

Pregnant & Protected

CAMPAIGN AT A GLANCE

OVERVIEW

Pregnant women are at a higher risk of serious illness from COVID-19. COVID-19 vaccination is safe and is recommended for pregnant women. However, vaccination rates among pregnant women remain low, particularly among Black and Hispanic women. The Pregnant & Protected campaign was created by the CDC Foundation to promote awareness about the protection offered by and safety of the COVID-19 vaccines for pregnant women.

The goal of Pregnant & Protected is to enable women who are thinking about getting pregnant, currently pregnant or postpartum to make a well-informed decision on the COVID-19 vaccine based on information they can trust, ultimately increasing vaccine coverage, particularly among Black and Hispanic women.



RESOURCES FOR WOMEN

Pregnant & Protected has a variety of materials for pregnant and postpartum women, women who are thinking about getting pregnant and community-based organizations.

The PregnantAndProtected.org website contains answers to common questions women have when deciding to get vaccinated plus stories from real women.

A variety of Campaign Resources are available on the campaign website, including posters (8.5x11 and 11x17), one-page flyers (English and Spanish), digital banners, sharable social media posts and other resources with information about the risks of COVID-19 and the safety and benefits of the COVID-19 vaccines before, during and after pregnancy.

To order print materials visit the [CDC's State and Community Media Center](https://www.cdc.gov/media/stateandcommunity/).



CAMPAIGN POSTERS

A variety of Pregnant & Protected Posters highlight the importance of staying up to date with all COVID-19 vaccines during pregnancy, as well as the benefits to women and their babies.

SHAREABLE GRAPHICS AND SOCIAL MEDIA CONTENT

Shareable graphics and sample social media assets to help distribute Pregnant & Protected messages through your website and digital channels.

We have animated videos with campaign participants sharing their personal stories of staying up to date with the COVID-19 vaccines during pregnancy, and the importance of feeling confident in their decision to protect themselves and their babies.

RESOURCES FOR PARTNERS

Pregnant & Protected has materials to help community and partner organizations educate their patients about staying up to date on COVID-19 vaccinations, especially during pregnancy. Helping people feel confident and supported in their decision to get vaccinated is part of the solution.

CAMPAIGN POSTERS AND FLYERS

Campaign materials for partners include posters (8.5x11 and 11x17) and one-page flyers (English and Spanish) to communicate key information about the safety of COVID-19 vaccines during pregnancy.

SHAREABLE GRAPHICS AND SOCIAL MEDIA CONTENT

Sharable graphics and social media content are available to use on your website, social platforms and digital channels.

CLINICAL RESOURCES

Clinical resources and tools from a variety of organizations are also available.



CONNECT WITH US

To learn more about Pregnant & Protected, visit www.pregnantandprotected.org

To engage and reshare Pregnant & Protected content on social media, visit:

www.facebook.com/CDCFoundation

PARTNER WITH US

Help the CDC Foundation increase awareness with your audiences of the importance of staying up to date with the COVID-19 vaccines during pregnancy.

Share materials through your websites, newsletters, organization meetings and other outreach channels.

To learn more about these opportunities, email us at: pregnantandprotected@cdcfoundation.org

The Pregnant and Protected campaign is supported by the Centers for Disease Control and Prevention (CDC) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$450,000 with 100 percent funded by CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement by, CDC/HHS or the U.S. Government.