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Obstetricians and Gynecologists

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# PATIENT PERSPECTIVES: SURVEY FINDINGS ON MATERNAL IMMUNIZATION

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16<sup>th</sup> National Conference for Immunization Coalitions and Partnerships

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## FUNDING ACKNOWLEDGEMENT

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# MATERNAL IMMUNIZATION OVERVIEW

**Program Name:** Maternal Vulnerable Population Partnership

**CDC Division/Center:** CDC National Center for Immunization and Respiratory Diseases (NCIRD)

**Key Program Staff:** Sarah Carroll, Sheila Reynoso, Francesca Montalto

**Program Goal:** Increase Tdap, influenza, COVID-19, and RSV immunization rates among pregnant people by collaborating with prenatal care clinician organizations to improve communication, disseminate educational resources, and develop an infrastructure to advance maternal immunization.

## BACKGROUND



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How and when are individuals talking to their providers about the Tdap, flu, and COVID-19 vaccines

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Why may pregnant individuals either receive or decline the Tdap, flu, and COVID-19 vaccines?

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What information sources do pregnant individuals rely on to provide information about vaccines?

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How has the COVID-19 vaccine influenced how pregnant individuals feel about getting the flu or Tdap in pregnancy?



# METHODOLOGY



## Two Online Text-Based Focus Groups

A total of 63 individuals participated in the focus groups:

- Group 1: Those experiencing their first pregnancy
- Group 2: Those not experiencing pregnancy for the first time

## Survey

A total of 900 individuals participated in the survey.

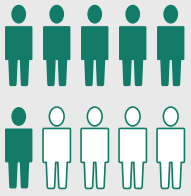


To qualify for participation, all focus group and survey participants must have been:

- Currently pregnant OR
- Planning to be pregnant (within the next 12 months) OR
- Recently pregnant (within the last 6 months)

# KEY FINDINGS



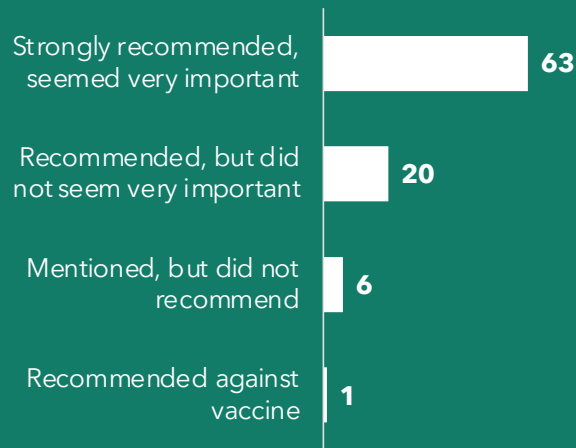


# VACCINE RECOMMENDATIONS

## Tdap Vaccine

(Percent %)

*Sub-sample who discussed Tdap with a health care provider*

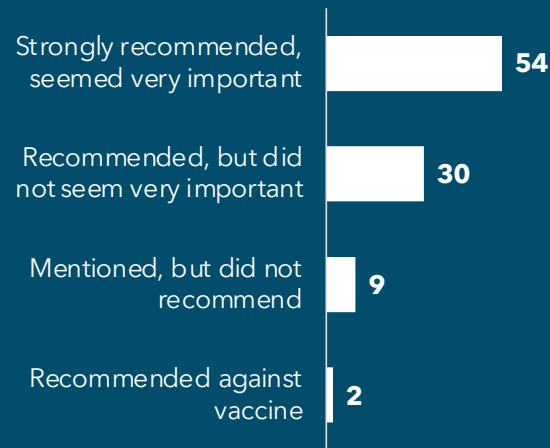


n= 800

## Flu Vaccine

(Percent %)

*Sub-sample who discussed flu with a health care provider*

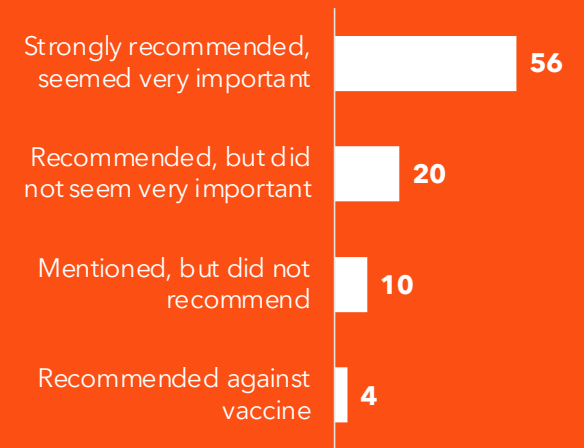


n=800

## COVID-19 Vaccine

(Percent %)

*Sub-sample who discussed COVID-19 with a health care provider*



n= 800

**Thinking about how your health care provider discussed each vaccine, which of the following best describes how the vaccine was recommended?**

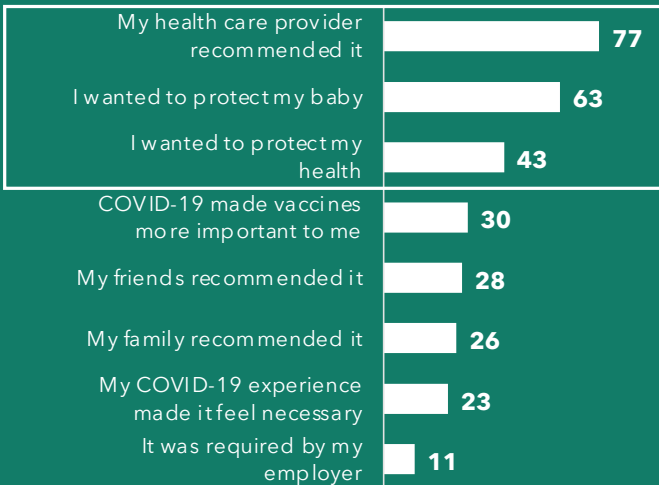


# ROLE OF CLINICIANS

## Top Reasons for Getting Tdap Vaccine

(Percent Ranked Top 3)

Sub-sample who received Tdap vaccine before or during pregnancy

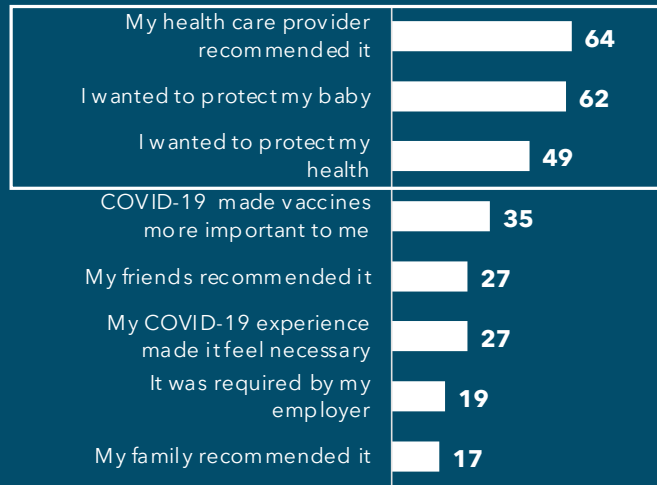


Tdap n= 274

## Top Reasons for Getting Flu Vaccine

(Percent Ranked Top 3)

Sub-sample who received flu vaccine before or during pregnancy

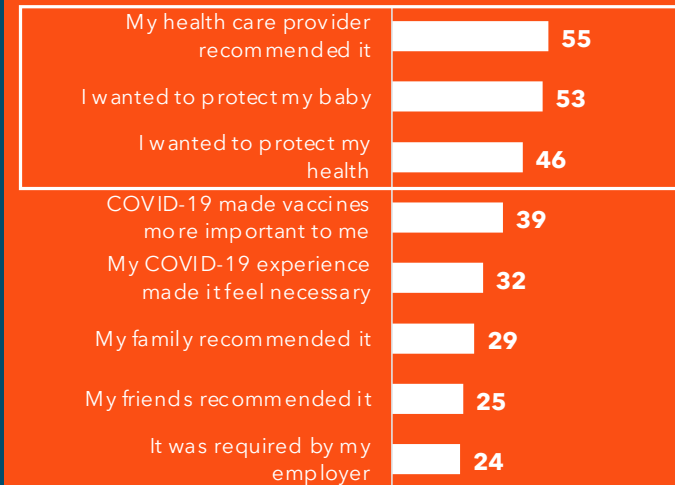


Flu n=167

## Top Reasons for Getting COVID-19 Vaccine

(Percent Ranked Top 3)

Sub-sample who received COVID-19 vaccine before or during pregnancy



COVID-19 n=101

Please rank the top 3 reasons for getting a flu/Tdap/COVID-19 vaccine during pregnancy.



**The most important reason was keeping the baby safe both during and after pregnancy. My doctor explained that newborns aren't able to get the flu vaccine several months after birth, so it was critical to keeping the baby safe during this time.**

*- New parent, trying to get pregnant, White (non-Hispanic)*



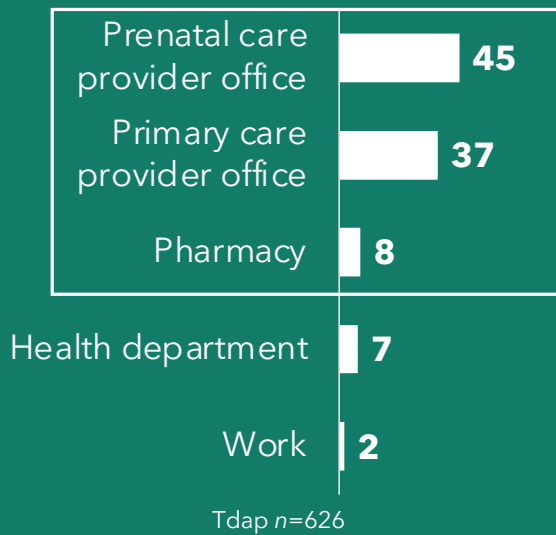


# WHERE RESPONDENTS RECEIVED THEIR VACCINES

## Where Respondents Get Tdap Vaccine

(Percent Ranked Top 3)

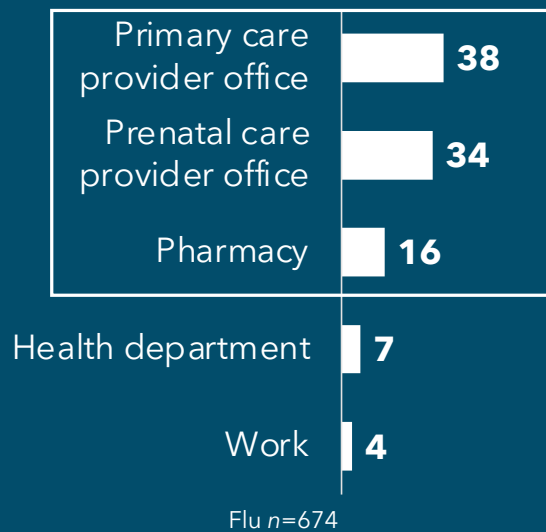
Sub-sample who received Tdap vaccine before or during pregnancy



## Where Respondents Get Flu Vaccine

(Percent Ranked Top 3)

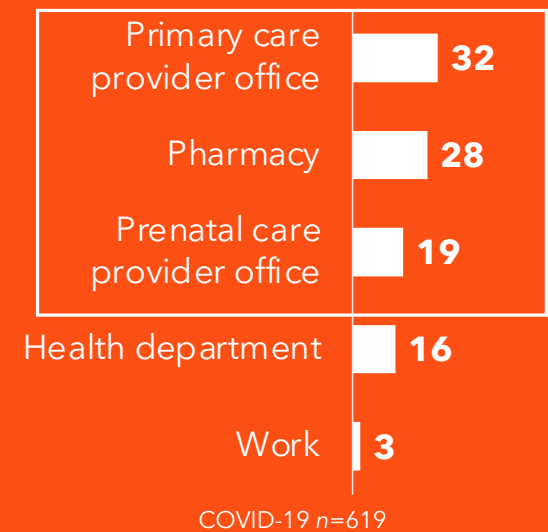
Sub-sample who received flu vaccine before or during pregnancy



## Where Respondents Get COVID-19 Vaccine

(Percent Ranked Top 3)

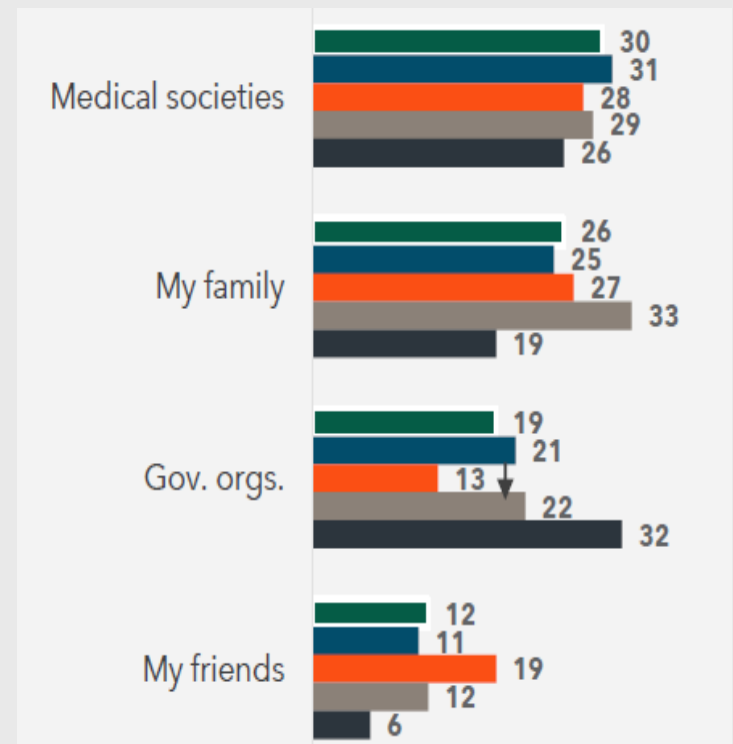
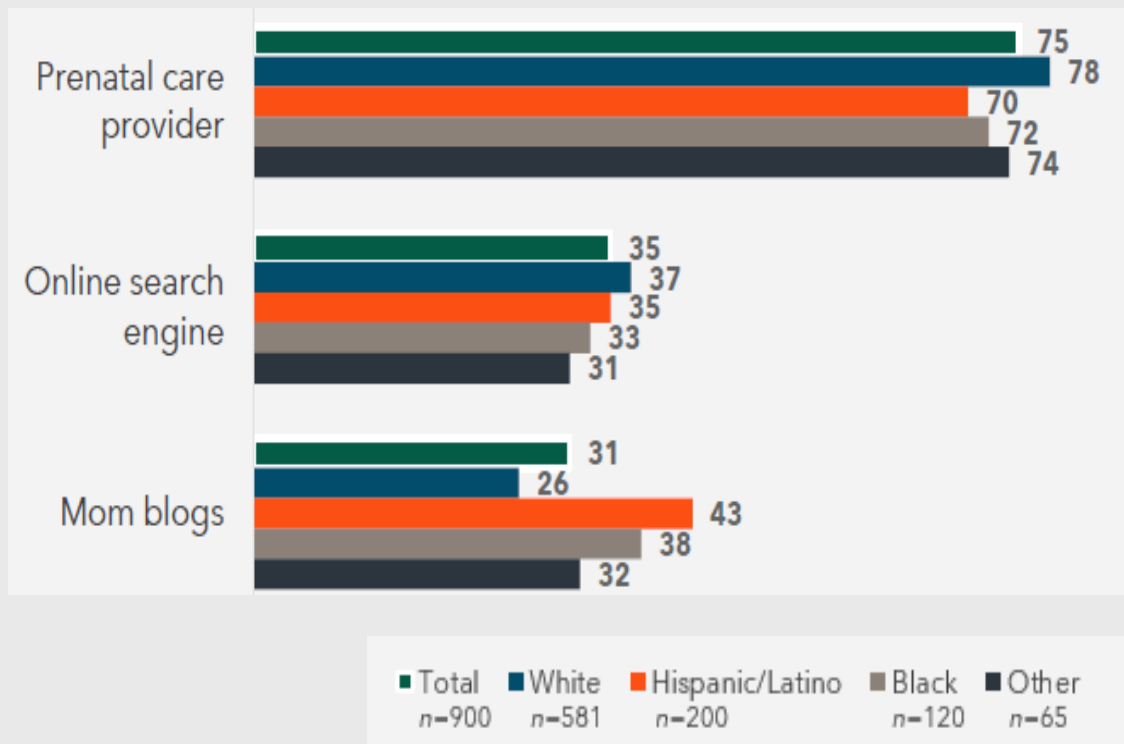
Sub-sample who received COVID-19 vaccine before or during pregnancy



For each of the following, where did you receive your vaccine?



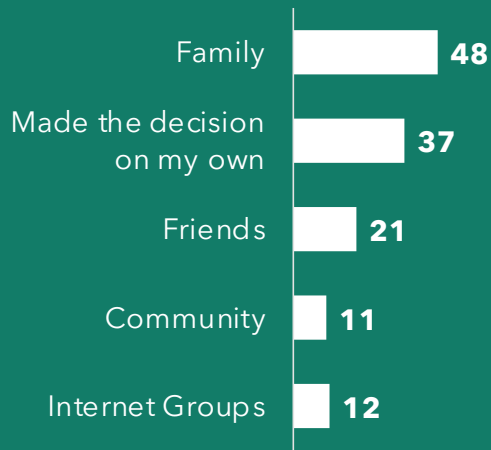
# TRUSTED SOURCES FOR VACCINE INFORMATION





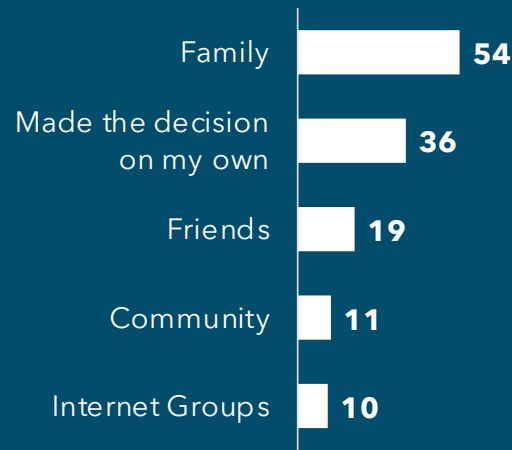
# TRUSTED SOURCES FOR VACCINE INFORMATION

## Non-HCP Discussion Partners: Tdap (Percent %)



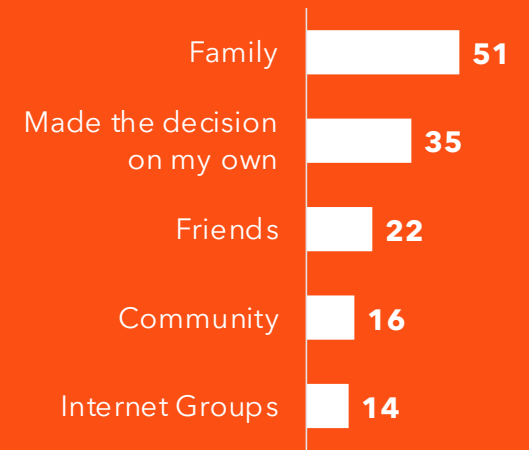
n = 900

## Non-HCP Discussion Partners: Flu (Percent %)



n = 900

## Non-HCP Discussion Partners: COVID-19 (Percent %)



n = 900

For each of the following vaccines, who did you discuss your decision with?

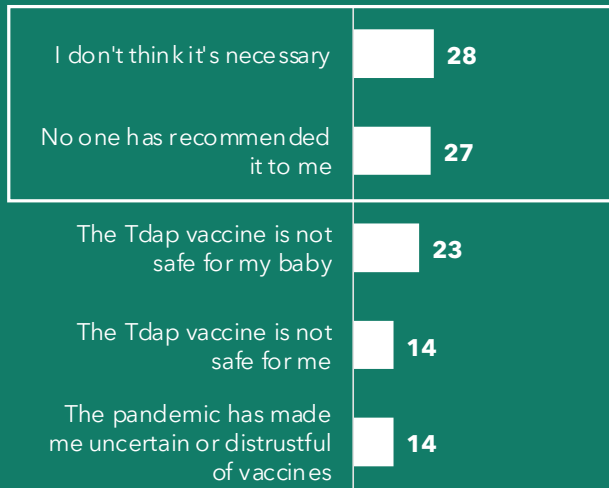


# TOP REASONS FOR NOT RECEIVING VACCINES

## Top Reasons for Avoiding Tdap Vaccine

(Percent %)

Sub-sample who did not/do not know whether they received the Tdap vaccine

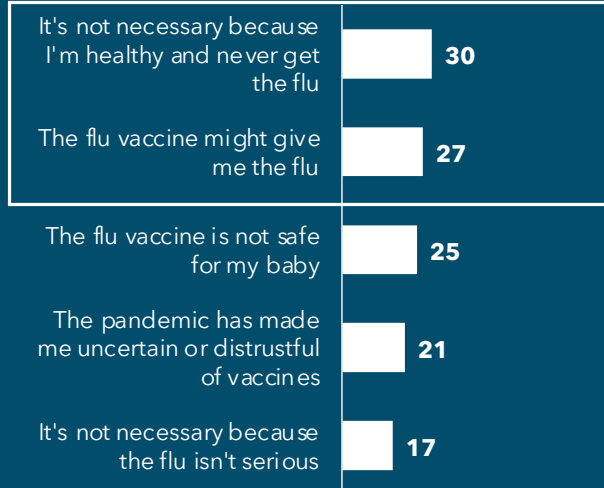


Tdap n=274

## Top Reasons for Avoiding Flu Vaccine

(Percent %)

Sub-sample who did not/do not know whether they received the flu vaccine

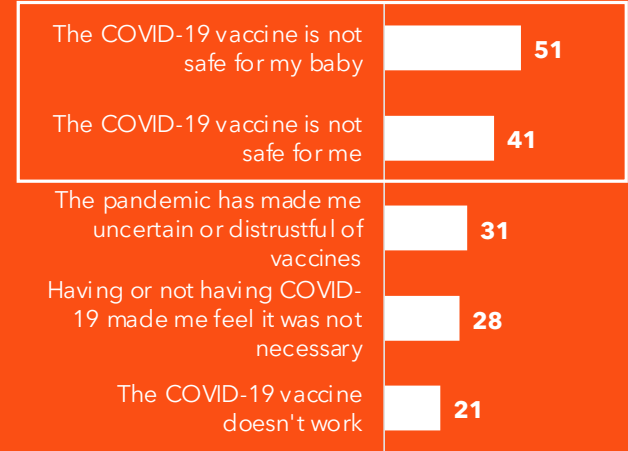


Flu n=226

## Top Reasons for Avoiding COVID-19 Vaccine

(Percent %)

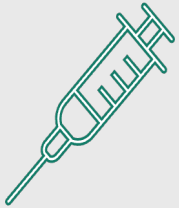
Sub-sample who did not/do not know whether they received the COVID-19 vaccine



COVID-19 n=281

**Of the following reasons, which best describes why you might not get a Tdap/flu/COVID-19 vaccine during this pregnancy?**

*Not all response options shown.*



## TOP REASONS FOR NOT RECEIVING VACCINES

“

I have never had whooping cough. My doctor and I have not talked about this particular vaccine.

- Experienced parent, trying to get pregnant, White (non-Hispanic)

”

“

I don't think it's necessary because the flu is not very serious.

- Experienced parent, trying to get pregnant, Hispanic/Latino

”

“

I worry about long term effects [of the COVID-19 vaccine] and how quickly they came out with it. I've had family members experience some negative effects and worry about how that can impact me and my baby.

- New parent, currently pregnant, White (non-Hispanic)

”



## ¿Embarazada? Tres razones principales por las que usted necesita la vacuna contra el COVID-19



**1** La enfermedad de COVID-19 puede ser más grave durante el embarazo. El virus puede enfermarla gravemente y afectar su embarazo.

**2** Las vacunas contra el COVID-19 funcionan. Ayudan a prevenir infección, grave enfermedad y la muerte por COVID-19, incluyendo las nuevas variantes.

**3** Las vacunas contra el COVID-19 son seguras tanto para usted como para su feto.

Obtenga la vacuna contra el COVID-19 para protegerse a sí misma y su embarazo. Puede recibir la vacuna durante cualquier trimestre.

Obtenga más información en [acog.org/Vaccine-Resources](https://www.acog.org/Vaccine-Resources)

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I would share [the infographic] because it's informative, just the right amount to not overwhelm someone trying to read it. It's easy to understand and read.

- New parent, currently pregnant, White (non-Hispanic)

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## MATERNAL IMMUNIZATION PATIENT RESOURCES

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I think that it can be an effective way to inform expectant mothers, if they are open to receiving that information.

- Experienced parent, gave birth in last 6 months, African American/Black

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## MATERNAL IMMUNIZATION PATIENT RESOURCES



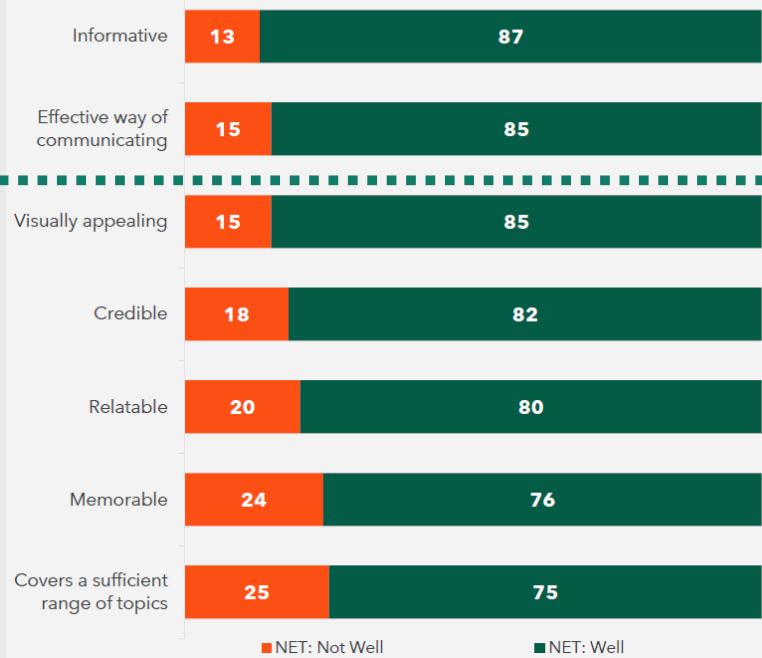
I trust my OB-GYN, and make sure to get the vaccines she recommends.

Source: ["Get Your Recommended Vaccines During Pregnancy"](#)

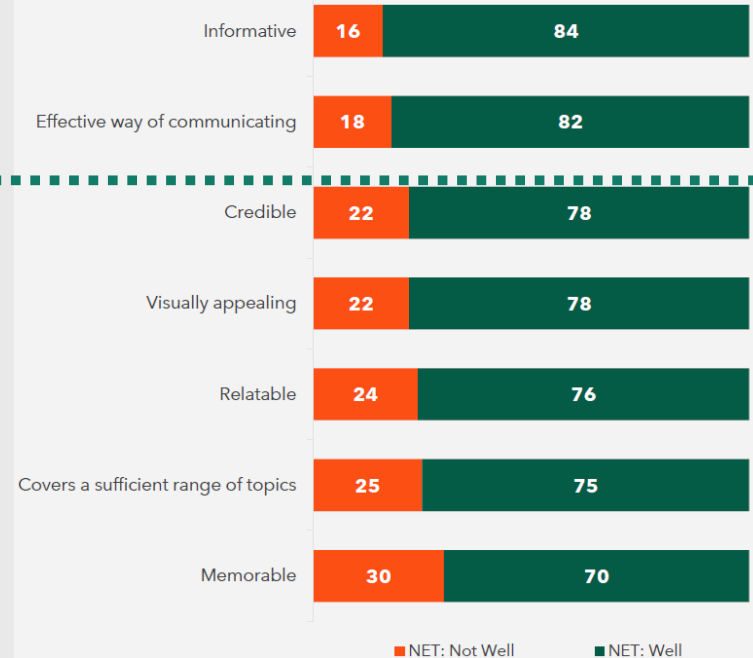


# VIDEO & INFOGRAPHIC FEEDBACK

Top Characteristics of ACOG's Video  
(Percent %)



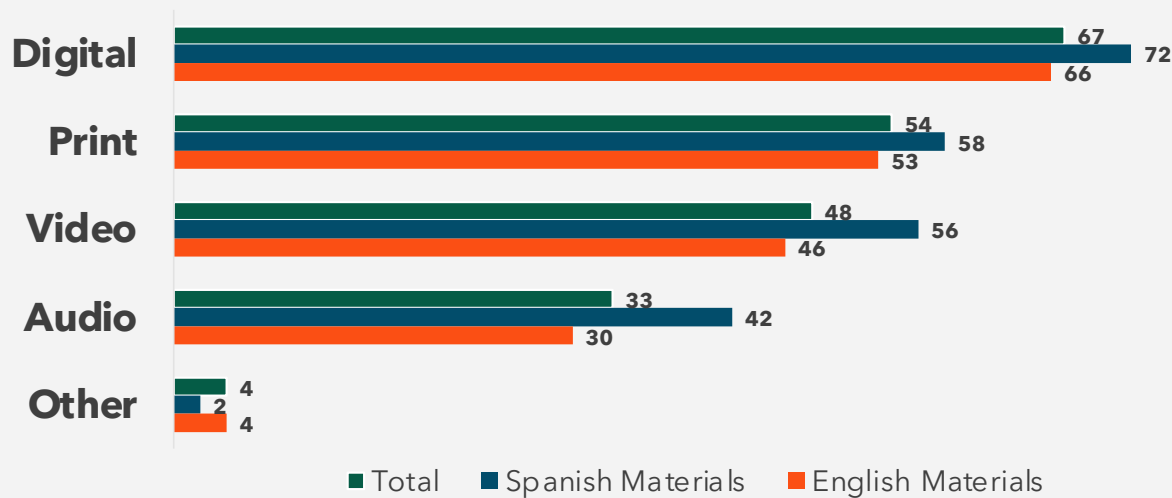
Top Characteristics of ACOG's Infographic  
(Percent %)





# PREFERRED METHODS TO RECEIVE VACCINE INFORMATION

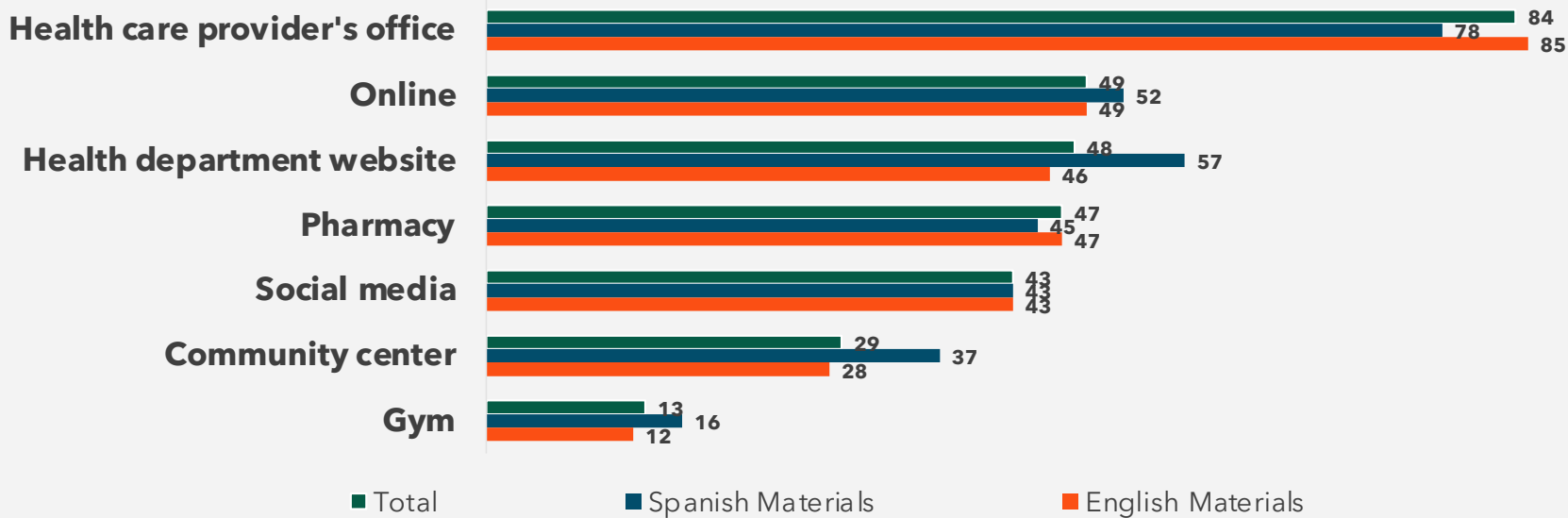
Thinking about the best way information about the importance of vaccination during pregnancy is delivered to pregnant women: Do you prefer receiving vaccine information as...





# PREFERRED LOCATION TO RECEIVE VACCINE INFORMATION

Now, thinking about the best ways to provide you with information about vaccines during pregnancy:  
Where should information about vaccines during pregnancy be shared to best get your attention?



## SUMMARY

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Provider recommendation is top reason for getting vaccinated

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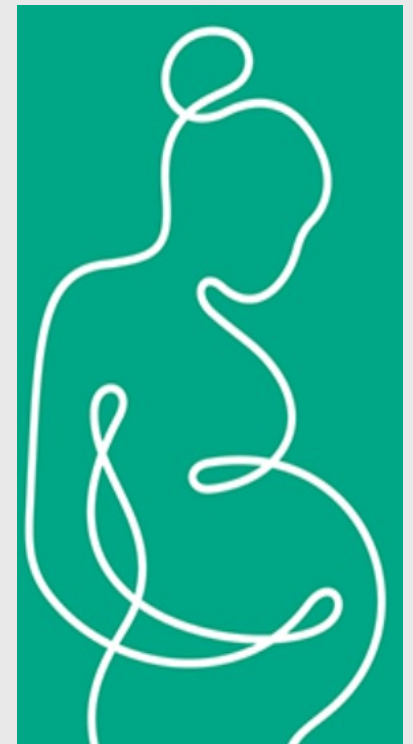
Dialogue with providers and loved ones drive vaccine conversations

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The videos and infographics were well received and informative

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Digital is a strong medium with print to complement





**QUESTIONS?**



# IMMUNIZATION TEAM



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