

Maternity vaccinations resource pack: whooping cough (pertussis), flu and RSV

Purpose of this resource pack

This resource pack has been developed to support healthcare professionals in raising awareness of routine vaccinations offered during pregnancy. Vaccination during pregnancy helps protect babies from serious infections during the first weeks and months of life, before they are able to receive their own routine immunisations. The materials are designed to help maternity teams provide clear, consistent information and encourage women to speak to their midwife, GP surgery or maternity vaccination team about recommended vaccines.

Key messages

- Vaccines during pregnancy help give your baby a strong start by protecting them in the first weeks of life.
- Vaccination protects babies from serious infections that affect breathing and lungs.
- The NHS recommends vaccines in pregnancy for whooping cough, flu and RSV.
- This resource pack provides materials to support conversations with pregnant women about vaccination.

Materials included in this pack

Poster

The poster highlights the key message “Give your baby a strong start” and promotes vaccines in pregnancy for whooping cough, flu and RSV. Suggested use:

- Display in antenatal clinic waiting areas
- GP practices and maternity clinics
- Community venues or family hubs.

The poster encourages pregnant women to speak to their midwife or GP surgery about booking their vaccines.

Leaflet

The leaflet provides more detailed information about why vaccines are recommended during pregnancy and how they protect babies. Suggested use:

- Share during antenatal appointments

- Offer in waiting areas for women to take away
- Use to support conversations about vaccination.

Infographic timeline

The infographic provides a simple visual overview of when routine vaccines are offered during pregnancy. Suggested use:

- Display digitally in clinics
- Share via internal communications or maternity services.

Video resources

Short videos are available to support maternity vaccination messaging. These videos can be used in:

- Waiting room screens
- Antenatal classes
- Social media and digital communications.

Translated versions of these videos are available.

	Polish version	Urdu version
Whooping cough video: https://www.youtube.com/watch?v=sLItZuheoNk	https://www.youtube.com/watch?v=-qbHSyDJMYs	https://www.youtube.com/watch?v=nC9P50ibCVw&feature=youtu.be
RSV animation: https://staffsstokeics.org.uk/campaign-resource-centre/vaccination-resources/rsv/	https://www.youtube.com/watch?v=5lwYGQkhzU8&feature=youtu.be	https://www.youtube.com/watch?v=eFYSP4qhZ0o

These videos can be used across antenatal clinics, maternity wards and community midwifery services, GP practices, health visitor appointments, family hubs and other community settings, as well as on digital screens in healthcare environments.