



# Every Mother, Every Baby, Every Time

Provider Conversation Tips  
& Vaccine Recommendations



NC DEPARTMENT OF  
HEALTH AND  
HUMAN SERVICES  
Division of Public Health

Immunizations can help protect women and their babies against diseases including flu, COVID-19, RSV, and pertussis. However, many patients may not be aware of vaccine and screening recommendations. You are their most trusted source of health information during their pregnancies. Here are some tips and strategies to help you talk with them about vaccinations and screenings and provide a strong recommendation.

## Present Vaccinations as Standard of Care

- Provide each of your patients with [information and resources](#)
- Ensure your staff deliver consistent messages
- Normalize vaccination

## Provide a Strong Recommendation

- State clearly that you would like your patient to get vaccinated
- Research indicates that some patients did not feel their ob-gyns or midwives strongly recommended vaccines

## Start the Conversation – Remember to SHARE

- Share why the vaccine is right for the patient
- Highlight positive experiences with vaccines
- Address questions and concerns
- Remind your patient that vaccines offer protection
- Explain the potential cost of getting the diseases

## Every Mother

### Tdap

[Tdap \(Pertussis\) Vaccine and Pregnancy](#)

[Administering Tdap During Pregnancy](#)

### COVID-19

[Vaccine Confidence Training and Tool Kit](#)

[Clinic Poster – English, Spanish](#)  
[Vaccine Trust and Hesitancy Podcast](#)

### Flu

[Influenza \(Flu\) Vaccine and Pregnancy](#)

[Misconceptions and Seasonal Flu and Flu Vaccines](#)

### Maternal RSV Abrysvo

[RSV Vaccine Guidance for Pregnant People](#)

[RSV Prevention/Vaccination Podcast](#)

## Every Baby

### Birth-Dose RSV Nirsevimab

[RSV Immunization Guidance for Infants and Young Children](#)

[Infant RSV Guidance at a Glance](#)

### Birth-Dose Hepatitis B

[Clinical Overview of Perinatal Hepatitis B](#)

[Hepatitis B Birth Dose Materials](#)

[Tip Sheet for Hepatitis B Screening, Testing, and Management of Pregnant Persons](#)

## Every Time

### General Education Resources

[Foster Support for Vaccination in Your Practice](#)

[Toolkit for Prenatal Care Providers](#)

[Prenatal Care and Routinely Recommended Vaccinations](#)

[Talking to Pregnant Women About Vaccines](#)

[Help Responding to Vaccine Hesitant Patients](#)

[Talking to Pregnant Patients About Vaccines](#)

[Print Ready Materials About Syphilis and Congenital Syphilis](#)

A special thank-you to the Kentucky Department of Public Health for use of this infographic, in partnership with the NCDHHS Division of Public Health, Immunization Branch.

**SPECIAL NOTE:** North Carolina is experiencing concerning increases in congenital syphilis which is preventable by early screening during pregnancy as required by NC law. With your help, we can dramatically reduce congenital syphilis cases and improve the health of women and babies in our state. For more information on what you can do as a valued OBGYN practicing in NC visit: <https://www.cdc.gov/std/treatment-guidelines/syphilis-pregnancy.htm>