




**“Flu-Free and A Mom-to-Be:
Protect Yourself, Protect Your
Baby, Get A Flu Shot!”**



National Influenza Vaccine Summit

June 29, 2009

 National Women's Health Resource Center
www.healthywomen.org


 **AWHONN**
Association of Women Health, Obstetric and Neonatal Nurses

CSL Biotherapies

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Why Pregnant Women?

- **Unmet Need in Vulnerable Population**
 - Pregnant women are priority group for flu vaccination according to CDC and ACOG
- **Low Vaccination Rates Despite Guidelines**
 - Vaccination rates among pregnant women are less than 15 percent every year
- **Barriers to Vaccination**
 - Misinformation
 - Misperceptions
 - Vaccine safety concerns
 - Lack of dialogue between moms-to-be and HCP



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Birth of “Flu-Free & A Mom-to-Be” Program

- **Campaign objectives include:**
 - Uncover attitudes, barriers and opportunities to flu vaccination among pregnant women
 - Generate awareness of expert recommendations
 - Create a sense of urgency surrounding flu vaccination among pregnant women



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“Flu-Free & A Mom-to-Be” Campaign Approach



- **Addressed gap between pregnant women’s knowledge and expert recommendations. Nationwide survey that showed:**
 - Majority of women unaware or uncertain about flu shot recommendations during pregnancy
 - Pregnant women rarely discuss flu vaccination with HCP
 - HCP recommendations can make – or break – a woman’s decision to get a flu shot
 - Concerns about flu vaccine safety, including presence of thimerosal, were barriers to immunization
- **Educated audiences about the benefit of influenza vaccination to mother and baby**
 - New study in the *New England Journal of Medicine*
- **Disseminated campaign materials in practice settings nationwide**
- **Mobilized AWHONN and NWHRC professional membership and constituents**
- **Reached women through traditional and new media channels**

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Pulsing Out the Message

- **Educational Materials:** Expert articles, tip cards, posters and postcards distributed locally and via NWHRC's "Parenting and Pregnancy Center" (www.healthywomen.org) and AWHONN's Web site
- **Media Outreach:** Consumer and trade publications and satellite/radio media tour
- **Web Cast:** Reached the broader media, professional and industry audiences with survey results and call-to-action



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Measures of Success

- Reached **82.7 million** Americans via **957 outlets**
- **18,000 page views** on NWHRC's Parenting and Pregnancy Center's "Flu Free and a Mom-to-Be" Web pages; **1,523 views** on AWHONN's Web site
- Campaign **featured in L.J. Tan's weekly influenza call** (October 1, 2008)
- **52,137 Tip Cards** and **26,650 posters** distributed to clinics/MD offices
- **Survey results requested by CDC** to help guide focus groups on pandemic preparedness

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Evolving “Flu-Free & A Mom-to-Be” This Season

- Moms-to-Be continue to be a priority audience for influenza vaccination
- Expand the reach of campaign messages and resources to priority HCP and consumers audiences through ongoing communications and grassroots programs
- Build on initial education efforts to mobilize HCPs and motivate pregnant women to get vaccinated
- Increase vaccination rates of pregnant women with all of your support and efforts!

