

From Me, To You.

A Communication Effort to Encourage Vaccination During Pregnancy

Communication Effort Summary:

Many Black pregnant people express feeling increased vulnerability within the healthcare system as they navigate nationwide Black maternal and infant mortality crises.¹⁻⁵ These health inequities exist within an environment where some Black pregnant people may view parts of their pregnancy as potentially traumatic experiences.⁶⁻⁹

Given these lived experiences, there are many factors that may impact vaccination for Black pregnant people. The Centers for Disease Control and Prevention (CDC) created the **From Me, To You** effort to invite Black pregnant people, their loved ones, and their healthcare providers into a conversation about how recommended vaccinations during pregnancy help pregnant people share protection with their babies. This effort is informed by feedback from Black pregnant people, intentionally centering on the beauty, excitement, and rich cultural legacy of Black parenthood.

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Many pregnant people who do get vaccinated describe their provider's recommendation as an important motivator toward vaccination.¹⁵⁻¹⁸



The Urgency:

Getting recommended vaccinations during pregnancy provides important protection against severe illness for pregnant people and their babies.¹⁰⁻¹¹

However, prenatal vaccination coverage remains low, especially among Black pregnant people. Concerns about safety, especially for newly recommended vaccines, may discourage some pregnant people from getting vaccinated.¹²⁻¹⁵ Many pregnant people who do get vaccinated describe their provider's recommendation as an important motivator toward vaccination.¹⁵⁻¹⁸ However, research indicates Black pregnant people may be less likely to receive a vaccination offer or referral from their provider than pregnant people from other racial and ethnic groups.¹⁹⁻²⁰



Inequities in prenatal vaccination coverage among Black pregnant people:

Influenza ²¹

39.5%

of Black pregnant people received the 2022-2023 influenza vaccine, as of April 2023.

Compared to:

46.1% (White pregnant people)
52.7% (Hispanic or Latino pregnant people)

Tdap ²¹

31.4%

of Black pregnant people who were pregnant during the 2022-2023 influenza season received the Tdap vaccine, as of April 2023.

Compared to:

50.8% (Hispanic or Latino pregnant people)
62.2% (White pregnant people)

COVID-19 ²⁴

4.4%

of Black pregnant people received an updated 2023-2024 COVID-19 vaccine, as of December 2023.

Compared to:

6.1% (Hispanic or Latino pregnant people)
7.7% (Native Hawaiian/Pacific Islander pregnant people)
10.9% (American Indian/Alaska Native pregnant people)
11.5% (Overall pregnant people)
15.8% (White pregnant people)
19.7% (Asian pregnant people)

RSV ²²

7.4%

of Black pregnant people received the RSV vaccine, as of December 2023.

Compared to:

11.1% (Hispanic or Latino pregnant people)
12.8% (Overall pregnant people)
14% (Native Hawaiian/Pacific Islander pregnant people)
14.2% (American Indian/Alaska Native pregnant people)
14.4% (White pregnant people)
18.1% (Asian pregnant people)

Note: As of September 2023, there are two recommended options to protect pregnant people and their babies from RSV. Either maternal RSVpreF vaccination during pregnancy or nirsevimab administration to the infant is recommended to prevent RSV-associated lower respiratory tract infection (LRTI) among infants, but both are not needed for most infants. All infants should be protected against RSV-associated LRTI through the use of one of these products. ²³

Goals:

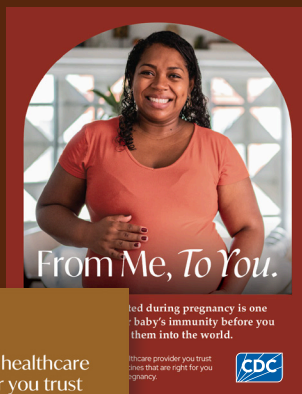
This effort prioritizes reaching Black pregnant people and Black people between the ages of 18–45 years who may consider becoming pregnant.

The goals of this effort are to:

- Raise awareness of the importance of receiving recommended vaccinations during pregnancy.
- Increase knowledge about how vaccination helps a pregnant person share protection with their baby.
- Equip trusted voices (e.g., prenatal care providers, community organizations, family, friends) with additional resources to support pregnant people as they make their vaccination decisions.
- Encourage prenatal care providers to meaningfully recommend and offer appropriate vaccinations during pregnancy.

Key Messages:

- Getting recommended vaccinations while you're pregnant helps your body create protective antibodies (proteins produced by the body to fight off illnesses) that are shared with your baby.
- Antibodies from you can help protect your baby from several illnesses during their first few months of life.
- A healthcare provider's strong recommendation for vaccination during pregnancy is one of the main predictors of vaccination uptake.
- All recommended vaccines are held to the highest standards of safety—meaning they are carefully studied and monitored for side effects.



Communication Resources:

From Me, To You includes resources in both English and Spanish to support Black pregnant people as they make their vaccination decisions. Our website offers shareable graphics and social media content, current vaccination recommendations, fact sheets, posters, a provider toolkit, safety data, information on possible vaccination side effects, and answers to commonly asked vaccination questions.

Additionally, our partnerships explore perspectives from Black pregnant people who chose to get vaccinated during their pregnancy.

Partner With Us:

We invite you to join us in encouraging:

- Black pregnant people to discuss getting recommended vaccinations with their healthcare provider.
- Healthcare providers to recommend and offer appropriate vaccinations during pregnancy.

Share communication materials on your websites, in newsletters, and through social media channels.



Connect with us
and learn more at
[cdc.gov/vaccines/events/
from-me-to-you.html](https://cdc.gov/vaccines/events/from-me-to-you.html)

Citations:

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