

COVID-19 Vaccination in Pregnancy Stakeholder & Partner Toolkit



Introduction

The COVID-19 vaccine is strongly recommended in pregnancy. Vaccination is the best way to protect women and their babies against the known risks of COVID-19 in pregnancy. It is important that pregnant women get the COVID-19 vaccine as soon as possible. It is best to get both doses before the third trimester, and the booster dose, to ensure maximum protection.

Following the publication of safety data on COVID-19 vaccines for pregnant women by UKHSA, the JCVI has determined that pregnant women should be considered an 'at risk' group for COVID-19. This categorisation now moves pregnant women into JCVI Priority Cohort 6 in vaccine deployment stratification along with those people living with long term health conditions.

Please help us encourage people to take up the vaccine by:

- Sharing our content on your social media channels (follow Scottish Government channels across Facebook, Twitter and Instagram)
- Posting your own content on your social media channels using the assets and social media copy provided
- Sharing the information on your website or email communications with your audience
- Ensuring staff such as vaccinators and midwives are aware of and have access to the latest recommended advice

You can download all campaign materials from the **COVID-19 VACCINE IN PREGNANCY DROPBOX**

Key Messages

PREGNANCY AND BREASTFEEDING

- The COVID-19 vaccine is strongly recommended in pregnancy. Vaccination is the best way to protect pregnant women and their babies against the known risks of COVID-19 in pregnancy.
- It is important for pregnant women to get both doses of the vaccine, and the booster dose, to protect themselves against COVID-19.
- The COVID-19 vaccine can be given at any stage during pregnancy.
- Make sure you know as much as you can about the COVID-19 vaccines and the risk of COVID-19 in pregnancy. More information at nhsinform.scot/covid19vaccinepregnancy
- The Joint Committee on Vaccination and Immunisation (JCVI) has advised that the COVID-19 vaccine can be given to women who are breastfeeding.
- If you are breastfeeding, or planning to breastfeed, you can continue breastfeeding after vaccination. You can continue breastfeeding as normal after vaccination.

Key Messages

FERTILITY

- There is no evidence to suggest the COVID-19 vaccine will affect fertility in women or men.
- If you are thinking of getting pregnant, the vaccine is the best way to protect yourself and your baby against the known risks of COVID-19 in pregnancy.
- You do not need to avoid pregnancy after receiving the COVID-19 vaccine.

Key Stats

- Between Dec 2020 and Oct 2021, 98% of pregnant women with COVID-19 who required critical care in Scotland were unvaccinated.
(Data Source: Public Health Scotland Dec '20-Oct-21)
- More than 275 000 women in the UK and USA have had a COVID-19 vaccine in pregnancy with no safety concerns.
(Data Source: Published by Royal College of Obstetricians & Gynaecologists Oct-21/ UK Obstetric Surveillance Study (UKOSS))
- You are more likely to have a preterm birth if you are pregnant and catch COVID-19
(Data Source: UKOSS Study)

Show Your Support on Social Media

Content

A range of static and video assets for social media, along with suggested social media copy is available in the [COVID-19 Vaccine Dropbox](#).

Materials include:

- [Asset highlighting pregnant women are a priority group](#)
- [Assets with the latest key stats](#)
- [Pregnancy, breastfeeding and fertility assets](#)
- [A series of videos with Jaki Lambert, Scottish Government Professional Midwifery Advisor](#)
- [Suggested social media post copy](#)

If you have any issues accessing any of these materials,
please contact health@smarts.agency

Show Your Support on Social Media

Example Social Assets and Post Copy

Pregnant women are a priority group for COVID-19 vaccination. Getting both doses of the vaccine, and the booster, is the best way to protect yourself and your baby from the known risks of COVID-19 in pregnancy.

Find out how to get your vaccine at nhsinform.scot/covid19vaccinepregnancy

Between Dec 2020 and Oct 2021, 98% of pregnant women with COVID-19 who required critical care in Scotland were unvaccinated. Getting the vaccine in pregnancy is safe and vaccination is the best way to protect you and your baby against the known risks of COVID-19 in pregnancy.

Find more information at nhsinform.scot/covid19vaccinepregnancy

(Data Source: Public Health Scotland Dec '20-Oct '21)

Pregnant women are a priority group for COVID-19 vaccination.

Find out how to get your vaccine at nhsinform.scot/covid19vaccinepregnancy.



98% of pregnant women with COVID-19 who required critical care in Scotland were unvaccinated.

(between Dec 2020 and Oct 2021)



Show Your Support on Social Media

Example Social Assets and Post Copy

The COVID-19 vaccine has gone through the same safety checks as any other vaccine and is safe for you and your baby. If you are pregnant it is important to get both doses of the vaccine, and the booster, to protect yourself and your baby against the known risks of coronavirus in pregnancy.

Find more information at
nhsinform.scot/covid19vaccinepregnancy

(Data Source: Published by Royal College of Obstetricians & Gynaecologists Oct-21/UK Obstetric Surveillance Study (UKOSS))

If you are pregnant and get COVID-19 it is more likely your baby will be born prematurely. Getting both doses of the vaccine, and the booster, is the best way to protect yourself and your baby from the known risks of COVID-19 in pregnancy.

Find more information at
nhsinform.scot/covid19vaccinepregnancy

(Data Source: UKOSS Study)

More than 275,000 women in the UK and USA have had a COVID-19 vaccine in pregnancy with no safety concerns.



You are more likely to have a preterm birth if you are pregnant and catch COVID-19.



For More Information About This Campaign

Please contact health@smarts.agency

