



COVID-19 VACCINE
EDUCATION *and*
EQUITY PROJECT

MOTHER'S DAY SOCIAL
TOOLKIT

**LET'S TALK ABOUT
MATERNAL IMMUNIZATIONS**

TO RAISE AWARENESS OF THE
IMPORTANT ROLE VACCINATION
PLAYS IN PROTECTING MATERNAL
AND INFANT HEALTH.

covidvaccineproject.org

OVERVIEW

This Mother's Day, join the COVID-19 Vaccine Education and Equity Project in a social engagement effort to raise awareness of the important role maternal immunization plays in protecting pregnant individuals and their babies.

This toolkit will provide you with a calendar of social engagements, graphics and suggested language to use in your post. Feel free to use this content throughout the week of **May 2 – May 8th** to support your organizations' efforts to raise awareness of the importance of immunizations in improving maternal and infant health outcomes.

CALENDAR OF EVENTS

Below, please find planned events in which your organization can engage on social media as well as suggested activities.

Monday, May 2nd – Introduction and Did You Know Graphic

Share the Introduction graphic with a Did You Know graphic(s) in a carousel [multiple images in one post] to kick-things off for the week.

Tuesday, May 3rd – Did You Know Graphic

Share one or more of the Did You Know graphics to your social channels to help remind individuals of the vaccinations recommended during pregnancy.

Wednesday, May 4th – Weekly #COVIDVxAnswers Graphic

Share our weekly #COVIDVxAnswers Question of the Week graphic on COVID-19 vaccines for individuals who are pregnant or are planning a pregnancy.

Thursday, May 5th – TweetChat Discussion @ 3:30pm EST

Join @COVIDVxProject on Twitter to participate in a TweetChat discussion with partners, conveners and our followers. Participants will be asked to answer the same question (below) with a quote tweet.

Q: What ideas do you or your organization have for increasing maternal immunization rates?

Friday, May 6th – Question and Answer Graphic

Share the Question-and-Answer graphic to your social channels to help remind individuals of all the vaccinations recommended during pregnancy.

Sunday, May 8th – Happy Mother's Day Post

Share the Happy Mother's Day graphic on Mother's Day.

Wednesday, May 11th – HealthyWomen's Mother's Day Facebook Live

Join HealthyWomen for a special Facebook Live event focused on maternal health in honor of Mother's Day. More details to come on their [Facebook](#).

SOCIAL GRAPHICS

Below, please find downloadable social graphics sized for every platform for use throughout this week.

English – accessible [here](#).

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)
- [LinkedIn](#)

Spanish – accessible [here](#).

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)
- [LinkedIn](#)

SUGGESTED SOCIAL POSTS

ENGLISH

FACEBOOK

1. This #MothersDay, we're working alongside [@COVIDVxProject](#) to encourage pregnant individuals to receive their recommended flu, Tdap, and #COVID19 #vaccines. Click here to learn key solutions to improve maternal immunization rates: <https://bit.ly/3Nvtt1A>. #MaternalVxConfidence.
2. Together, we're joining [@COVIDVxProject](#) to raise awareness of the critical role #MaternalVxConfidence plays in protecting pregnant individuals and their babies. #COVIDVxEquity

TWITTER

1. This #MothersDay, we're working alongside [@COVIDVxProject](#) to encourage pregnant individuals to receive their recommended flu, Tdap, and #COVID19 #vaccines. Click here to learn key solutions to improve maternal immunization rates: <https://bit.ly/3Nvtt1A>. #MaternalVxConfidence
2. Together, we're joining [@COVIDVxProject](#) to raise awareness of the important role #MaternalVxConfidence plays in protecting pregnant individuals and their babies. #COVIDVxEquity

INSTAGRAM

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LINKEDIN

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SPANISH

FACEBOOK

1. Este #DíaDeLasMadres, estamos trabajando junto con [@COVIDVxProject](#) para animar a las personas embarazadas a que reciban las #vacunas recomendadas contra la gripe, la Tdap y la #COVID19. Haga clic aquí para conocer soluciones clave para mejorar las tasas de inmunización materna: <https://bit.ly/3Nvtt1A>.
2. Juntos, nos unimos a [@COVIDVxProject](#) para crear conciencia sobre el importante papel que juegan las vacunas en la protección de las mujeres embarazadas y sus bebés. #COVIDVxEquidad

TWITTER

1. Este #DíaDeLasMadres estamos trabajando junto con [@COVIDVxProject](#) para animar a las personas embarazadas a que reciban las #vacunas contra la gripe, la Tdap y la #COVID19. Familiarizarse con soluciones clave para mejorar las tasas de inmunización materna: <https://bit.ly/3Nvtt1A>.
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HASHTAG SUGGESTIONS

English

1. #COVIDVxProject
2. #COVIDVxEquity
3. #MaternalVxConfidence

Spanish

1. #COVIDVxEquidad
2. #COVIDVxProyecto

TAGGING CVEEP IN POSTS

If you decide to share our graphics, please tag or mention @COVIDVxProject so that we may be notified and can help amplify. Here are links to our social platforms to follow (if not already following).

- [Twitter](#)
- [TikTok](#)
- [Instagram](#)
- [LinkedIn](#)
- [Facebook](#)

VACCINE STATISTICS

COVID-19 Vaccines During Pregnancy

- COVID-19 vaccination among pregnant people is associated with about a 60% reduced risk of COVID-19 hospitalization in infants younger than 6 months old. (Source: [CDC MMRW Report](#)).

- According to CDC data, only 31% of pregnant people have been vaccinated against COVID-19 and vaccination rates vary significantly by race and ethnicity (Source: [CDC Statement on Pregnancy Health Advisory](#)).

Tdap Vaccine During Pregnancy

- Getting a Tdap vaccine between 27 through 36 weeks of pregnancy lowers the risk of whooping cough in babies younger than 2 months old by 78%¹ (Source: [CDC Pregnancy and Whooping Cough](#)).
- CDC data continues to show persistent racial and ethnic disparities in vaccination coverage among pregnant women. Receipt of both flu and Tdap vaccines was reported by 30.7% of women with a recent live birth overall, but only among 17.7% of Black women compared with 33.3% of White women (Source: [CDC Flu and Tdap Vaccination Coverage Among Pregnant Women – United States, April 2021](#)).

Flu Vaccine During Pregnancy

- Getting a flu shot can reduce a pregnant woman's risk of being hospitalized with flu by an average of 40%. (Source: [CDC Influenza \(Flu\) Vaccine and Pregnancy](#)).
- Vaccination reduces the risk of flu-associated acute respiratory infection in pregnant people by about one-half (Source: [CDC What are the benefits of flu vaccination?](#)).

About the COVID-19 Vaccine Education and Equity Project

The COVID-19 Vaccine Education and Equity Project – a coalition of over 230 patient, provider and public health organizations have come together to advance public education and equity around COVID-19 vaccines. The project's efforts center around advancing vaccine access and equity within the United States and is convened by the Alliance for Aging Research, HealthyWomen, and the National Caucus and Center on Black Aging.

Together, our members represent a broad and diverse range of stakeholders including nurses, teachers and first responders, who are critical to building confidence in the process and science around COVID-19 vaccines, which is key for authorized vaccines to be a contributor to addressing health inequities.

Not yet a member? Joining is easy – click [here](#) to sign-up today!