



Emma's *Diary*

Vaccination Research Summary

SUPPORTED BY



THE ROYAL
COLLEGE OF
MIDWIVES

About Emma's Diary

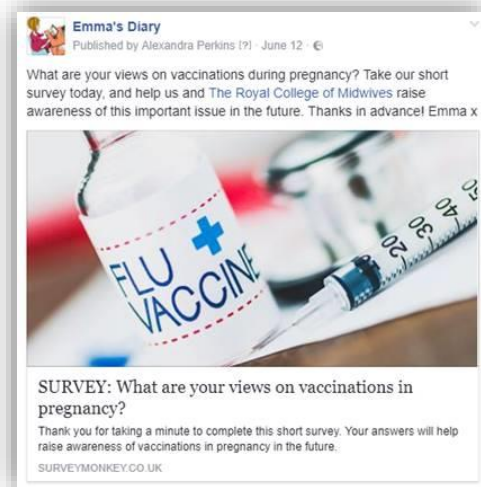
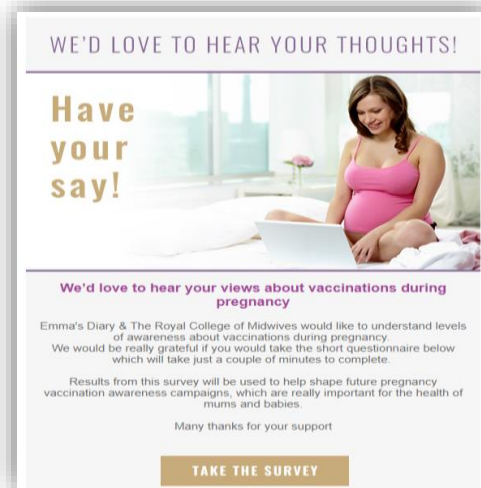
The RCM Alliance partnership with Emma's Diary focuses on providing support in pregnancy and early parenthood through information for pregnant women and new parents, resources for midwives, research and the Mums' Midwife of the Year Award.

Emma's Diary is a multi-channel pregnancy and parenting information provider which has been providing credible and reliable information for 25 years, to support families from pre-conception through pregnancy and into parenting.



Introduction - Survey on vaccinations in pregnancy

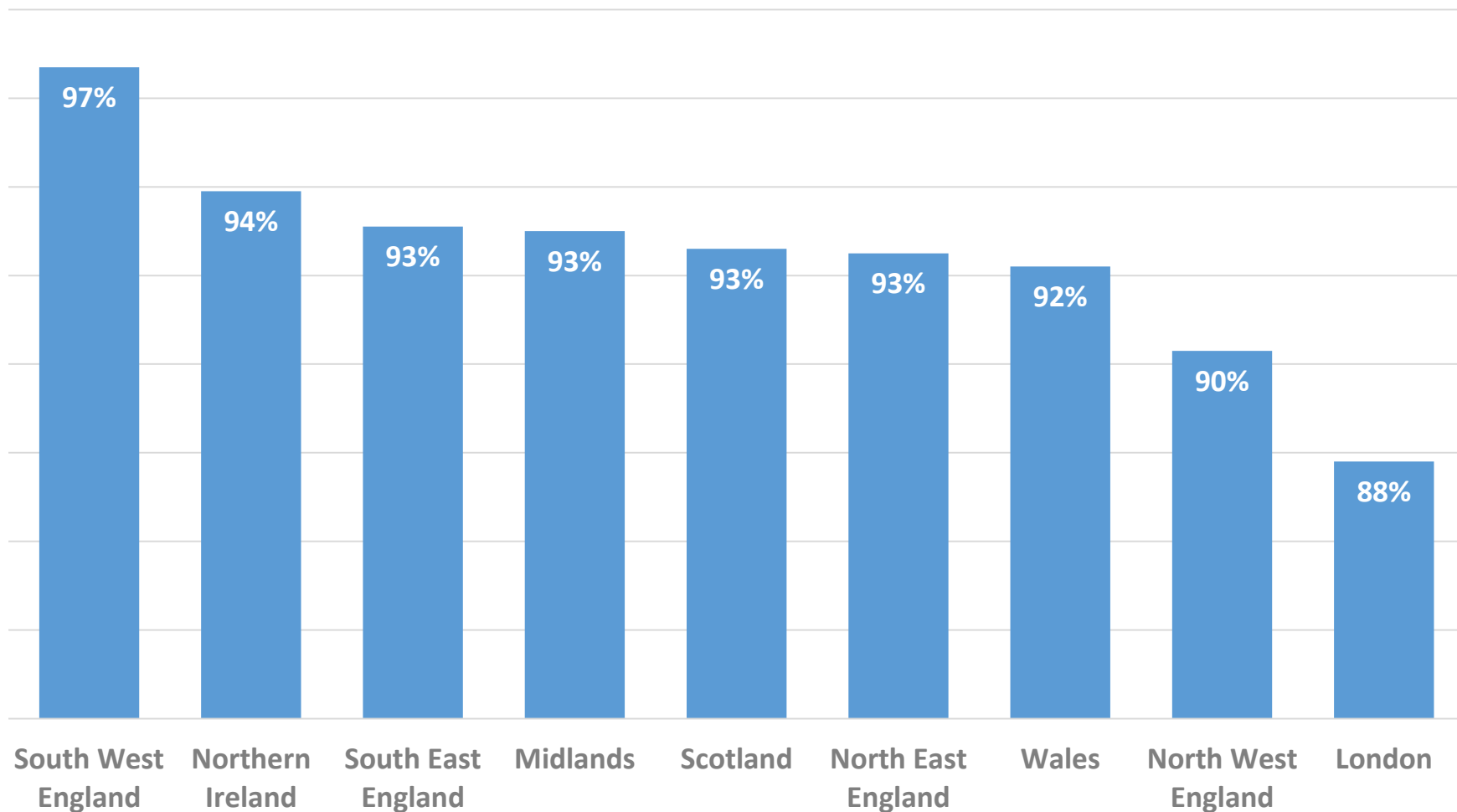
- Whooping cough and flu vaccinations are routinely offered to pregnant women across the UK
- RCM members had identified the need for greater understanding of women's decisions about vaccinations to better support informed choices
- RCM and Emma's Diary worked together to develop a piece of research amongst pre and post natal mothers
- Survey hosted by Emma's Diary during June 2017
- 100,000 members of Emma's Diary were asked to take part in the survey.
- **2,648 completed survey responses were received**



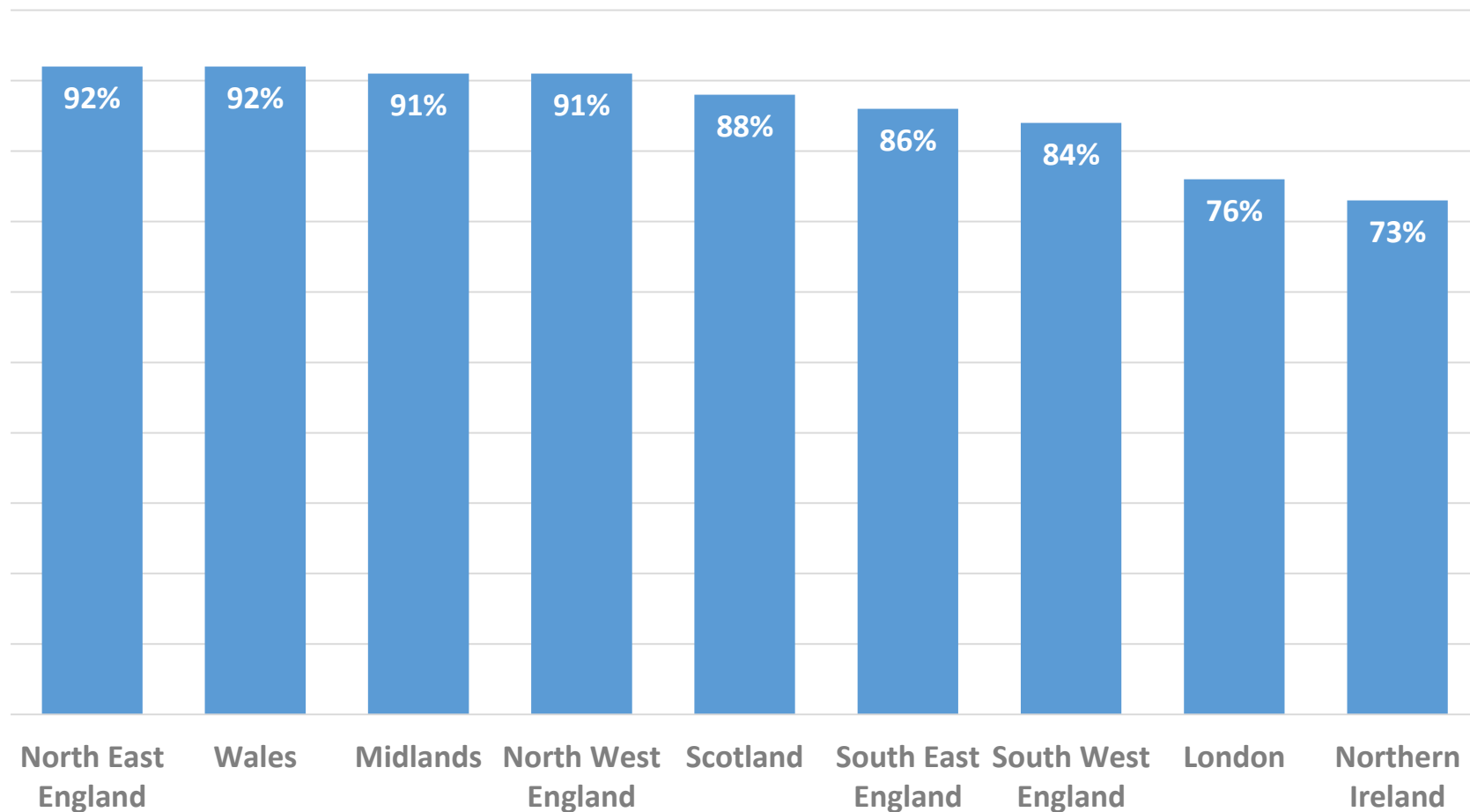
Respondent Demographics

REGION	PRE-NATAL	POST-NATAL	TOTAL	%
London	155	116	271	10%
Midlands	260	197	457	17%
North East England	140	101	241	9%
North West England	175	143	318	12%
Northern Ireland	50	48	98	4%
Scotland	85	63	148	6%
South East England	263	218	481	18%
South West England	121	92	213	8%
Wales	80	50	130	5%
Did not respond	196	95	291	11%
TOTAL	1,525	1,123	2,648	

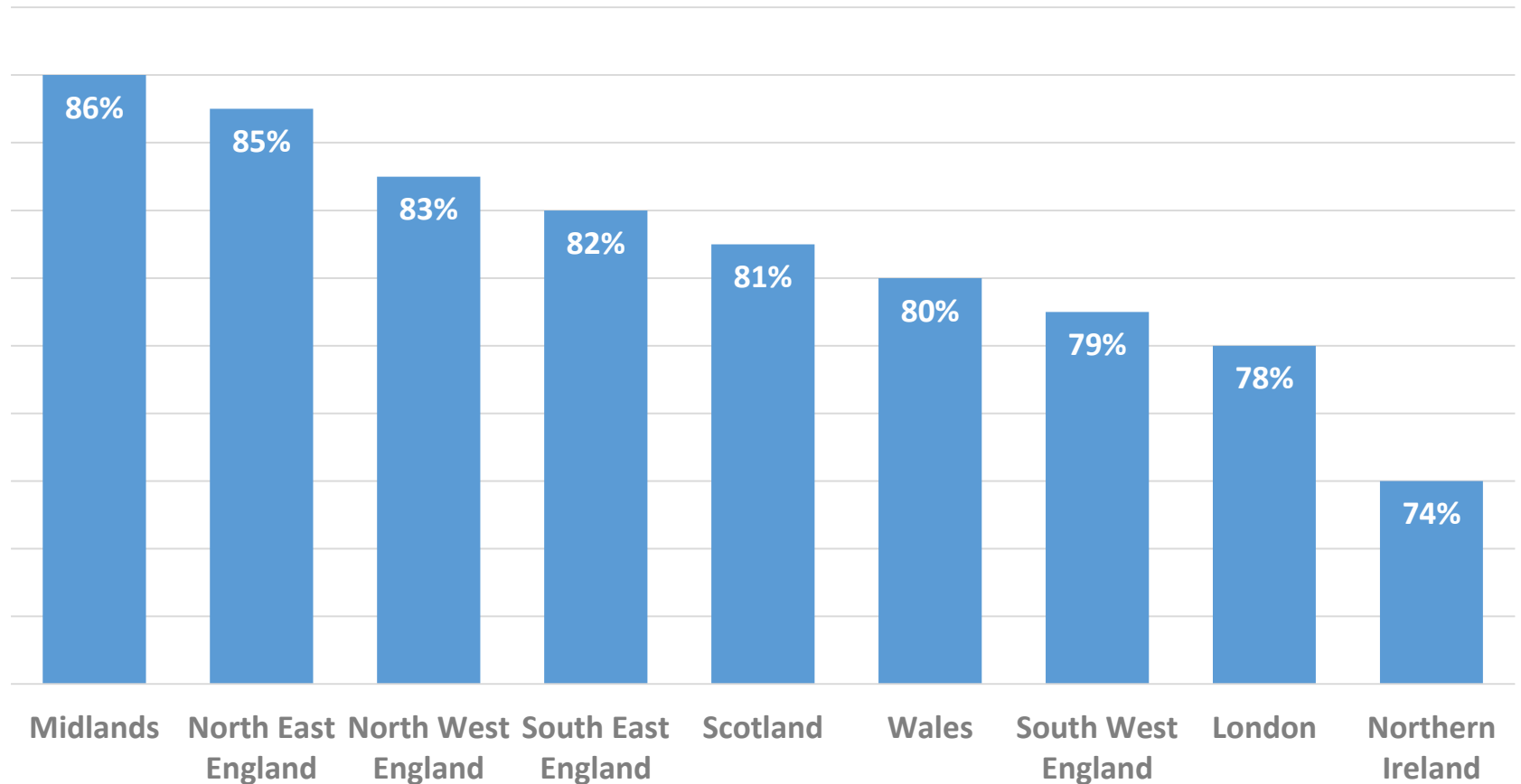
Women in the South West were most likely to know about both vaccinations with 97% claiming to be aware



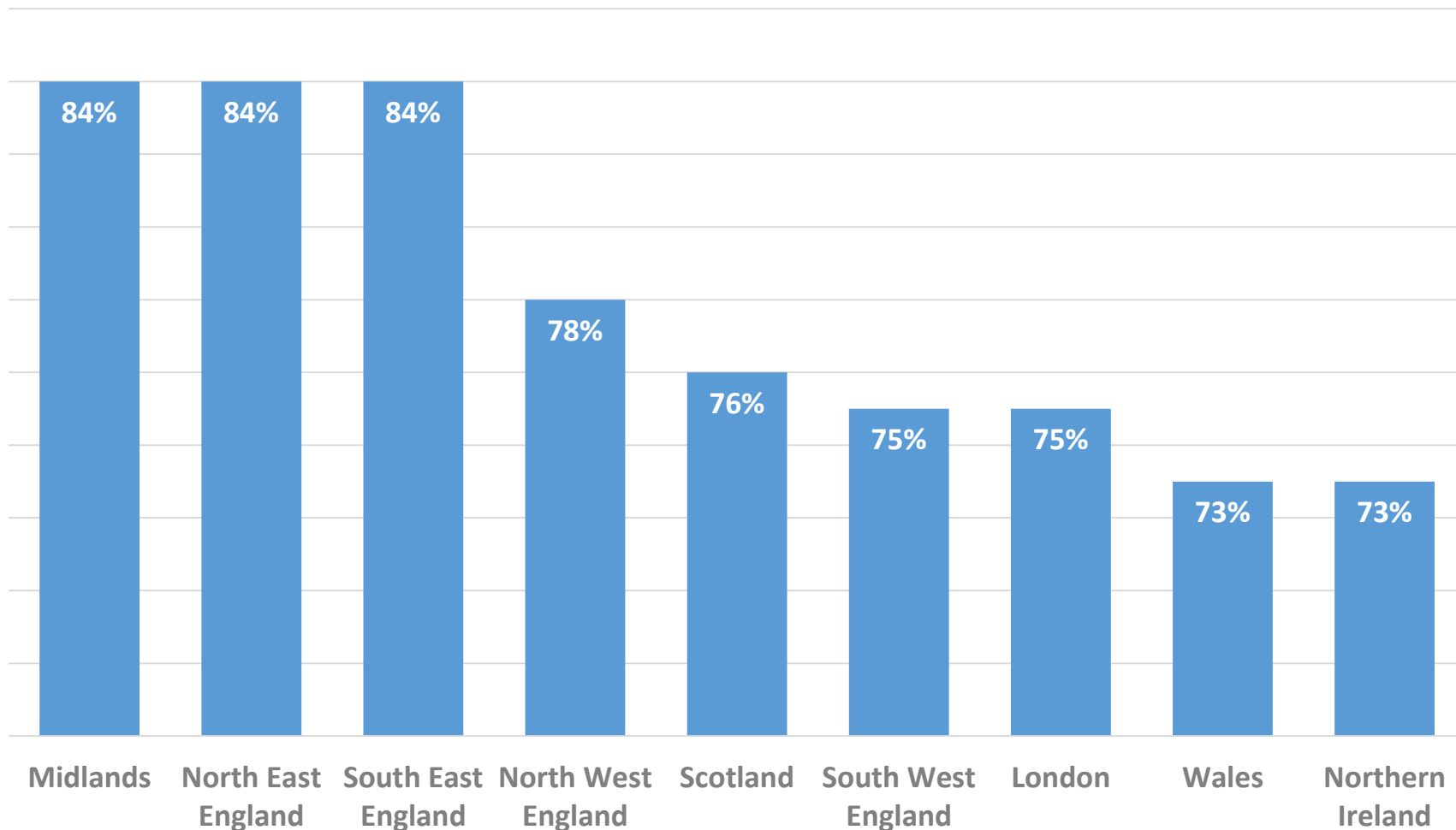
Women in London and Northern Ireland were less likely to have heard about the vaccinations via their HCP than in other parts of the UK



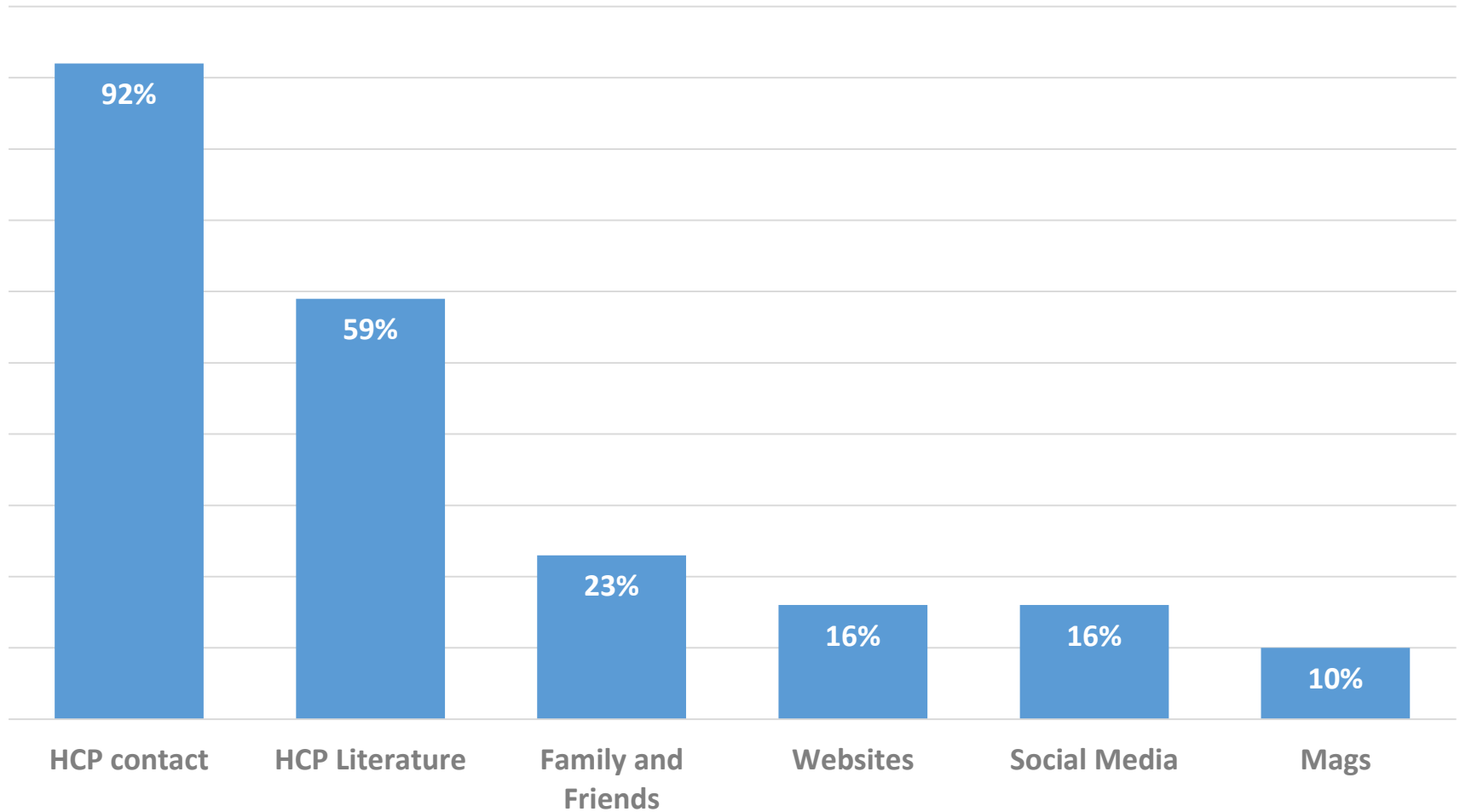
Women in the Midlands and North East England found their interactions with HCPs regarding vaccinations most useful in helping them their decision about whether or not to have them



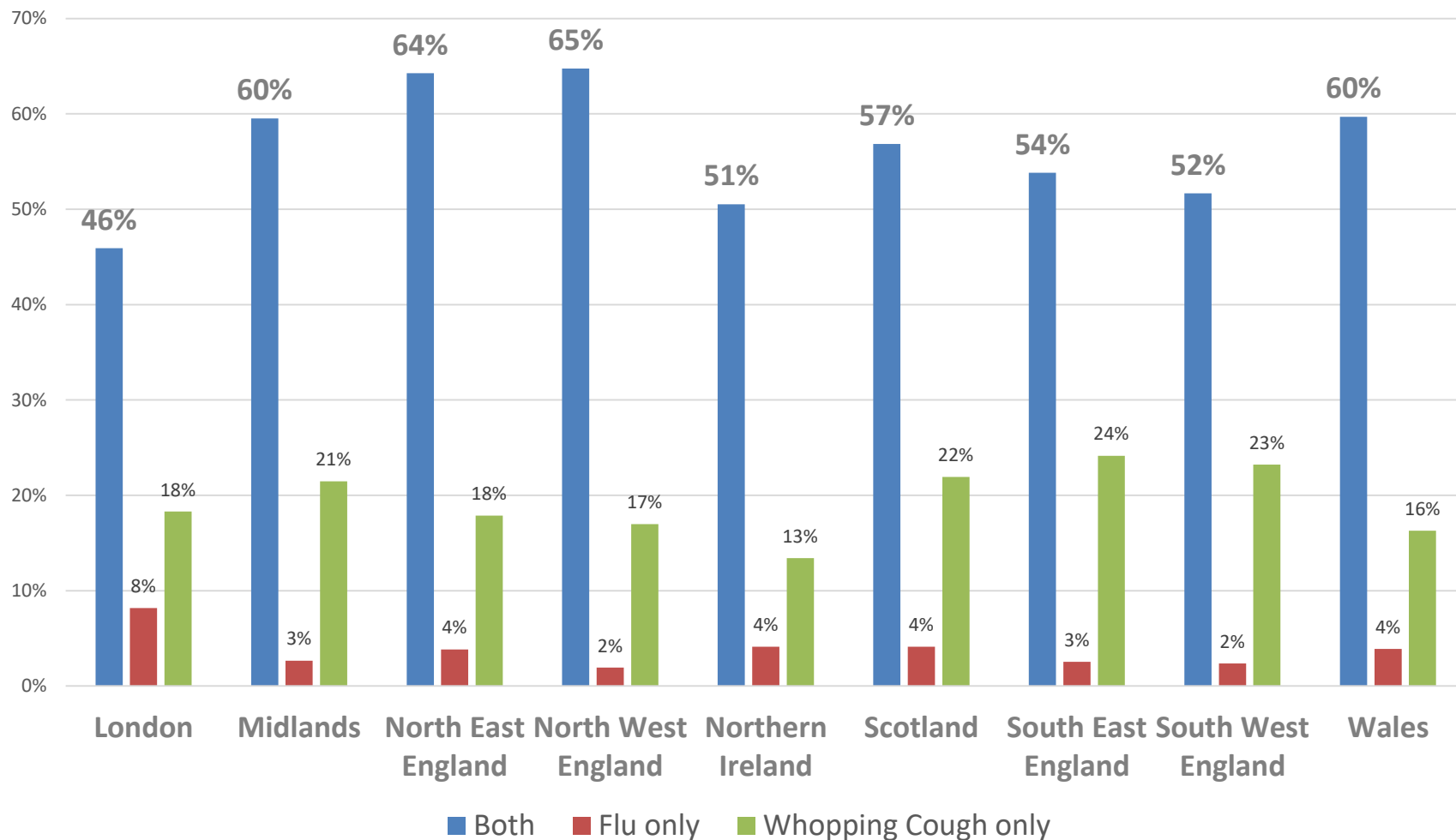
Women in the Midlands, North East and South East England found the written information given to them by HCPs most useful



Women found a number of useful sources for getting vaccination information, however the findings showed that HCP contact remained the strongest



The North East and the North West of England showed the highest levels of women to have had both vaccinations



Results - reasons for not having the vaccinations

Reason	Had neither	Not had Whooping Cough	Not had Flu
Number of respondents	501	86	500
Risk to baby's health	24%	12%	6%
Risk to own health	20%	8%	9%
Don't believe in vaccinations	11%	1%	0%
Not offered vaccinations	7%	22%	13%
"Don't need it"	8%	23%	38%
Vaccination not effective	8%	18%	3%
No time to have vaccinations	16%	5%	20%
Scared of needles	2%	0%	1%
Considering it	1%	1%	0%
Other	3%	10%	10%

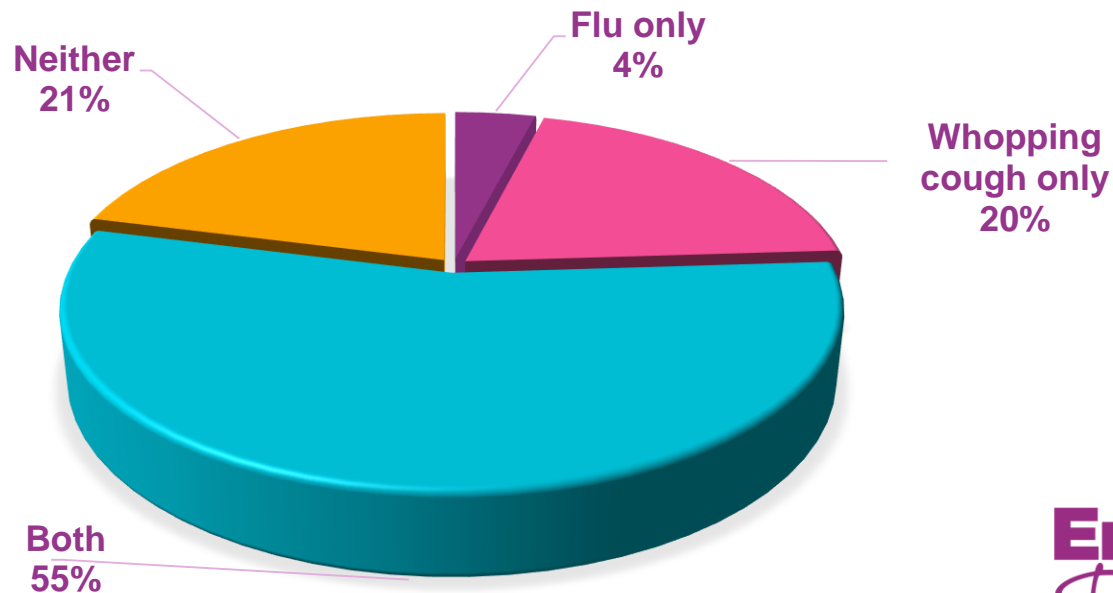
Notes:

- "Other" reasons included a belief that vaccinations are dangerous or are not required.
- Others mentioned the side effects of flu vaccination / feeling unwell

Results Summary

- 91% of respondents knew about both vaccines
- 55% chose to have both the flu and whooping cough vaccination
- 79% of respondents said midwives are main source of information about vaccinations
- 46% said they would like more time to discuss vaccinations with their midwife

Vaccinations chosen:



Key findings

- Across the UK 79% of women said they spoke to their Midwife about the flu and whooping cough vaccinations
- According to the results women in the North of England were more likely to have both vaccinations than in the South of England
- Direct conversations with HCPs are most likely to drive take up of vaccinations. Written materials provided by HCPs is the second source of information most likely to drive vaccination, however less so in Wales and Northern Ireland
- Of those mums who did not obtain information about vaccinations directly from HCPs, 100% were only aware of one or other of the vaccinations
- The biggest reason for women not having both vaccinations was a perceived risk to either herself or her baby (48%).

Next Steps...

The proposed communications aim to focus on addressing concerns raised by the woman in the survey, plugging knowledge gaps, and helping pregnant women and HCPs to access relevant information.

Key messages to support vaccinations include:

- Flu and cough vaccinations protect both mother and baby
- Flu and whooping cough vaccination are safe for pregnant women and their babies.
- Vaccination protect first time round: revaccination needed in all subsequent pregnancies
- Staying healthy in pregnancy helps keep your baby healthy too.

Consumer Communications via Emma's Diary

- Social media posts on vaccinations
- Feature in pregnancy publication on vaccinations
- Poster on vaccination for GP surgeries
- Joint ED & RCM press release
- Targeted and timely pregnancy emails to ED subscribers
- Vaccination content on website, e.g. Q&A with Midwife
- Content on vaccinations on ED website

Healthcare professional communications via RCM and HCP Community

- RCM Social media posts on vaccinations
- Feature in RCM Midwives Magazine
- Joint RCM & ED press release
- RCM news website to share findings and signposting where can obtain more information
- Link to news story from member e-zine
- Feature in RCM Student e-zine

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