ACOG Priorities for upcoming 2020-21 influenza season during COVID-19 pandemic include:

- Continue to mobilize COVID-19 Task Forces (OB, GYN, Ethics, TH) and IZ/ID/PHPEWG
- Work closely with our Marketing & Communication teams to conduct several flu vaccine promotions via ACOG’s communication channels e.g., email newsletters, social media campaigns.
- Continue to provide clinical guidance and resources for health care practitioners and patients.
- Remind our members that flu vaccination is an essential component of women’s preventive health care and to continue to discuss the benefits of vaccination early and often.

ACOG Priorities cont’d

ACOG Priorities for upcoming 2020-21 influenza season during COVID-19 pandemic include:

- Encourage our members to strongly reinforce that flu vaccination protects pregnant women during and after pregnancy and also protects babies for several months after birth.
- Depending on evolving information regarding COVID-19, highlight that we know that influenza can cause severe morbidity and mortality in pregnant women, thus further reinforcing the value of vaccination.
- Highlight the importance of flu vaccination to help pregnant women avoid getting sick and making otherwise preventable trips to health care facilities.

Concerns and Questions from ACOG

- How will COVID-19 affect flu messaging for 2020-21?
- Does COVID-19 adversely impact pregnant women as seen with other respiratory illnesses?
- How can we message the difference in risk to pregnant women for influenza vs. COVID-19?
- How can we use COVID-19 to emphasize the importance of vaccines, and leverage that to promote flu vaccination?
- Is timing of flu vaccination affected by COVID-19?

Concerns and Questions from ACOG cont’d

- How will COVID-19 affect flu messaging for 2020-21 cont’d?
- Will the alterations made in prenatal care during the pandemic, including maternal vax, continue during and potentially impact the 2020-21 flu season?
- How to counter anti-vaccine messaging that is already ramping up during COVID-19?
- What questions from patients do we need to anticipate to help prepare our members?