



ACOG Influenza Season Vaccination Efforts

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ACOG PRIORITIES

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 eg 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



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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.



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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?



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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?



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