

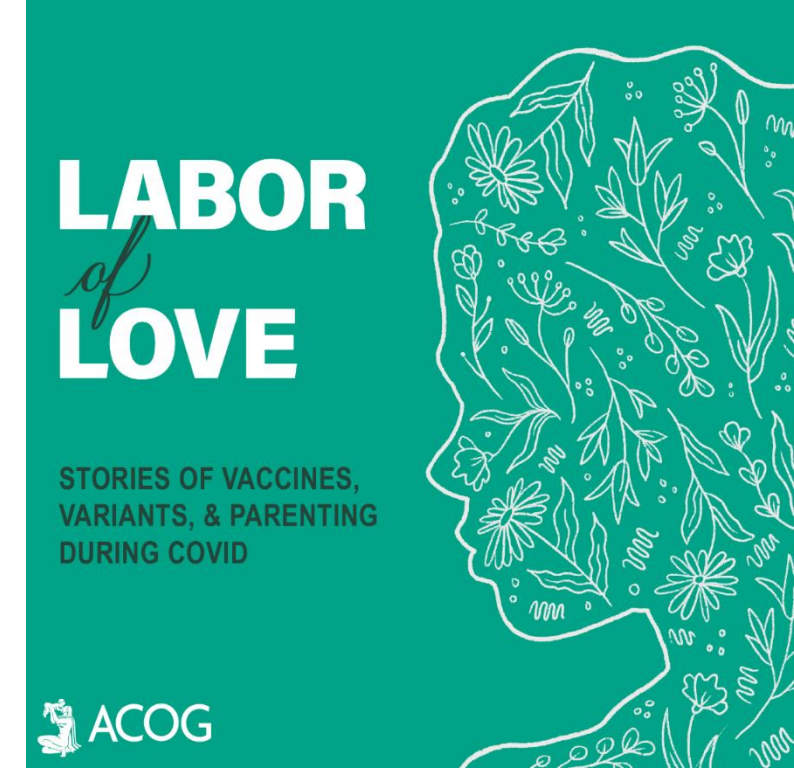
Labor of Love – A Media Strategy to Increase COVID-19 Vaccine Confidence and Demand

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Maternal-Fetal Medicine Specialist at Trinity Health Of NE

Host of Labor of Love Podcast

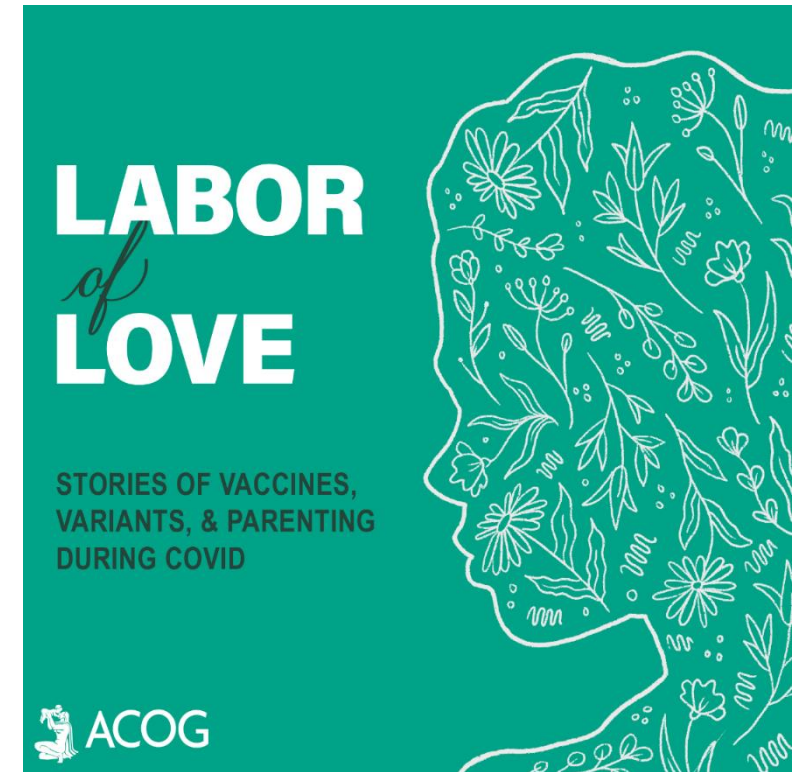


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Disclosures

- I have the following disclosures:
 - I serve as an ACOG COVID-19 Vaccine Champion
 - I am the host of the ACOG podcast Labor of Love:
www.ACOG.org/LaborofLove



Patient story



Dr. Vero Pimentel MD, MS

@DrVeroPimentel



**PREGNANCY IS NOT A CONTRAINDICATION
FOR COVID VACCINATION**

8:08 AM · Aug 18, 2021 · Twitter for iPhone

View Tweet analytics

304 Retweets **12** Quote Tweets **1,923** Likes



Dr. Vero Pimentel MD, MS

@DrVeroPimentel



📢📢📢 Stop telling pregnant people to delay Covid-19 vaccination until third or fourth trimester. STOP. 🛑🛑
🛑 Vaccinate NOW 🤰🤰🤰🤰🤰

7:07 AM · Dec 23, 2021 · Twitter for iPhone

||| View Tweet analytics

230 Retweets **6** Quote Tweets **1,563** Likes



someoneonestakara @andromedaisles · Dec 23, 2021



Replying to [@DrVeroPimentel](#)

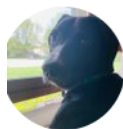
My doctor said she couldn't discourage me getting the vaccine when I asked March-April ish but strongly recommended I wait until after to get vaccinated. I listened because I had terrible anxiety surrounding pregnancy but I wish I would've gotten it sooner than I did



1



4



Mommallamavet 🐕🩺🐈 @Mommallamavet · Dec 23, 2021



Replying to [@DrVeroPimentel](#)

My OB wasn't sure about the vaccine (this was right when it came out) and she said "well you don't like people so you aren't as high risk". She was not wrong 🤔 but I am 3x vaccinated 😊



1



10



Stoic Coach Mason 🖥️🔥 @MasonRMcClellan · Dec 24, 2021



Replying to [@DrVeroPimentel](#)

Do you really want a fever and a inflammatory response say 2 weeks after an IVF transfer? Or previous to retrieval?



1



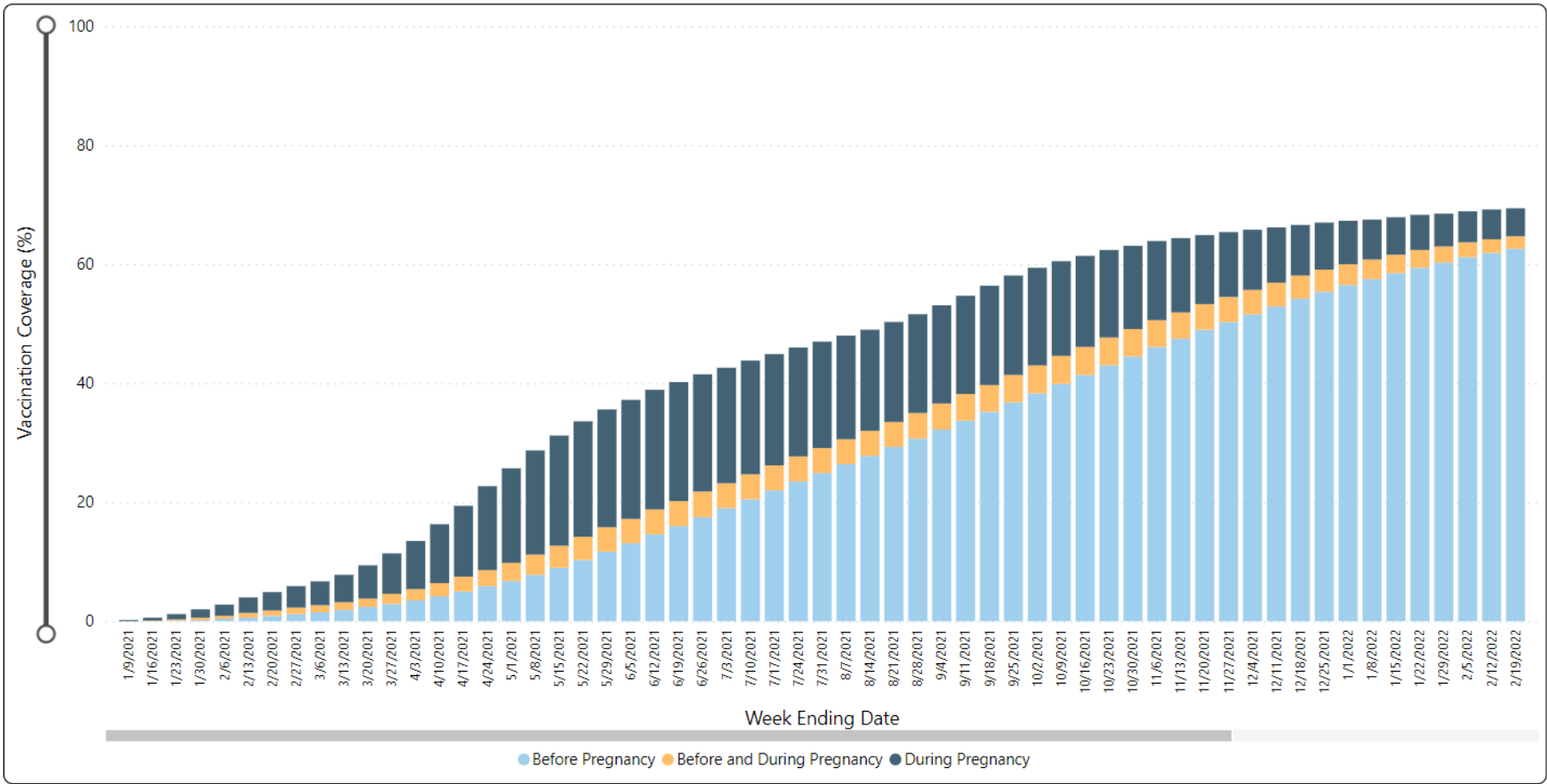
The impact of online misinformation on COVID-19 vaccination in pregnancy in the United States

**Figure 1: Percent of Pregnant People Ages 18–49 Years Fully Vaccinated with COVID-19 Vaccine Before and During Pregnancy, by Timing of Vaccination and Week Ending Date — Vaccine Safety Datalink,* United States
December 14, 2020 – June 11, 2022**

Figure 1

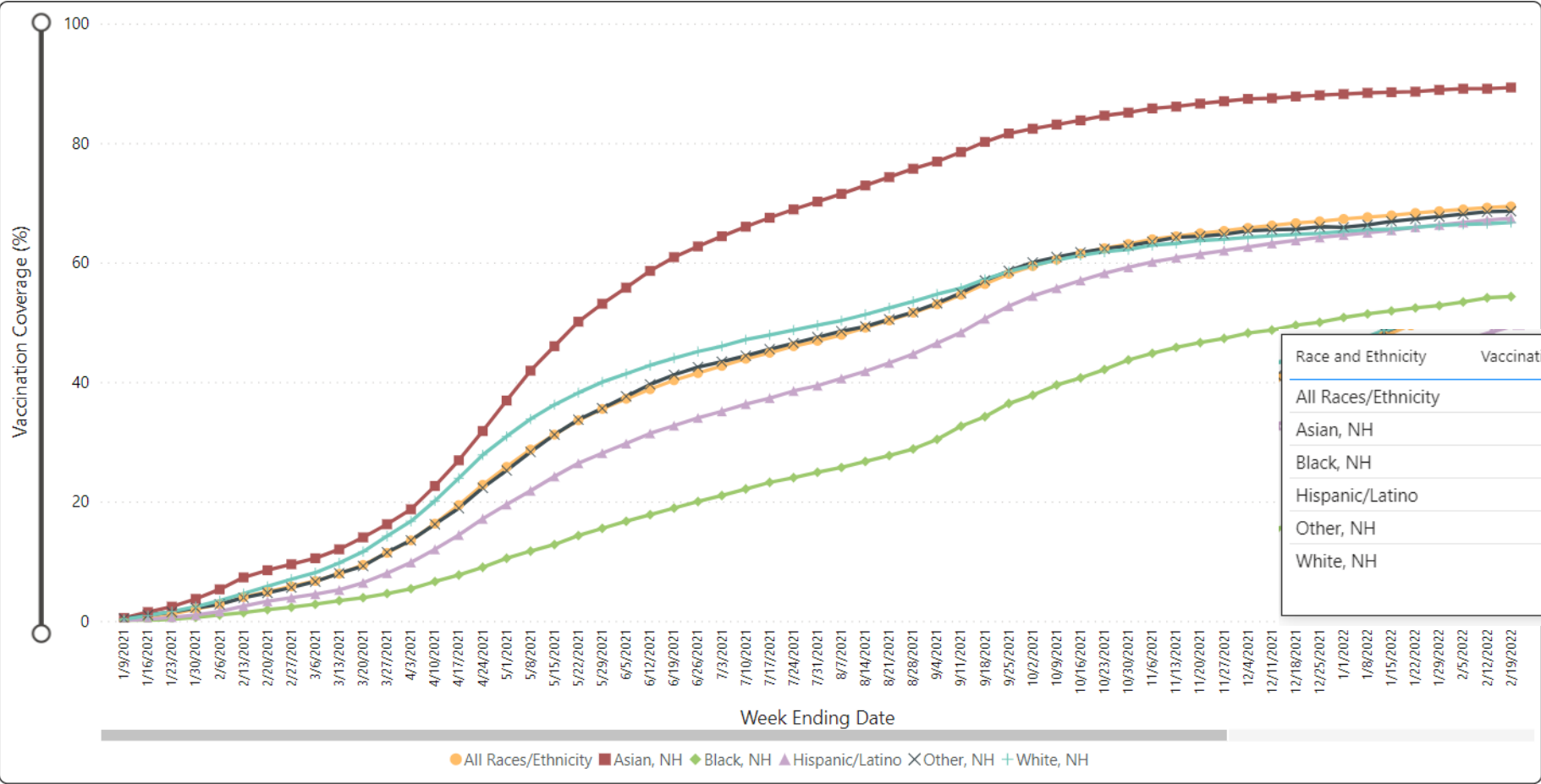
Figure 2

Figure 3

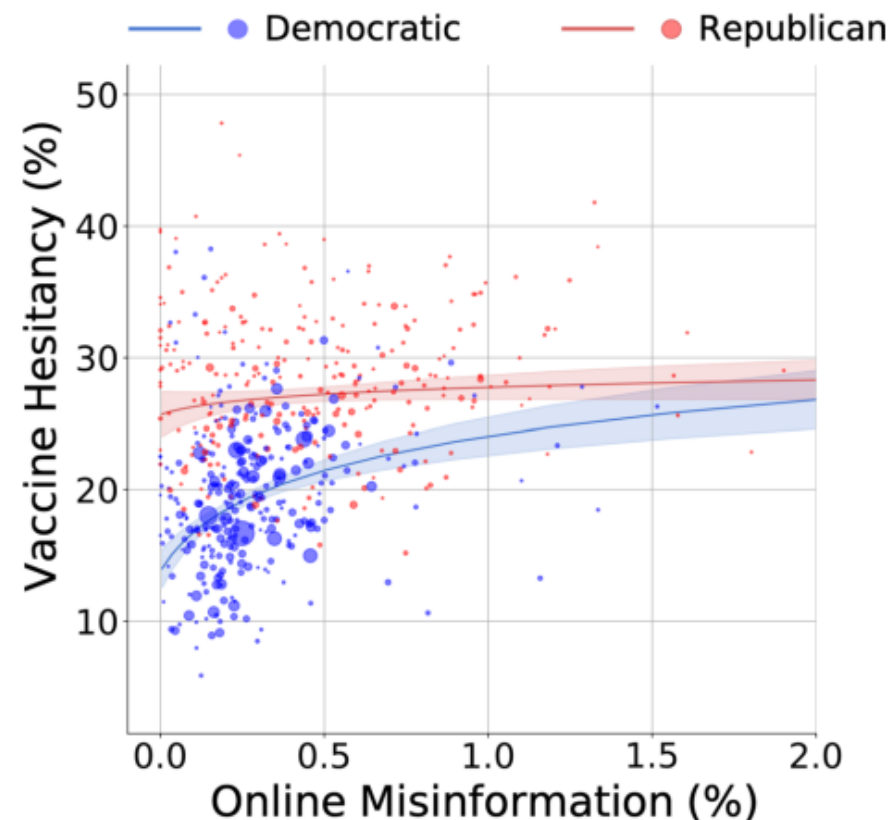


> 30 % of pregnant people in the U.S. remain unvaccinated

Figure 2: Percent of Pregnant People Ages 18–49 Years Fully Vaccinated with COVID-19 Vaccine Before or During Pregnancy Overall, by Race/Ethnicity, and Week Ending Date — Vaccine Safety Datalink,* United States
December 14, 2020 – June 11, 2022



There is a racial and ethnic disparity in vaccination rate in the US.



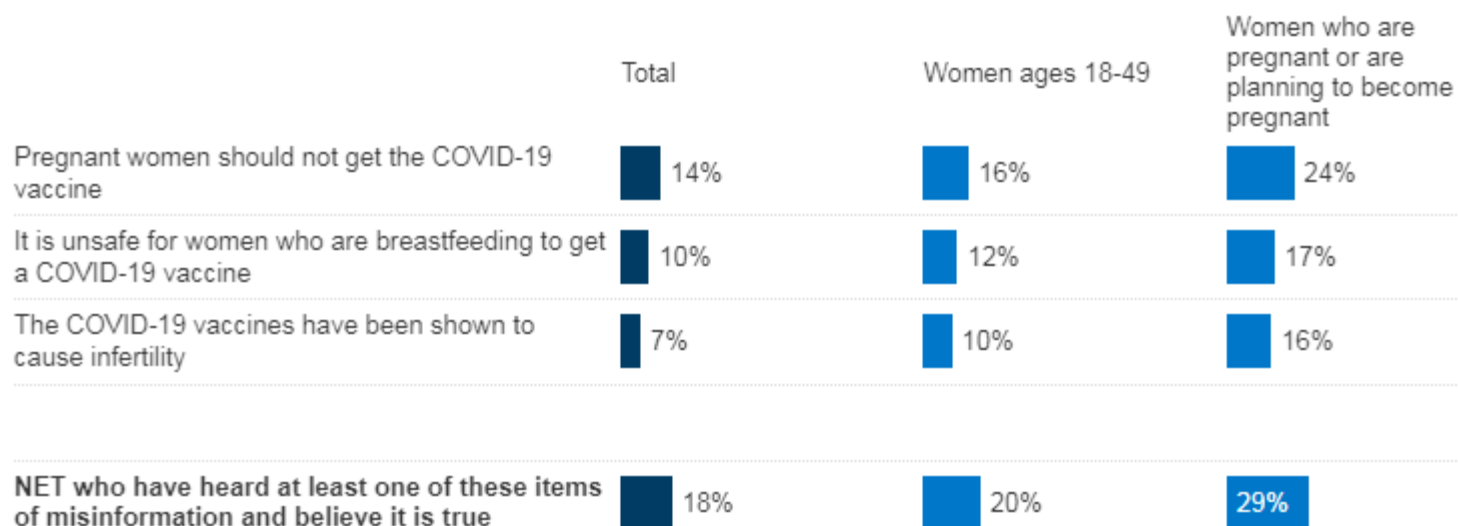
Online misinformation is linked to covid-19 vaccination hesitancy and refusal

Figure 2. Associations of online misinformation and political partisanship with vaccination hesitancy at the U.S. county level. Each dot represents a U.S. county, with size and color indicating population size and political majority, respectively. The average proportion of misinformation shared on Twitter by geolocated users was fitted on a log scale due to non-normality (i.e., positive skew) at the county level. The two lines show predicted values of vaccine hesitancy as a function of misinformation for majority Democratic and Republican counties, adjusting for county-level confounding factors (see [Methods](#)). Shaded area corresponds to 95% C.I.

Figure 1

Nearly Three In Ten Women Who Are Pregnant Or Are Planning To Become Pregnant Believe At Least One Item Of Misinformation About The COVID-19 Vaccine And Pregnancy

Percent who **have heard** each statement and believe it to be **true**:



NOTE: See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (May 10-19, 2022) • [PNG](#)

[KFF COVID-19
Vaccine Monitor](#)

Figure 3

Seven In Ten Women Who Are Pregnant Or Planning To Believe Or Are Unsure About At Least One Piece Of Misinformation Surrounding Pregnancy And COVID-19 Vaccines

Among women who are pregnant or planning to become pregnant: Have you heard anyone say or have you read anywhere that...? IF YES: To the best of your knowledge is that true or false, or do you not know whether it is true or false?

■ Have heard, believe to be true ■ Have heard, don't know if true ■ NET

Pregnant women should not get the COVID-19 vaccine

24% 37%

The COVID-19 vaccines have been shown to cause infertility

16% 44%

It is unsafe for women who are breastfeeding to get a COVID-19 vaccine

17% 36%

NET who have heard at least one of these items of misinformation, and either say it is true or are unsure if it is true

72%

NOTE: Among women who are pregnant or planning to become pregnant. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (May 10-19, 2022) • [PNG](#)

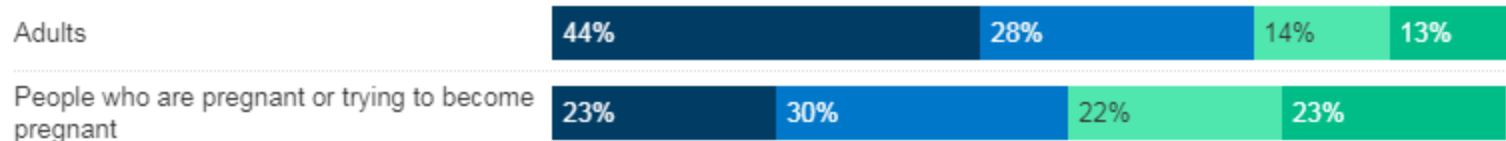
[KFF COVID-19
Vaccine Monitor](#)

Figure 5

Seven In Ten Are Confident In The Safety Of COVID-19 Vaccines For Adults, With Fewer Confident In The Safety For Pregnant People

How confident, if at all, are you that the COVID-19 vaccines are safe for...?

■ Very confident ■ Somewhat confident ■ Not too confident ■ Not at all confident



NOTE: See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (May 10-19, 2022) • [PNG](#)

[KFF COVID-19
Vaccine Monitor](#)

The public is less likely to express confidence that the vaccines are safe for those who are pregnant or trying to become pregnant

**How to increase public vaccine
confidence and uptake?**



CDC's 12 Strategies to Help Increase COVID-19 Vaccine Confidence and Demand

<https://www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence/community.html>

“ Labor of Love

An ACOG COVID Vaccination Podcast
Hosted by Dr. Vero Pimentel

Episode 1

“When the vaccines became approved and accessible, many new moms and pregnant women were in a dilemma. They wanted to protect themselves and their baby, but they were unsure of how safe the vaccines were, especially if they were pregnant or breastfeeding.”

@VeroPimentel
@Vero4Moms

”

Podcast: Labor of Love

www.ACOG.org/Laboroflove

1. Utilizes vaccine ambassadors
2. Delivers effective Messages delivered by trusted messengers
3. Combats misinformation

Episode 1: COVID-19 Vaccine Development and Safety

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Jennifer Gaines became pregnant with her second child early in the pandemic when vaccines were first becoming available. Jennifer is a Certified Nurse Midwife and shares how she made the decision to get vaccinated against COVID-19. We are then joined by ACOG President [Dr. J. Martin Tucker](#) and Dr. Dana Meaney-Delman, lead for maternal COVID-19 immunization efforts at the Centers for Disease Control and Prevention (CDC), as we discuss COVID-19 vaccine safety and the science and safety of COVID-19 vaccines and boosters, especially for pregnant women, and considerations people should make when getting vaccinated.

Episode 2: Maternal Health Disparities and COVID-19

[Listen Now and Subscribe](#)



Kntrice Anadumaka has a powerful story of surviving COVID-19 while pregnant when she was not vaccinated early in the pandemic. In this episode, Kntrice shares about her experience with COVID-19 and vaccinations, as well as her fears and concerns of navigating the health system as a woman of color. We'll then be joined by [Dr. Laura Riley](#), Obstetrician-in-Chief at New York-Presbyterian/Weill Cornell Medical Center and Given Professor and Chair for the Department of Obstetrics and Gynecology at Weill Cornell Medicine. Together, she and Dr. Pimentel will discuss COVID-19 and the health of the pregnant person and baby, including the impact of COVID-19 on pregnant women, especially women of color, as well as concerns around health disparities, breastfeeding, and vaccine safety.

"I navigate in the world now with much more confidence knowing that my baby and I are protected. If I had to do it all over again, I would've gotten vaccinated earlier."

—Kntrice Anadumaka



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Episode 3: Understanding COVID-19 and Fertility

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Paige Dempsey is a single mother who got pregnant by undergoing IVF. During her pregnancy, Paige contracted COVID-19. This week, Paige shares her motherhood journey with COVID-19 and how she decided to receive a COVID-19 vaccine while pregnant. We'll also speak with [Dr. Jen Villavicencio](#), Lead for Equity Transformation at ACOG. Dr. Villavicencio will share relevant information about fertility and complex family planning, while addressing misinformation surrounding the COVID-19 vaccine's effect on fertility. She will also share other pertinent information for women who are pregnant or trying to conceive.



"I recommend that everybody who is eligible for the vaccine and booster receive the vaccine and the booster. It is safe to get if you are pregnant, while you are trying to get pregnant, and when you are not trying to get pregnant."

—ACOG Lead for Equity Transformation
Jen Villavicencio, MD, MPP, FACOG



Episode 4: Dismantling Myths about COVID-19 Maternal Health



Ankita Rao was initially hesitant to get vaccinated while pregnant early in the pandemic. Ankita is the Editor at the Guardian US and discusses her experience of gathering credible information and guidance surrounding vaccination while pregnant. Ankita also shares misinformation she hears as a reporter within online communities around vaccination. We will then hear from Dr. Diana Ramos, Adjunct Associate Professor for Obstetrics and Gynecology at Keck USC School of Medicine, about debunking common myths regarding maternal health and COVID-19.



"We have to look at each individual patient as the person right in front of us and provide them counseling and the information based upon their own personal health. I have found when I do that, patients make that personal decision that is best for them."

—Diana Ramos, MD, MPH, FACOG, *Labor of Love* guest



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Episode 5: The Mental Health Toll of COVID-19 and Looking to the Future

Listen Now and Subscribe



Our last episode features an important conversation with Katie Pederson about her experience surviving COVID-19 while pregnant and the effect it has had on her mental health. We will then be joined by [Dr. Pooja Lakshmin](#), a board-certified psychiatrist and author specializing in women's mental health and founder and CEO of Gemma. We'll discuss evidence-based information about the future of COVID-19, key public health recommendations and available data related to the future of COVID-19 and vaccinations. Dr. Lakshmin will also provide tips and resources for women to support their mental health throughout this ongoing pandemic. Follow Dr. Lakshmin on [Instagram](#) and [Twitter](#) for more resources.

“It’s hard to overstate just how stressful and difficult it’s been for my patients. Before the pandemic, rates of postpartum depression or postpartum anxiety were around 15% to 20% in the general population for people who had babies. Those numbers have almost tripled during the pandemic.”

—Pooja Lakshmin, MD, a board-certified psychiatrist specializing in women’s mental health, founder and CEO of Gemma, and *Labor of Love* guest





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For more information go to:
acog.org/laboroflove

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STITCHER



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Overcast

from the American College of Obstetricians and Gynecologists.





***Physician
Educator
Advocate
Researcher***

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**Thank you
Obrigada
Merci
Gracias**