



# ONE VAX TWO LIVES

A Campaign to Increase COVID-19  
Vaccination Amongst Pregnant People

BY

**W** CENTER FOR AN INFORMED PUBLIC  
UNIVERSITY of WASHINGTON

UW Medicine  
DEPARTMENT OF OBSTETRICS  
AND GYNECOLOGY

**W** **COMMUNICATION**  
leadership  

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UNIVERSITY of WASHINGTON



Dr. Kristina Adams Waldorf

## ABOUT OUR TEAM

- ▶ UW Medicine OB-GYN physicians and medical students
- ▶ UW's Center for an Informed Public - anti-vaxx movement experts
- ▶ UW's Communication Leadership master's program graduate students



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# ONLY 41.5% OF PREGNANT PEOPLE ARE VACCINATED AGAINST COVID-19 AS OF JAN. 1ST, 2022 PER CDC

Unvaccinated pregnant people are at higher risk of:

- ▶ Preterm birth
- ▶ Maternal mortality
- ▶ ICU admission and intubation
- ▶ Stillbirth





**ONE VAX TWO LIVES**  
IS A COMMUNICATION  
CAMPAIGN TO ADDRESS THE  
MISINFORMATION AND  
FEARS SURROUNDING  
COVID-19 VACCINATION FOR  
PREGNANT PEOPLE



## OUR APPROACH

- ▶ Developed database of most up-to-date information on COVID-19, vaccinations and pregnancy outcomes -> this informs content creation
- ▶ Conduct rigorous performance analytics on content
- ▶ Distribute 'packet of content' to interested partners

- ▶ FAQs AND SOCIAL MEDIA ADS
- ▶ TRUSTED VACCINE MESSENGERS
- ▶ VIDEO TESTIMONIALS
- ▶ COMMUNICATION KIT
- ▶ INDEPENDENT SURVEY AND RESEARCH
- ▶ TRANSLATION TO MULTIPLE LANGUAGES





Who We Are How You Can Help Research Languages

## COVID-19 vaccines protect you and your baby while pregnant and breastfeeding.

When it comes to you and your baby's health, having accurate information is vital.

Pregnant people are at much higher risk for complications and death from COVID-19.

After rigorous research, COVID-19 vaccines are now strongly recommended for pregnant and breastfeeding people by the CDC, and tens of thousands of obstetricians, midwives, family physicians and other OB providers.

If you're pregnant, breastfeeding, or trying to get pregnant, getting the COVID vaccine is the best way to keep you and your baby safe and healthy.

We have included links to the sources that support our answers to the questions below so that you can read the studies if you are interested.



### Frequently Asked Questions

How can I be sure the COVID-19 vaccine is safe for me and my baby?



How do COVID-19 mRNA vaccines (Pfizer and Moderna) work?



# WEBSITE, ARTICLES AND FLYER

## 10 Things You Should Know About COVID-19 Vaccination in Pregnancy



By Dr. Kristina Adams Waldorf, Lauren Mancini, Carly Bentes, Isabelle Orszag, Dana Reitz

Having a baby can be anxiety-provoking even without the additional stress of a worldwide pandemic. When you're pregnant, you want to make sure that what you put into your body is safe for you and your new family member. The COVID-19 pandemic has heightened these concerns and many wonder: what are the best ways to keep myself and my baby healthy?

Below are several key takeaways about COVID-19 vaccine and pregnancy, grounded in the latest medical research.

### DID YOU KNOW?

Unvaccinated pregnant people who contract COVID-19 are

**22** times more likely to die in pregnancy

Unvaccinated pregnant people who contract COVID-19 have a

**60** % higher rate of preterm birth

More than **200,000**

Americans have taken the vaccine while pregnant, with no evidence of adverse outcomes for them or their baby.

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### FREQUENTLY ASKED QUESTIONS

How do we know the COVID-19 vaccine is safe?

Numerous studies with thousands of pregnant and breastfeeding individuals have shown that COVID-19 vaccinations are safe and effective. More than 200,000 pregnant individuals in the US have already received one of the COVID-19 vaccines.

I had COVID-19, do I still need the vaccine?

Yes. Compared to natural infection, the vaccine triggers the body to make powerful protective antibodies, which are successfully transferred to fetuses during pregnancy.

Will the vaccine impact my fertility or menstrual periods?

No. Thousands of women have become pregnant after receiving one or more COVID-19 vaccines, and there's no evidence that vaccines impact fertility in men or women. Studies that included patients undergoing fertility treatments who also received the COVID-19 vaccine found that there were no problems with implantation or early pregnancy development.

Period changes occur in less than 1% of individuals receiving the vaccine, and are short-lived.



Pregnant people are one of the highest risk groups for COVID-19 infections, and are also one of the most under-vaccinated.

There's a lot of misinformation that can make the decision confusing and scary. But the bottom line is simple - there's nothing you wouldn't do to protect your baby from harm, and getting vaccinated against COVID-19 is the best way to keep you and your baby safe and healthy.

www.onevaxtwolives.com

### RESOURCES

+ CDC guidance: [www.cdc.gov/coronavirus/2019-nCoV/vaccines/recommendations/pregnancy.html](https://www.cdc.gov/coronavirus/2019-nCoV/vaccines/recommendations/pregnancy.html)

+ Verified answers to frequently asked questions: [www.onevaxtwolives.com](https://www.onevaxtwolives.com)

+ Find a vaccination site near you: [www.vaccines.gov](https://www.vaccines.gov)



One Vax Two Lives is a campaign by University of Washington's School of Medicine Center for an Informed Public, and Department of Communication to provide medically and scientifically accurate information about COVID-19 vaccination to pregnant and breastfeeding individuals.



www.onevaxtwolives.com

### THE COVID-19 VACCINE & YOUR BABY

The COVID-19 Vaccine protects both you and your baby when you're pregnant or nursing.



## Are you pregnant or trying to conceive?

Tell us your thoughts and concerns about the COVID-19 vaccine.



Answer a short survey and help thousands of pregnant people make informed choices about COVID-19 vaccination in pregnancy.

To take the survey, scan the QR code now or go to [bit.ly/MaternalVaxQs](https://bit.ly/MaternalVaxQs)





## BEST PERFORMING POSTS ON SOCIAL MEDIA & SURVEY



ABUELA KNOWS THAT KEEPING YOUR BABY SAFE  
IS WHAT'S MOST IMPORTANT.  
DOCTORS KNOW THAT THE BEST WAY TO DO THAT IS  
**TO GET VACCINATED TODAY.**

To learn more visit: [OneVaxTwoLives.com](https://OneVaxTwoLives.com)



JOIN THE THOUSANDS  
OF **VACCINATED**  
PREGNANT PEOPLE.

To learn more visit: [OneVaxTwoLives.com](https://OneVaxTwoLives.com)

## THE OMICRON VARIANT IS SPREADING FAST.

## PROTECT YOUR BABY.

If you're pregnant, breastfeeding, or  
considering pregnancy, the CDC  
recommends getting your COVID-19  
vaccine and booster!

To learn more visit: [OneVaxTwoLives.com](https://OneVaxTwoLives.com)



Breastfeeding is more work than you think, but  
delivering COVID-19 immunity through breast  
milk to your baby is as easy as getting the vaccine.

To learn more visit: [OneVaxTwoLives.com](https://OneVaxTwoLives.com)



"¡Mija, vacúnate contra el COVID-19!  
¿Qué estás esperando?  
Hazlo por ti, por mí, y por tu bebé.

Para más información visita: [OneVaxTwoLives.com](https://OneVaxTwoLives.com)



Thinking about a babymoon? Protect yourself  
before you travel by getting vaccinated against  
COVID-19. Do it for you and your baby.

**Get vaccinated today.**

For more info visit: [OneVaxTwoLives.com](https://OneVaxTwoLives.com)



"¡Mija, vacúnate contra el COVID-19!  
¿Qué estás esperando?  
Hazlo por ti, por nosotros, y por tu bebé.

Para más información visita: [OneVaxTwoLives.com](https://OneVaxTwoLives.com)



### ▶ **ENDORSED BY EXPERTS**

- The Washington State Department of Health
- The Washington State Hospital Association
- The Washington State Obstetrical Association
- University of Washington Department of Obstetrics and Gynecology
- King County Public Health
- Healthpoint Community Health Centers

### ▶ **PARTNERS**

National Black Leadership Commission on Health

### ▶ **INFLUENCERS**

Social media influencers like @drjenniferlincoln with 104,000 followers and @healthymamadoc with 21,000 followers on Instagram are sharing our content on their platforms

# ENDORSEMENTS & PARTNERSHIPS





- ▶ 251,093 pregnant people and their loved ones Reached
- ▶ 220,163 women, i.e. 87.6% of total reach

## RESULTS & IMPACT

ON FACEBOOK AND  
INSTAGRAM



- ▶ 544,675 Impressions
- ▶ 1.3% people visited our website for more info.
- ▶ 25 seconds at an average on the website FAQs page



- ▶ \$4000 Total Ad Spend
- ▶ \$.27 Cost Per Click
- ▶ \$7.88 Cost Per 1000 People Reached



Our market research shows that the most effective messages

- ▶ Give social proof
- ▶ Provide up-to-date information
- ▶ Videos messages from medical experts



## NEXT STEPS: RESEARCH GRANTS IN PROCESS

UW POPULATION HEALTH INITIATIVE (PHI) TIER 1 GRANT FUNDED - \$25,000

PROJECT: EXPLORING COVID-19 VACCINE HESITANCY IN PREGNANT RURAL WASHINGTONIANS

PARTNERS: COLLABORATION WITH FAMILY MEDICINE/OB PHYSICIANS IN WENATCHEE, PORT ANGELES, OMAK AND PORT TOWNSEND

PHI TIER 2 GRANT APPLICATION - \$65,000 ; In kind support \$30,000

PROJECT: ADDRESSING COVID-19 VACCINE HESITANCY IN PREGNANCY WITHIN U.S. BLACK AND AFRO-LATINX COMMUNITIES

PARTNER: NATIONAL BLACK LEADERSHIP COMMISSION ON HEALTH (NBLCH)

SITES: NYC, ATLANTA, SEATTLE AND TUSKEGEE, AL



# AIMS

## TIER 1

AIM 1. GAIN AN IN DEPTH UNDERSTANDING OF THE FACTORS AND VACCINE MISINFORMATION NARRATIVES CONTRIBUTING TO COVID-19 VACCINE HESITANCY IN PREGNANT AND BREASTFEEDING INDIVIDUALS IN RURAL WASHINGTON.

AIM 2. DEVELOP AND TEST DIGITAL CONTENT ADDRESSING CONCERNS OF VACCINE HESITANT PREGNANT INDIVIDUALS IN RURAL WASHINGTON WITH AN EMPHASIS ON FAITH- AND FAMILY-BASED MESSAGES

## TIER 2

AIM 1. GAIN AN IN DEPTH UNDERSTANDING OF THE FACTORS AND VACCINE MISINFORMATION NARRATIVES CONTRIBUTING TO COVID-19 VACCINE HESITANCY IN BLACK AND AFRO-LATINX PREGNANT INDIVIDUALS.

AIM 2. DEVELOP AND TEST DIGITAL CONTENT ADDRESSING CONCERNS OF VACCINE HESITANT BLACK AND AFRO-LATINX PREGNANT INDIVIDUALS WITH AN EMPHASIS ON FAITH- AND FAMILY-BASED MESSAGES.



# HYPOTHESIS

TIER 1 : WE HYPOTHESIZE THAT VACCINE HESITANCY IN PREGNANT RURAL WASHINGTONIANS IS BASED IN LOW SCIENTIFIC LITERACY AND POLITICAL INFLUENCE AND THAT FAITH- AND FAMILY-BASED MESSAGING WILL INCREASE VACCINE CONFIDENCE.

TIER 2 : WE HYPOTHESIZE THAT VACCINE HESITANCY IN BLACK AND AFRO-LATINX PREGNANT INDIVIDUALS IS BASED IN MISTRUST OF THE MEDICAL SYSTEM DUE TO SYSTEMIC RACISM AND THAT FAITH- AND FAMILY-BASED MESSAGING WILL INCREASE VACCINE CONFIDENCE.

## METHODOLOGY

MIXED METHODS OF SURVEYS,  
FOCUS GROUPS, DIRECT  
INTERVIEWS AND SOCIAL MEDIA  
TEST ADS





# Vaccine Hesitancy Factors

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## Exclusion from initial COVID-19 vaccine trials

Initial data on pregnancy or birth outcomes after maternal COVID-19 vaccination were limited to inadvertent exposures among trial participants early in pregnancy

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Initially, the vaccine was novel, and safety in pregnancy was assumed, but not yet proven with data [1]

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## Social determinants of health

May lead to lack of access to trusted information, unable to distinguish between false information and proven data

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Nearly one in every two pregnant and postpartum individuals expressed COVID-19 vaccine hesitancy.

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Those who may face barriers to accessing healthcare services who are also likely to be at higher risk of complications from COVID-19 infection were more likely to report vaccine hesitancy [2]

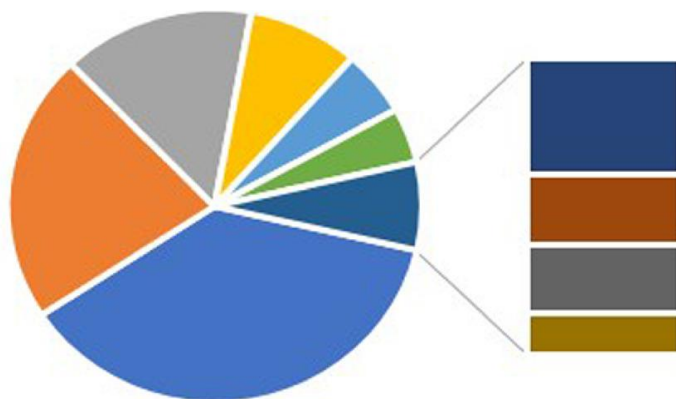
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# Misinformation Narratives In Pregnancy And Breastfeeding

- COVID-19 vaccination affects female fertility.
- COVID-19 vaccination during pregnancy increases risk of miscarriage.
- COVID-19 vaccines reach or cross the placenta
- Among Black/ African American Communities:
  - History of racism in medical research and care as the key reasons for not being vaccinated.
  - Feel dismissed or ignored by medical professionals; that they do not have a voice and are not heard.
  - Issue of availability due to supply, location and transportation that has been an obstacle for Black and underserved communities to get vaccinated.

## Frequency of reasons for COVID-19 vaccine hesitancy

(A)



- Concern about safety (37.1%)
- Not enough data (22.1%)
- Fear of side effects (15.1%)
- Efficacy concerns (8.7%)
- Belief vaccination is unnecessary (5.4%)
- Information from media (4.5%)
- Advice from family/friends (2.8%)
- Fear of needles (1.7%)
- Prior adverse reaction to vaccine (1.7%)
- Religious reasons (1.0%)

<sup>1</sup> Options for reasons were provided as multiple choice responses. Not all participants answered this question so category totals are only based on those that provided responses

## Frequency of factors that could change COVID-19 vaccine hesitancy

(B)

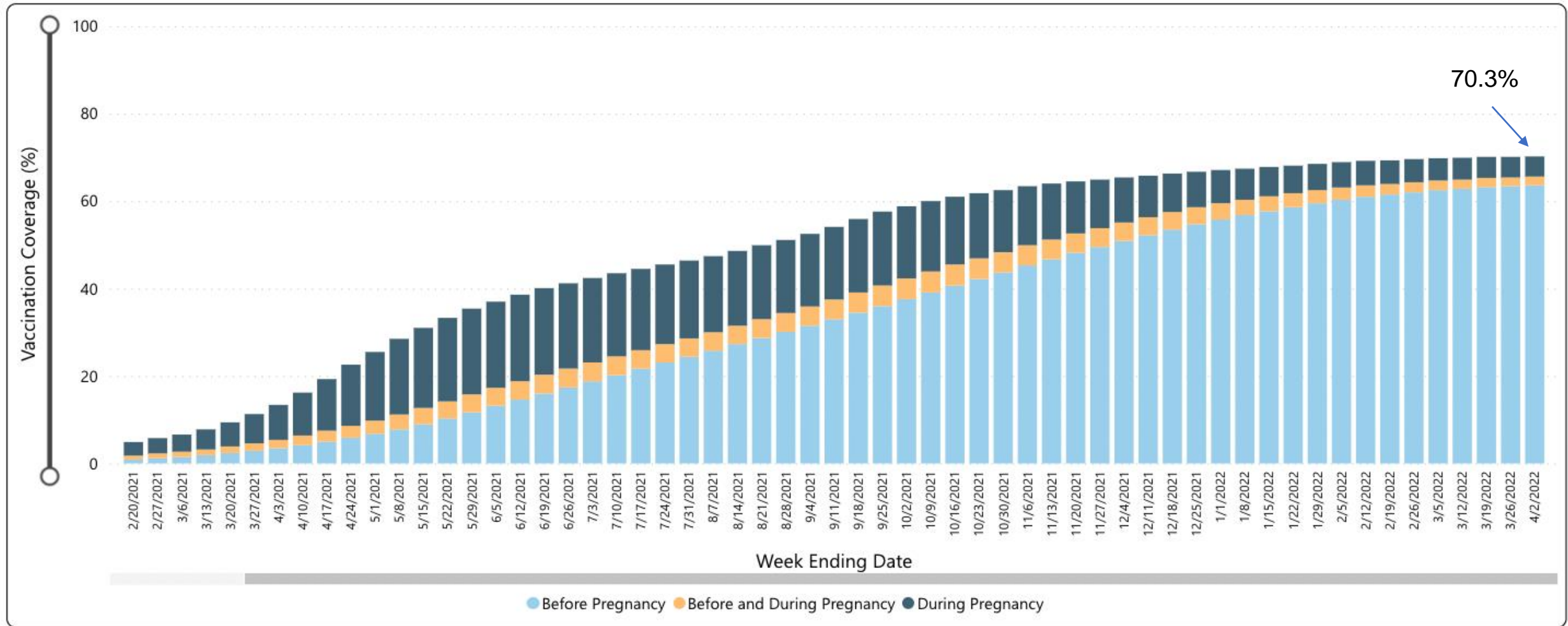


- More vaccine data (54.8%)
- Inclusion of pregnant women in vaccine trials (22.0%)
- Advice from provider (9.5%)
- Advice from family (5.3%)
- Information from the media (4.9%)
- None/other (4.2%)

<sup>1</sup> Options for factors were provided as multiple choice responses. Not all participants answered this question so category totals are only based on those that provided responses



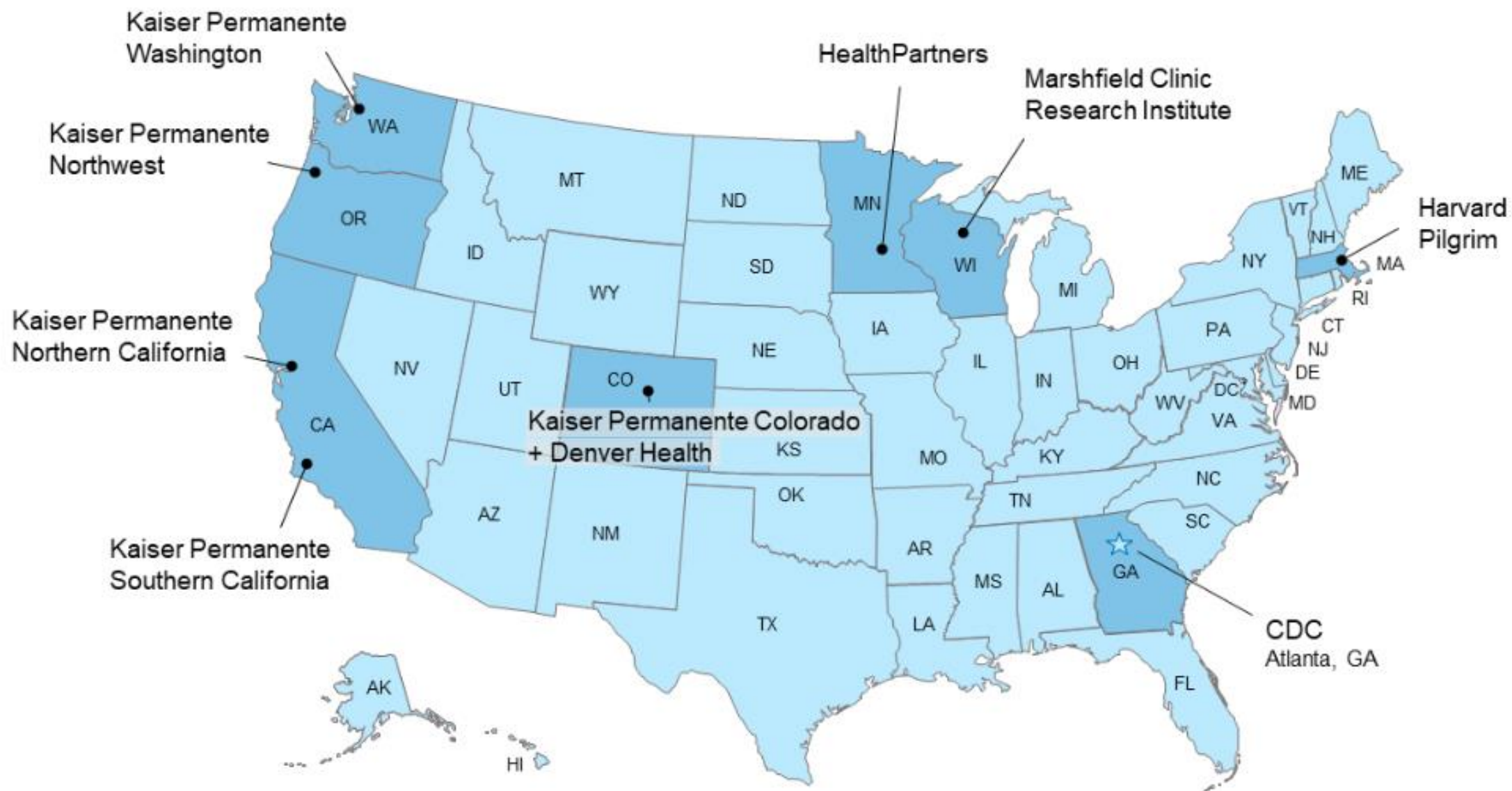
# COVID-19 vaccination among pregnant people aged 18-49 years overall, by race/ethnicity, and date reported to CDC - Vaccine Safety Datalink,\* United States



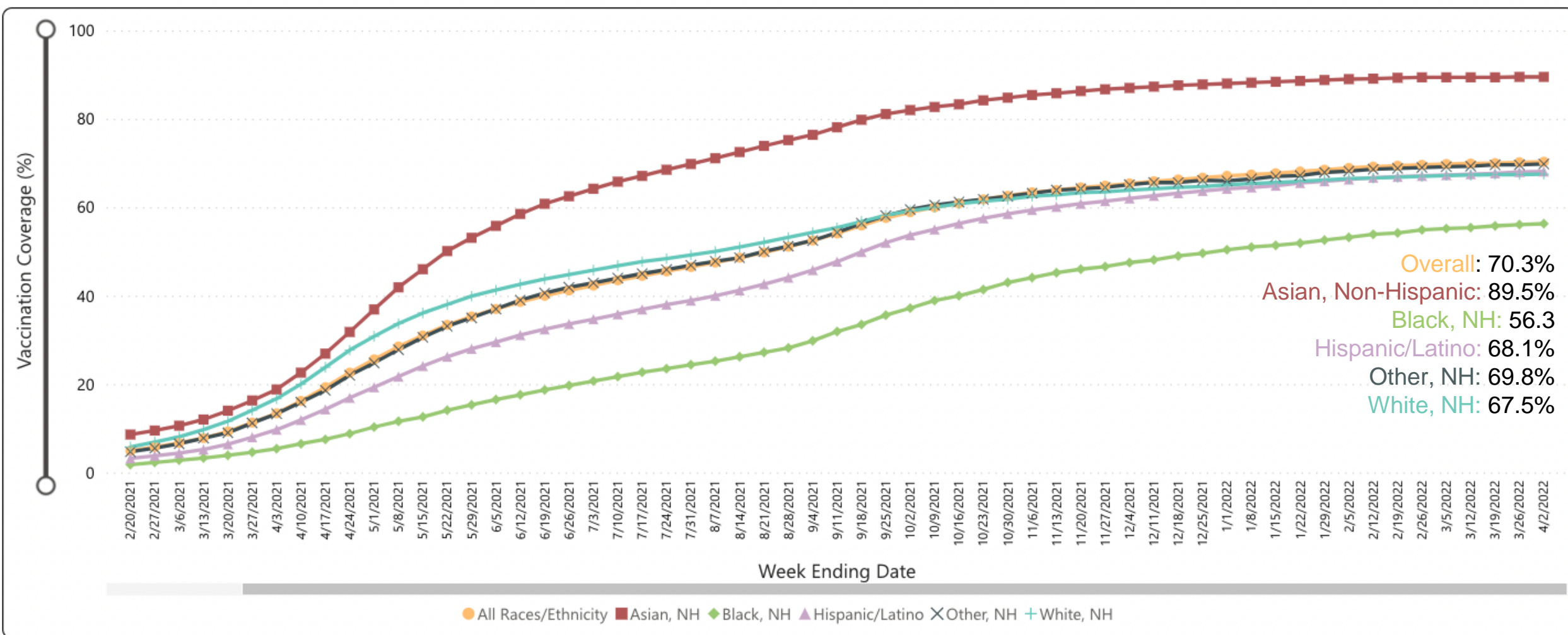
\*Vaccine Safety Datalink is a collaboration between CDC's Immunization Safety Office and nine integrated health care organizations in seven U.S. states. Eight sites provide data, and one additional site provides subject matter expertise. For more information please visit

<https://www.cdc.gov/vaccinesafety/ensuringsafety/monitoring/vsd/index.html>

# Participating VSD Healthcare Organizations



# COVID-19 vaccination among pregnant people aged 18-49 years overall, by race/ethnicity, and date reported to CDC - Vaccine Safety Datalink, United States



NH=Non Hispanic; "Other, NH" race includes American Indian or Alaska Native, Native Hawaiian or Pacific Islander, and multiple or other races; "Vaccination coverage" is the percent of pregnant people fully vaccinated before or during pregnancy, with the denominator including those pregnant at least one day during the specified week ending date, and the numerator including those who were fully vaccinated. Fully vaccinated individuals received two doses of the Pfizer-BioNTech or Moderna vaccines or a single dose of the Jansen (Johnson & Johnson) vaccine. Full vaccination for moderately/severely immunocompromised people was not captured ([Interim Clinical Considerations for Use of COVID-19 Vaccines | CDC](#)).



# Thank you!



# Questions?