safest and most effective way to prevent this disease. Tdap is a vaccine that provides protection against tetanus, diphtheria, and whooping cough.
- Pregnant women should get a dose of Tdap during each pregnancy. The recommended time to get the shot is between 27 and 36 weeks of pregnancy, preferably during the earlier part of this time period. When a pregnant woman receives a whooping cough vaccine, her body creates protective antibodies and passes some of them to her baby before birth. These antibodies provide the baby some short-term protection against whooping cough until he or she is able to start receiving his or her own vaccine at 2 months of age.
- Whooping cough vaccines work. We no longer see 200,000 cases each year as we did before we had whooping cough vaccines.

**Some people think of whooping cough as a disease of the past. While we no longer see the number of cases we did in the United States before vaccines were available, it is a growing health concern.**

- There were more than 20,000 reported cases of whooping cough in the United States in 2015.

**Whooping cough can be serious for anyone, but it is life threatening in newborns and young babies.**

- Up to 20 babies die each year in the United States due to whooping cough. About half of babies younger than 1 year old who get whooping cough need treatment in the hospital. Younger babies who get whooping cough are more likely to need treatment at a hospital.
- It is important to know that many babies with whooping cough do not cough at all. Instead, it can cause them to stop breathing and turn blue.
- Whooping cough is usually less severe in babies whose mothers got the vaccine while pregnant. Also, vaccinated babies are less likely to suffer from life-threatening pauses in breathing and end up in the hospital.

## **There are currently no whooping cough vaccines licensed or recommended for newborns at birth.**

- For this reason, three vaccination strategies are used in combination to provide the best protection possible to newborns and young babies:
  1. Vaccinate pregnant women in their third trimester, between 27 and 36 weeks (preferably during the earlier part of this time period), to give their newborns short-term whooping cough protection (immunity).
  2. Make sure family members and caregivers are up to date with whooping cough vaccines before they meet the baby.
  3. Vaccinate babies on time, beginning at 2 months of age, so they build their own immunity and complete the vaccine series by ages 4 to 6 years old.

## **CDC recommends that pregnant women receive the whooping cough vaccine called Tdap during each pregnancy.**

- By doing so, the mother's body creates protective antibodies and passes some of them to her baby before birth. These antibodies give babies some short-term protection against whooping cough until they can begin building their own immunity through childhood vaccinations, starting when they are 2 months old.
- Antibody levels are highest about two weeks after getting the vaccine and decrease over time. The vaccine is recommended during each pregnancy between the 27<sup>th</sup> and 36<sup>th</sup> week, preferably during the earlier part of the time period. This timing allows the mother to give her baby the greatest number of protective antibodies and the best possible protection against whooping cough.

## **One out of two pregnant women gets a whooping cough vaccine.**

- During 2015-16, an estimated 49% of pregnant women in the United States provided protection to their babies from whooping cough by getting Tdap. While this number has been increasing, almost half of babies are being born without protection from whooping cough.

## **When a baby's family members and caregivers get a whooping cough vaccine, they help protect their own health while forming a protective circle of immunity around the baby.**

- Whooping cough is very easy to spread. Because whooping cough in its early stages can appear to be nothing more than the common cold, it is often not suspected or diagnosed until the cough persists or becomes severe.
- Many babies who get whooping cough catch it from siblings, parents, or other caregivers who might not even know they have the disease.
- The term "cocooning" means vaccinating people who care for or come in close

contact with babies.

- Cocooning alone might not be enough to prevent whooping cough illness and death in babies. That's why it's so important for women to receive the whooping cough vaccine during each pregnancy.
- Cocooning does not provide any direct protection (antibodies) to your baby, and it can be difficult to make sure everyone who is around your baby had their whooping cough vaccine.

### **Tdap is very safe for pregnant women and their babies.**

- All vaccines are held to the highest standards of safety.
- Vaccines, like any medicine, can have side effects. But most people who get Tdap have no side effects.
- Getting the Tdap vaccine during your pregnancy will not put you at increased risk for pregnancy complications.
- CDC continually monitors vaccine safety. The most common side effects of Tdap are mild (redness, swelling, tenderness at the site where you get the shot). Serious side effects are extremely rare.

### **Getting whooping cough or a whooping cough vaccine (as a child or an adult) does not provide lifetime protection.**

- In general, Tdap fully protects about seven out of 10 people who receive it against whooping cough, but protection fades over time. Tdap fully protects between three and four out of 10 people from whooping cough four years after receiving Tdap.
- While protection from whooping cough vaccines fades over time, people who get whooping cough after receiving the vaccines typically do not get severe illness.

## Flu and Pregnancy

### Getting a flu shot can protect pregnant women from the flu.

- Even if you are generally healthy, changes in immune, heart, and lung functions during pregnancy make you more likely to get seriously ill from the flu.
- Studies show that getting a flu shot while you are pregnant can protect you from flu and protect your baby from flu for several months after birth.
- Flu shots are a safe way to protect the mother and her developing baby from serious illness and complications from flu. Millions of pregnant women have safely received flu shots for many years.
- The flu shot has not been shown to cause harm to pregnant women or their developing babies.
- Pregnant women can get a flu shot at any time, during any trimester, while pregnant.
- Pregnant women are at high risk of serious flu complications. If you get sick with the flu, call your doctor right away. CDC recommends that pregnant women with flu be treated with influenza antiviral drugs. Your doctor can prescribe flu antiviral medicines to treat flu illness. Antiviral medicines can make flu illness milder, decrease the time you are sick, and decrease the risk of problems caused by flu illness.
- Pregnant women with the flu have a greater chance for serious problems for their developing babies, including premature labor and delivery.
- Getting a flu shot is the best way to protect yourself from the flu and prevent possible flu-associated pregnancy complications.
- It's best to get vaccinated before the flu season begins. Though flu seasons vary in their timing from season to season, getting vaccinated by the end of October helps ensure that you are protected before flu activity begins to increase.

### When you get a flu shot, your body starts to make antibodies that help protect you against the flu.

- Antibodies can be passed on to your developing baby. These antibodies will help protect the baby for several months after he or she is born. That's important because babies younger than 6 months of age are too young to get a flu vaccine.
- If you breastfeed your infant, you may pass antibodies to your baby through your breastmilk. It takes about two weeks to make antibodies after getting a flu shot.
  - Since it takes about two weeks after flu vaccination for antibodies to develop in the body that protect against flu virus infection, it is best that people get vaccinated by the end of October, if possible.

- If you have your baby before getting a flu shot, you still need to get vaccinated. Getting vaccinated reduces your risk of getting sick and possibly passing the flu on to your baby.
- Another way to protect your baby is to have all of their caregivers and close contacts get vaccinated against the flu. Parents, siblings, grandparents, and babysitters should each get a flu shot before seeing your baby.
- The flu shot is safe and recommended for pregnant women at any time during their pregnancy. See [People at High Risk of Developing Flu–Related Complications](#) for a full list of age and health factors that can put people at increased risk.

### **One out of two pregnant women gets a seasonal flu shot.**

- During the 2015-16 flu season, an estimated 50% of pregnant women in the U.S. protected themselves and their babies from flu by getting a flu shot. This is a significant improvement since the years before the 2009 flu pandemic. However, almost half of pregnant women and their babies remained unprotected from flu that season.

## Sample News Release

Customize sample news releases with information, stories, or events happening in your community. Submit news releases, articles, or op-eds to local news and partner organizations to publish, post on websites, or share through social media. Distribute to key partners and decision-makers, or make releases available online.

### **A Healthy Start: Pregnancy and Vaccines**

*National Immunization Awareness Month is a reminder that we all need vaccines throughout our lives.*

During pregnancy, you are often thinking about baby names, nursery colors, and prenatal vitamins, but you should also be thinking about vaccines. Vaccines during pregnancy not only protect you against diseases, but you can also begin to pass some protection to your baby that'll last the first few months of life. Doctors and midwives routinely recommend two vaccines during your pregnancy, the pertussis or "whooping cough" vaccine (Tdap) and the flu shot.

To celebrate the importance of immunizations for a healthy start and throughout our lives – and to make sure everyone is protected with all the vaccines they need – the [name of local organization] is joining with partners nationwide in recognizing August as National Immunization Awareness Month (NIAM).

[Insert information on any events local organization is hosting or is aware of.]

"Getting a flu shot is the best way to protect a pregnant woman from the flu and prevent serious flu-related problems, such as premature labor and delivery. And when you get a whooping vaccine, or Tdap, during each pregnancy, you'll pass some antibodies that will help protect your baby for the first months of life," said [insert name of local official]. "That's when babies are most vulnerable to the devastating complications associated with whooping cough and flu. I encourage pregnant women to talk to their ob-gyns or midwives about these important vaccines."

You can find out more about the vaccines recommended during pregnancy at [www.cdc.gov/vaccines/pregnancy/](http://www.cdc.gov/vaccines/pregnancy/) or by talking to your doctor or midwife, or calling your local health department.

# # #

## Ready-to-Publish Article

Submit sample articles to local news and partner organizations to publish, post on websites, or share through social media. Increase the chances that the article will be picked up for publication by localizing the story – feature a quote from a state or local spokesperson (e.g., state health officer or immunization program manager), and/or use local or state statistics to reinforce your messages.

Word Count: ~ 485

Audience: Media/Parents

### **Your Pregnancy: Protecting Baby Starts Now**

*National Immunization Awareness Month is a reminder that we all need vaccines throughout our lives.*

From the moment you found out you were pregnant, you started protecting your developing baby. You might have changed the way you eat, started taking a prenatal vitamin, or researched the kind of car seat you'll buy. But did you know that one of the best ways to start protecting your developing baby against serious diseases is by making sure you get the whooping cough (Tdap) and flu vaccines while you are pregnant?

The vaccines you get during your pregnancy will provide your developing baby with some disease protection (immunity) that can last the first months of life after birth. By getting vaccinated during pregnancy, you can pass antibodies to your baby that may help protect against diseases. This early protection is critical for diseases like the flu and whooping cough because babies in the first several months of life are at the greatest risk of severe illness from these diseases. Newborn babies are too young to get a whooping cough vaccine. Passing maternal antibodies on to them is the only way to help directly protect them.

In cases when doctors are able to determine who spread whooping cough to an infant, the mother was sometimes the source. Once you have protection from the Tdap shot, you are less likely to give whooping cough to your newborn baby.

When it comes to flu, even if you are generally healthy, changes in immune, heart, and lung functions during pregnancy make you more likely to have a severe case of the flu if you catch it. If you catch the flu when you are pregnant, you also have a higher chance of experiencing pregnancy complications, such as premature labor and delivery. Getting a flu shot will help protect you and your baby while you are pregnant.

You also can rest assured that these vaccines are very safe for you and your developing baby. Millions of pregnant women have safely received flu shots for many years, and CDC continues to monitor safety data on flu vaccine in pregnant women.

The whooping cough vaccine also is very safe for you and your developing baby. Doctors and midwives who specialize in caring for pregnant women agree that the whooping cough vaccine is important to get during the third trimester of each pregnancy. Getting the vaccine during your pregnancy will not put you at increased risk for pregnancy complications.

You should get your whooping cough vaccine between your 27th and 36th week of pregnancy, preferably during the earlier part of this time period. You can get a flu shot during any trimester. You can get whooping cough and flu vaccines at the same time during your pregnancy or at different visits. If you are pregnant during the flu season, you should get a flu vaccine soon after vaccine is available.

If you want to learn more about pregnancy and vaccines, talk to your ob-gyn or midwife, and visit <https://www.cdc.gov/vaccines/pregnancy/pregnant-women/index.html>

## Sample Facebook Posts

Use these sample Facebook posts as they are or as a starting point to customize and localize your own posts. These messages are ideally 250 characters or less to allow the entire post to be viewed in the newsfeed. Check the [Web Links and Resources](#) section on page 21 for more ideas of links you can use to illustrate or enliven your social media messages. CDC's Guide to Writing for Social Media is a great online resource ([www.cdc.gov/socialmedia/tools/guidelines/pdf/guidetowritingforsocialmedia.pdf](http://www.cdc.gov/socialmedia/tools/guidelines/pdf/guidetowritingforsocialmedia.pdf)).

### For Pregnant Women

Getting the whooping cough vaccine during pregnancy is the best way to give your baby protection against whooping cough before birth. Don't miss your shot! To learn more visit: <http://go.usa.gov/ch7Vd> #NIAM17

If your newborn catches the flu or whooping cough, he could end up in the hospital. Get vaccinated while you're pregnant and pass protection against these diseases on to your baby. <http://go.usa.gov/chdjC> #NIAM17

Enduring two months of morning sickness is hard. Getting the whooping cough vaccine between 27 and 36 weeks is easy. Mark your calendar! To learn more visit: <http://go.usa.gov/ch7Vd> #NIAM17

What's just a cough to you could be deadly for your baby. Give your baby immunity against serious diseases like flu and whooping cough by getting vaccinated during your pregnancy. Learn more by visiting: <http://go.usa.gov/chdjC> #NIAM17

Pregnant or planning to become pregnant? A flu vaccine is safe and very important to protect yourself and pass protection on to your baby. <http://go.usa.gov/chsgV> #NIAM17

Getting a flu shot is the best way a pregnant woman can protect herself and her baby from flu. Studies show that getting a flu vaccine while pregnant during any trimester can protect mom and developing baby throughout the pregnancy, and it protects baby for several months after birth. For more information about flu and pregnancy, visit: <http://go.usa.gov/chsgV> #NIAM17

Pregnant or planning to become pregnant? Tdap vaccine is now recommended during each pregnancy, preferably during the earlier part of 27 through 36 weeks, to help protect against whooping cough and to pass protection to your baby in the first months of life. <http://go.usa.gov/ch7Vd> #NIAM17

Did you know you can help protect your baby from whooping cough before they're even born by getting the whooping cough vaccine when you're pregnant? Talk to your doctor or midwife, and visit: <http://go.usa.gov/ch7Vd> #NIAM17

Protection from whooping cough vaccine decreases over time. Parents and other caregivers need to be up to date with their whooping cough shot to help keep your baby safe. To learn more, talk to your doctor and visit CDC's whooping cough website: <http://go.usa.gov/chs2F> #NIAM17

Did you know that babies are getting sick with whooping cough (pertussis) in the U.S.? Whooping cough is serious and sometimes deadly for young babies. Learn how to help protect your child and the rest of your family by visiting CDC's whooping cough website: <http://go.usa.gov/chs2F> #NIAM17

## For Health Care Professionals

Doctors: Need help encouraging your pregnant patients to get a flu shot? Use CDC's flu and pregnancy fact sheet and infographic with your patients. Visit <http://go.usa.gov/chsgV> #NIAM17

Pregnant women trust the info you provide. Strongly recommend and offer flu and Tdap vaccine to your pregnant patients. See the guidelines: <http://go.usa.gov/chsDz> #NIAM17

Do you need flu shot materials for your pregnant patients? CDC has a fact sheet and an infographic specifically on pregnancy and flu shots that you can use with your patients. Visit <http://go.usa.gov/chsgV> #NIAM17

Do you need Tdap materials for your pregnant patients? CDC has a fact sheet and an infographic specifically on pregnancy and Tdap shots that you can use with your patients. Visit <https://www.cdc.gov/pertussis/materials/pregnant.html>. #NIAM17

Are you looking for communication strategies to discuss vaccines? A successful discussion involves a two-way conversation, with both parties sharing information and asking questions. For tips on creating a dialogue, visit <http://go.usa.gov/chsjh>. #NIAM17

Studies show that doctors and midwives are a pregnant woman's most trusted resource for vaccine information. Help prevent babies from getting whooping cough by making sure moms get Tdap vaccine during their 3rd trimester. For more, visit: <http://go.usa.gov/chsjH>. #NIAM17

If you don't administer Tdap vaccine in your office, make a strong 3<sup>rd</sup> trimester Tdap referral. For tips on encouraging your patients to get the Tdap vaccine, visit <http://go.usa.gov/chsT9>. #NIAM17

Do you need vaccine materials in Spanish for your patients? CDC has information about each vaccine-preventable disease and the vaccines that prevent them in English and Spanish: <http://go.usa.gov/chsj5>. #NIAM17

Do you need Tdap vaccine materials in Spanish for your patients? CDC has fact sheets, posters, podcasts and more: <http://go.usa.gov/chsjx>. #NIAM17

## Sample Tweets

Use these sample tweets as they are or as a starting point to customize and localize your own tweets. Check the [Web Links and Resources](#) section on page 21 for more ideas of links you can use to illustrate or enliven your social media messages. CDC's Guide to Writing for Social Media is a great online resource ([www.cdc.gov/socialmedia/tools/guidelines/pdf/guidetowritingforsocialmedia.pdf](http://www.cdc.gov/socialmedia/tools/guidelines/pdf/guidetowritingforsocialmedia.pdf)).

### For Pregnant Women

Thinking about having a baby? Learn about the vaccines you need before, during & after pregnancy at <http://go.usa.gov/chdjC> #NIAM17

Pregnant? CDC has #flu resources just for you <http://1.usa.gov/1IVNXPI> #NIAM17

Pregnant? CDC has #Tdap resources just for you [www.cdc.gov/pertussis/materials/pregnant.html](http://www.cdc.gov/pertussis/materials/pregnant.html) #NIAM17

Studies show that the #flu shot can protect women and their babies before birth and for several months after they're born. #GetAFluVax #NIAM17

#Flu is more likely to cause severe illness in pregnant women than in women who are not pregnant <http://1.usa.gov/1IVNXPI> #NIAM17

Pregnant women should get the #flu shot to protect both mom & baby. <http://1.usa.gov/RqALVM> #NIAM17

#FluTip: Pregnant? Early treatment of #flu is especially important for you! <http://1.usa.gov/rjvhg2> #NIAM17

Have you heard about #whoopingcough? Help protect your baby. They are most at risk: <http://go.usa.gov/chs2F> #NIAM17

#Whoopingcough is on the rise in the U.S. Learn how to protect your baby before he's even born: <http://go.usa.gov/chs2F> #NIAM17

Pregnant? You need #whoopingcough vaccine to best protect your baby. Learn more: <http://go.usa.gov/ch7Vd> #NIAM17

## For Health Care Professionals

Educate pregnant women about pertussis & the importance of the Tdap vaccine:

<http://1.usa.gov/1I92LXR> #NIAM17

Educate pregnant women about #flu & the importance of the #flu shot:

<http://go.usa.gov/cHCqW> #NIAM17

You are your patients' most trusted source of vaccine info. Here's info you can trust when you talk to them: <http://1.usa.gov/1I92LXR> #NIAM17

Pregnant women are more likely to get #Tdap and #flu shots if recommended by their doc. Learn more: <http://go.usa.gov/cHCqW> #NIAM17

Looking for strategies to discuss vaccines? Here are CDC's tips on creating a successful dialogue: <http://1.usa.gov/1I92LXR> #NIAM17

Need vaccine materials in Spanish? CDC has info about each vaccine-preventable disease and related immunizations: <http://1.usa.gov/1qCYz0L> #NIAM17

Need Tdap vaccine materials in Spanish? CDC has fact sheets, posters, podcasts and more available at: <http://1.usa.gov/1EJVR73> #NIAM17

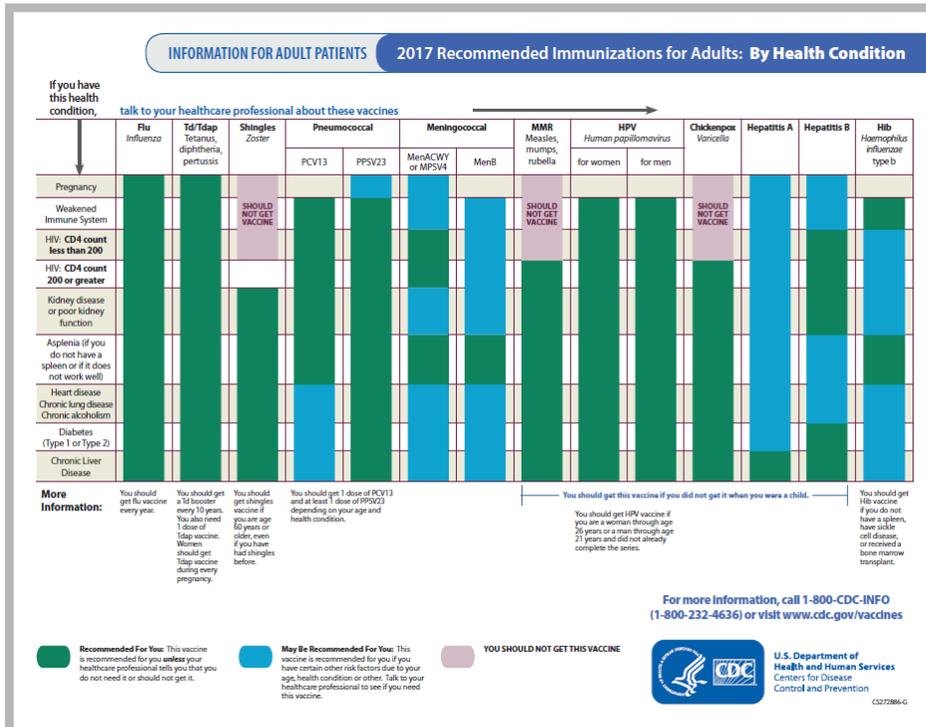
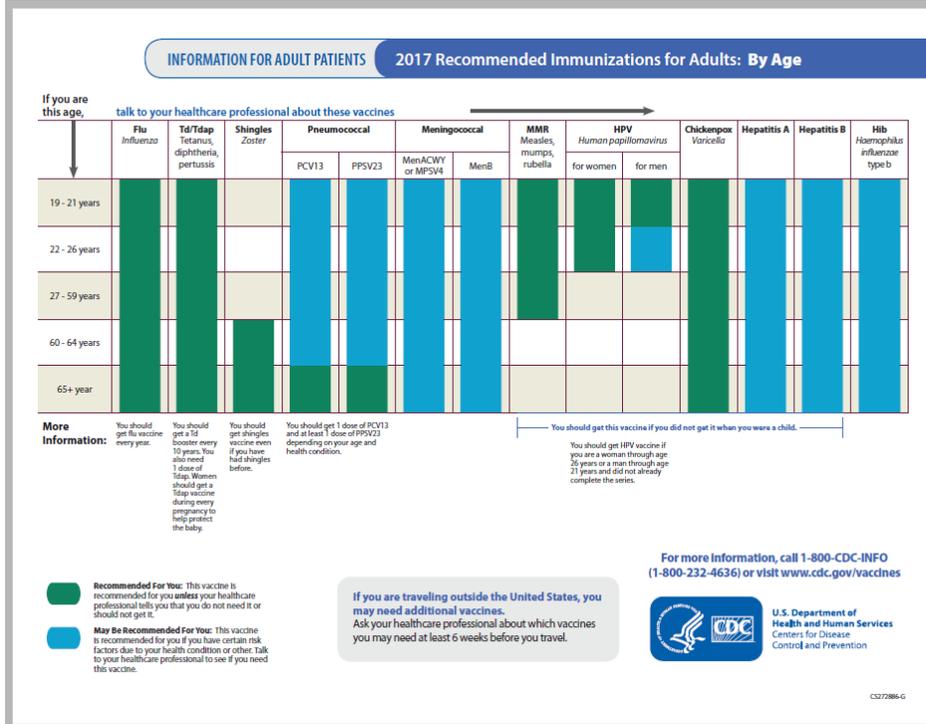
Can't provide Tdap in your office? Here are tips on making a strong 3<sup>rd</sup> trimester Tdap referral: <http://1.usa.gov/1xdml0S> #NIAM17

Doctors & midwives: your patients trust you! Help prevent pertussis by making strong rec for 3<sup>rd</sup> trimester Tdap: <http://1.usa.gov/1HRnyi7> #NIAM17

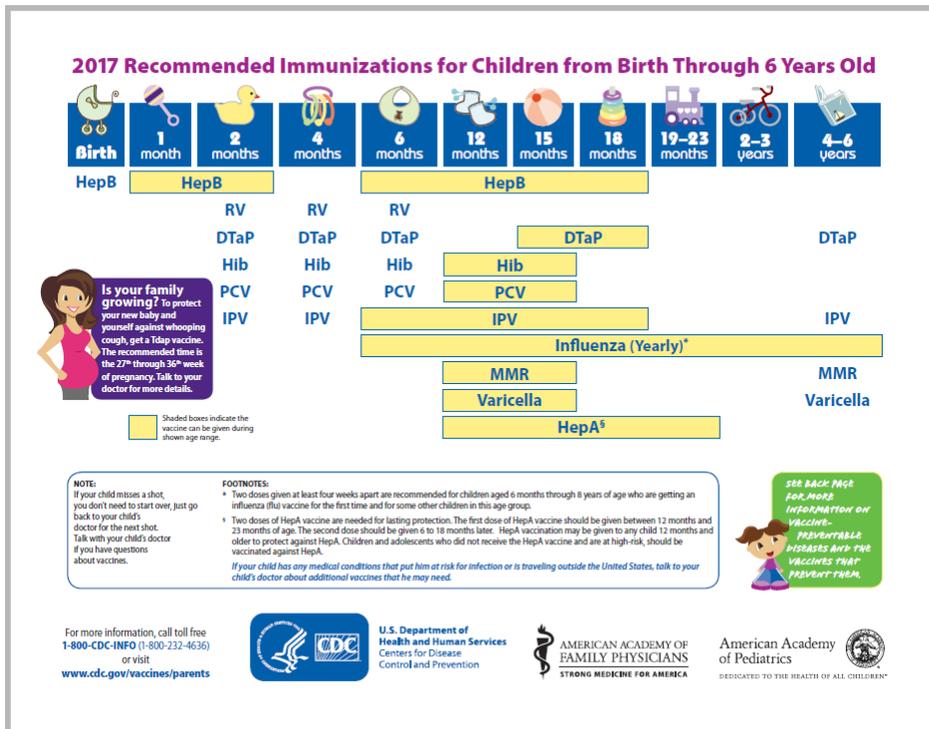
# Immunization Schedule

Check the easy-to-read adult immunization schedule for all recommended vaccines:

[www.cdc.gov/vaccines/schedules/easy-to-read/adult.html](http://www.cdc.gov/vaccines/schedules/easy-to-read/adult.html)



Check the childhood immunization schedule for all recommended vaccines:  
[www.cdc.gov/vaccines/parents/downloads/parent-ver-sch-0-6yrs.pdf](http://www.cdc.gov/vaccines/parents/downloads/parent-ver-sch-0-6yrs.pdf)



**Missed a shot?** Check CDC's childhood vaccine catch-up scheduler – for parents, caregivers and health care professionals: [www.vacscheduler.org/](http://www.vacscheduler.org/)

## Web Links & Resources

### For Pregnant Women

**CDC:** Vaccines and Pregnancy – flyers, guidance, recommendations, videos  
[www.cdc.gov/vaccines/pregnancy/pregnant-women/index.html](http://www.cdc.gov/vaccines/pregnancy/pregnant-women/index.html)

**CDC:** Pregnancy and Whooping Cough – flyers, guidance, recommendations  
[www.cdc.gov/pertussis/pregnant/](http://www.cdc.gov/pertussis/pregnant/)

**CDC:** Pregnant Women & Influenza – recommendations, infographics, factsheets  
[www.cdc.gov/flu/protect/vaccine/pregnant.htm](http://www.cdc.gov/flu/protect/vaccine/pregnant.htm)

**CDC:** Resources for Pregnant Women- fact sheets, quizzes, listicle, videos  
[www.cdc.gov/vaccines/pregnancy/pregnant-women/resources.html](http://www.cdc.gov/vaccines/pregnancy/pregnant-women/resources.html)

**CDC:** Vaccines Help Protect Travelers of All Ages  
[www.cdc.gov/Features/TravelProtection/](http://www.cdc.gov/Features/TravelProtection/)

**World Health Organization:** Q&A on immunization and vaccine safety  
[www.who.int/features/qa/84/en/](http://www.who.int/features/qa/84/en/)

**Children’s Hospital of Philadelphia (CHOP):** Vaccine Education Center  
[www.chop.edu/service/vaccine-education-center/home.html](http://www.chop.edu/service/vaccine-education-center/home.html)

**American Academy of Pediatrics:** Immunizations  
[www2.aap.org/immunization/index.html](http://www2.aap.org/immunization/index.html)

### Spanish Language Resources

**CDC:** Spanish Language Immunization Website  
[www.cdc.gov/spanish/inmunizacion/index.html](http://www.cdc.gov/spanish/inmunizacion/index.html)

**CDC:** Vaccines and Pregnancy – flyers, guidance, recommendations, videos  
[www.cdc.gov/vaccines/pregnancy/pregnant-women/index-sp.html](http://www.cdc.gov/vaccines/pregnancy/pregnant-women/index-sp.html)

**CDC:** Pregnancy & Whooping Cough – guidance, infographics, podcasts  
[www.cdc.gov/spanish/especialesCDC/tdap](http://www.cdc.gov/spanish/especialesCDC/tdap)

**CDC:** Pregnant Women & Influenza – guidance, recommendations, graphics, factsheets  
<http://espanol.cdc.gov/enes/flu/protect/vaccine/pregnant.htm>

## For Advocates and Educators

**ShotbyShot.org:** Stories of Vaccine Preventable Diseases

[www.shotbyshot.org](http://www.shotbyshot.org)

## For Health Care Professionals (HCPs)

**CDC:** Vaccines and Immunizations

[www.cdc.gov/vaccines/hcp.htm](http://www.cdc.gov/vaccines/hcp.htm)

**CDC:** Vaccine Education Resources for Pregnant Women

<https://www.cdc.gov/vaccines/pregnancy/pregnant-women/resources.html>

**CDC:** Resources to help HCPs communicate the importance of maternal vaccination

<https://www.cdc.gov/vaccines/pregnancy/hcp/resources.html>

**CDC:** Guidelines for Vaccinating Pregnant Women

[www.cdc.gov/vaccines/pubs/preg-guide.htm](http://www.cdc.gov/vaccines/pubs/preg-guide.htm)

**CDC:** Maternal Tdap Vaccination Resources for HCPs

<https://www.cdc.gov/pertussis/pregnant/hcp/index.html>

**CDC:** Seasonal Influenza Vaccination Resources for HCPs

<https://www.cdc.gov/flu/professionals/vaccination/index.htm>

**ACOG:** Immunization Toolkit

[immunizationforwomen.org](http://immunizationforwomen.org)

## Pregnancy & Flu

**CDC:** Materials for Pregnant Women

Infographic

[www.cdc.gov/flu/pdf/partners/flu-pregnancy-infographic-updated.pdf](http://www.cdc.gov/flu/pdf/partners/flu-pregnancy-infographic-updated.pdf)



## Fact Sheet

[www.cdc.gov/flu/pdf/freeresources/pregnant/flushot\\_pregnant\\_factsheet.pdf](http://www.cdc.gov/flu/pdf/freeresources/pregnant/flushot_pregnant_factsheet.pdf)

## Print Materials

[www.cdc.gov/flu/freeresources/print-pregnant.htm](http://www.cdc.gov/flu/freeresources/print-pregnant.htm)

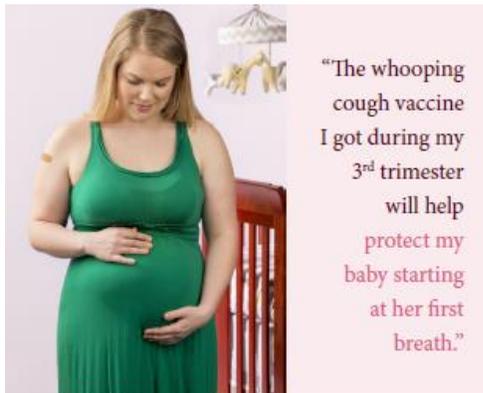
## Website on Pregnancy & Flu:

[www.cdc.gov/flu/protect/vaccine/pregnant.htm](http://www.cdc.gov/flu/protect/vaccine/pregnant.htm)

## Pregnancy & Whooping Cough

### CDC: Materials for Pregnant Women

[www.cdc.gov/pertussis/materials/pregnant.html](http://www.cdc.gov/pertussis/materials/pregnant.html)



- Posters
- Fact Sheet
- Public Service Announcement & Podcasts
- Videos
- Web Features
- Infographic
- Health E-Cards

Whooping cough can make your baby very sick with coughing fits and gasping for air. It can even be deadly and there are outbreaks happening across the United States. When you get the whooping cough vaccine (also called Tdap) during the third trimester of your pregnancy, you'll pass antibodies to your baby that will help protect her from this disease from the time she's born. These antibodies will last for the first few months of her life, when she is most vulnerable to serious disease and complications.

Talk to your doctor or midwife about the whooping cough vaccine.



Visit CDC's pregnancy and whooping cough website for additional disease and vaccination information: [www.cdc.gov/pertussis/pregnant](http://www.cdc.gov/pertussis/pregnant).

## CDC: Spanish Materials for Pregnant Women

[www.cdc.gov/pertussis/materials/spanish.html](http://www.cdc.gov/pertussis/materials/spanish.html)



- Posters
- Fact Sheet
- Public Service Announcement & Podcasts
- Videos
- Web Features
- Infographic
- Health E-Cards



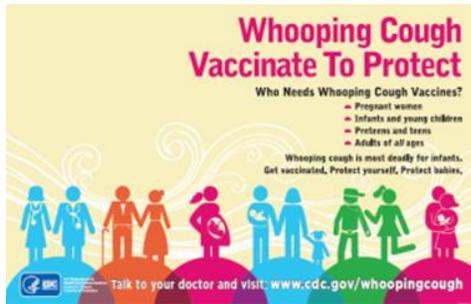
## CDC: Materials for Health Care Professionals

[www.cdc.gov/pertussis/materials/hcp.html](http://www.cdc.gov/pertussis/materials/hcp.html)

- Continuing Education
- Strong Recommendation Fact Sheets
- Provide the Best Prenatal Care to Prevent Pertussis
- Making a Strong Vaccine Referral to Pregnant Women
- Vaccine Information Statements
- Specimen Collection
- Pertussis Sounds
- Videos

## CDC: Materials for Everyone

[www.cdc.gov/pertussis/materials/everyone.html](http://www.cdc.gov/pertussis/materials/everyone.html)



- Fact Sheet
- Flyer
- Matte Releases
- Personal Story
- Podcast
- Poster
- Whooping Cough Sounds

Visit CDC's website for additional disease and vaccination information:

[www.cdc.gov/pertussis/pregnant/](http://www.cdc.gov/pertussis/pregnant/)