



Promoting Influenza Vaccination 2022–2023 Toolkit for People Who Are Pregnant

Department of Health Services | Division of Public Health
Bureau of Communicable Diseases | Immunization Section

Table of Contents

Background..... 3

Health Education and Outreach Tools..... 4

Influenza Vaccination Message Map..... 5

Sample Social Media Messages..... 6

Background

People who are pregnant are at higher risk of getting seriously sick with influenza (flu) due to the changes in their immune system, heart, and lungs that happen during pregnancy. These changes in the body can continue even after pregnancy. Therefore, people who are pregnant, breastfeeding, trying to get pregnant now, or might become pregnant in the future are encouraged to get their yearly flu vaccine to protect themselves against flu. Getting a flu vaccine is the best way to prevent getting severely sick, hospitalized, or worse from flu. In fact, a [2018 study](#) showed that getting a flu vaccine can reduce a pregnant person's risk of being hospitalized with flu by an average of 40%. In addition, people who get a flu vaccine while pregnant also protect their babies from flu for several months after birth when they are too young to be vaccinated.

As of March 2022, flu vaccination coverage for people who are pregnant was estimated at 51.8%, which was lower than estimates from the previous year (61.3%). Coverage estimates for pregnant people from the 2021 to 2022 flu season show a large disparity (21.9 percentage points) between coverage for non-Hispanic white pregnant people and non-Hispanic Black pregnant people. These disparities stem from many factors including differential treatment and education by health care providers prenatally, during childbirth, and postpartum among parents and families of different races and ethnicities. The Wisconsin Department of Health Services (DHS) encourages partners and health care providers offering services to people who are pregnant to use the resources included in this toolkit to promote flu vaccination during the 2022 to 2023 season.

Health Education and Outreach Tools

Promote flu vaccination among people who are pregnant by sharing the information included in this toolkit and the Centers for Disease Control and Prevention's (CDC) [website](#).

Posters, Factsheets, and More

- Print free posters from DHS (available in [English](#), [Spanish](#), and [Hmong](#)) and CDC (available in [English](#) and [Chinese](#)) to post in restrooms and waiting areas.
- Print and distribute a free educational fact sheet on how to prevent flu from [DHS](#) (available in multiple languages).
- Print and share a [CDC](#) fact sheet with flu vaccine information for people who are pregnant.
- Looking for other resources or posters? Check out the [DHS Influenza Prevention](#) page, Families Fighting Flu's [free resources](#) for various [stakeholders](#).

Talking with People who are Pregnant about Flu Vaccination

- See answers to [frequently asked questions](#) about flu vaccination for people who are pregnant.
- Learn how to make a [strong influenza vaccine recommendation](#) to patients who are pregnant.
- See [best practices](#) for increasing flu vaccination rates in a health care setting.

Social Media Posts

Share sample messages and images (included in this toolkit) on your social media platforms. You can also share social media posts from DHS or other organizations (such as the CDC or World Health Organization) on your own social media channels. Please also include information on free or lower-cost vaccine programs you have for people who are un-/underinsured.

Website Add-Ons

Easily add CDC's [flu content](#) to your website to help encourage people who are pregnant to get vaccinated.

Influenza Vaccination Message Map

General Information

- The flu vaccine is safe and the best way to protect yourself and baby from getting the flu.
- You can get your flu vaccine at any time while you are pregnant. Flu vaccines have been safely given to people who are pregnant for decades.
- Contact a doctor or other health care provider if you have any questions about flu vaccination while pregnant.

Key Messages	Supporting Information
<p>1. You should get your flu vaccine in the fall.</p>	<ul style="list-style-type: none"> • People who are pregnant, breastfeeding, trying to get pregnant now, or might become pregnant in the future should get a flu as recommended by the Centers for Disease Control and Prevention, Wisconsin Department of Health Services, and [insert your organization's name]. • It takes about two weeks for the flu vaccine to fully work by activating your immune system to build up antibodies that protect you against the virus. • Even if you didn't get vaccinated before flu season began, it is never too late to protect yourself and baby by getting a flu vaccine.
<p>2. Getting a flu vaccine protects both you and your baby.</p>	<ul style="list-style-type: none"> • Getting a flu vaccine is the best way to prevent getting severely sick, hospitalized, or worse from flu. • Getting your flu vaccine while pregnant can protect your baby from flu for several months after they are born. This gives them protection when they are too young to get vaccinated. • You can get your flu or COVID-19 vaccine at any time while you are pregnant. • Flu vaccines have been safely given to people who are pregnant for decades.
<p>3. Call a doctor or other health care provider to make a vaccine appointment today!</p>	<ul style="list-style-type: none"> • You can get vaccinated at a doctor's office, local pharmacy, local health department, or find a vaccinator at Vaccines.gov. • If the cost of the vaccine is a concern, you may be eligible for free or lower-cost vaccines. • There is plenty of flu vaccine supply available for everyone to get a vaccine.

Sample Social Media Messages

Promote influenza vaccination among people who are pregnant by sharing these important messages on your social media channels. Please use and modify them freely. Edit to reflect the style and voice of your organization and the needs of your social media followers.

The linked photos are also suggestions. While many of the photos below are free to use, your organization may have policies that prohibit their use. Check with your legal team regarding your policies on using the photos linked below.

Timeframe	Post	Photo link
Late Fall	Flu season is here! Protect yourself against flu by getting a yearly flu vaccine! #ProtectYourCrewAgainstTheFlu #ShooFlu #Don'tLetTheFluBotherYou	<ul style="list-style-type: none"> • https://unsplash.com/photos/c3KZP4azG6g • https://unsplash.com/photos/son4VHt4Ld0
Late Fall	Gear up for winter by protecting the whole family against flu. Call a doctor or pharmacy to make flu vaccine appointments today. #FightFlu #ProtectYourCrewAgainstTheFlu	<ul style="list-style-type: none"> • https://unsplash.com/photos/p81bXqzNB-4 • https://unsplash.com/photos/Q9_zv0LN4jU
Anytime	Preparing for baby? Be sure to add “get a flu vaccine” to your to do list! Getting your flu vaccine while pregnant can protect your baby from flu for several months after they are born. This gives them protection when they are too young to get vaccinated. #ProtectYourCrewAgainstTheFlu #TogetherWeAreStrong	<ul style="list-style-type: none"> • https://unsplash.com/photos/-G2iJF_aUws • https://unsplash.com/photos/V-WK3awp5Mk
Winter	Stay healthy and protected all winter long by making sure you are vaccinated against the flu. #ProtectYourCrewAgainstTheFlu	<ul style="list-style-type: none"> • https://unsplash.com/photos/xOIPx9C3hy4 • https://www.shutterstock.com/image-photo/safety-vaccination-during-pregnancy-cocnept-cheerful-2014353644

If you use any of these template posts or have feedback, please let us know! Questions? Need help? [Email us!](#)

You can also use other free flu [social media messages](#), pictures, and posters from the [CDC](#) or [Families Fighting Flu](#). Consider posting about and sharing the Children’s Hospital of Philadelphia’s educational [video game](#) and [trivia game](#).