



TALKING WITH PREGNANT MUMS AND WHĀNAU

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ROLE OF MIDWIVES IN IMMUNISATION

Immunisation decisions are usually made before or during pregnancy

Midwives support decision making

Informed choice enables an informed decision based upon accurate and reliable information



MIDWIVES ARE VACCINATORS!

Within their **scope of practice** for pregnancy and up to six weeks after, including newborns:

- *Influenza*
- *Pertussis/whooping cough*
- *Rubella post delivery (avoid pregnancy for four weeks)*
- *Newborn Hepatitis B immunoglobulin and vaccine*
- *Early referral for BCG (when vaccine is in stock)*

ADDRESSING NEGATIVITY ABOUT VACCINES

Listen, acknowledge concerns and give support!

Discourage 'Dr Google'

Direct women to trusted, expert sources

Use the opportunities throughout pregnancy and postpartum for the woman and preferably her partner/whanau to talk about their fears.

Comparisons with other well-researched medications advised for pregnancy, e.g. folic acid for the first trimester – well researched and evidence based to reduce the risk of Neural tube defects.

TRUSTED IMMUNISATION SOURCES FOR PREGNANT WOMEN

0800 immune 0800466863

Ministry of Health website:

www.health.govt.nz/immunisation

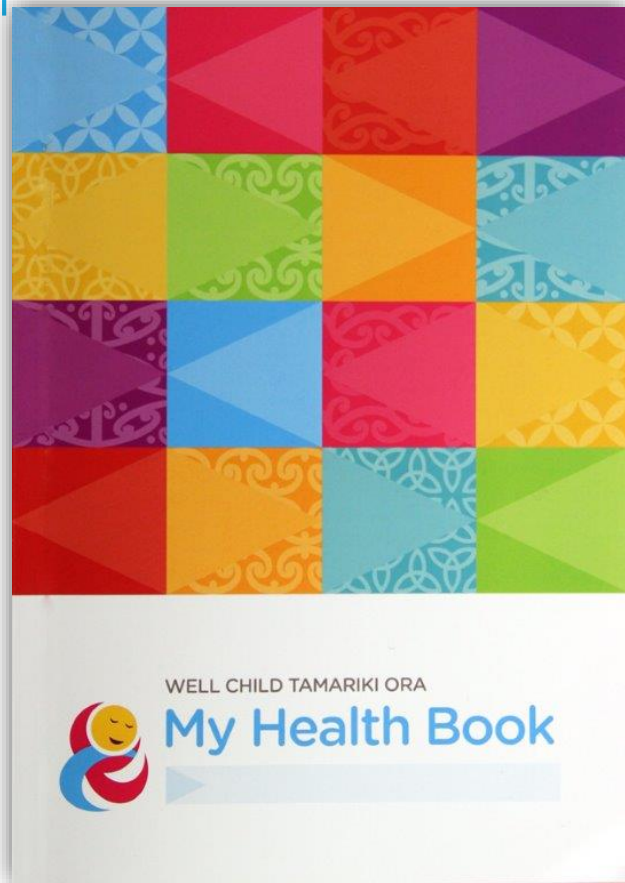
Immunisation Advisory Centre:

www.immune.org.nz

Immunisation handbook 2017 2nd edition

Well Child/Tamariki Ora My health Book

PRINTED RESOURCES





The A-S-K Approach for effective immunization communication

A

Acknowledge your client's concerns

1. Acknowledge
2. Clarify to understand your client's needs

S

Steer your conversation

1. Refute the myth(s)
 2. Continue your conversation
- Note: This is the point where you skillfully close your conversation if client is a conscientious objector

K

Knowledge – know the facts well!

1. Provide further knowledge, tailored to your client's needs
2. To close, reinforce discussion with a benefit statement
3. Provide further reading materials
4. Provide your recommendation

SCENARIO 1

Woman in her first pregnancy, has not taken any medications apart from folic acid and iodine in her first trimester.

Anxious about flu vaccine increasing the risk of developing the flu during pregnancy.

Anxious about the effect of the vaccine on her growing baby.

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SCENARIO 2

Had Boostrix 2 years ago with her first pregnancy.
Worried that she has already had it before and that it may “overdose” her system and have a negative effect on baby

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POTENTIAL HELPFUL DISCUSSION STARTERS

Breastfeeding provides baby with antibodies from mum **but** passive immunity isn't enough to protect against serious diseases.

Vaccines are subject to robust and rigorous processes to ensure their safety

The substantial benefits from vaccines far outweigh the risks

Some diseases are still common and others may be brought here from overseas


Thanks to immunisation, many of these diseases are now rare in New Zealand

STRATEGIES TO IMPROVE IMMUNISATION

Support for midwives with immunisation education

Antenatal discussion with resources in appropriate languages, starting with initial health professional meeting/booking and subsequent visits

'Information vouchers' for women to take to GP practice/Pharmacy for their immunisation




FREE Boostrix vaccine
Protect yourself and your baby
from whooping cough

When you are **28 weeks** pregnant go to
your doctor (GP) for your **FREE** vaccine

I will be 28 weeks pregnant on:

LMC Name: _____
LMC Phone: _____

 **Waitemata**
District Health Board
Best Care for Everyone

 **AUCKLAND**
DISTRICT HEALTH BOARD
Te Kaitiaki

The vaccine is **FREE** from weeks 28 to 38 of **EVERY** pregnancy

STRATEGIES TO IMPROVE IMMUNISATION CNTD.

Opportunistic, appropriately timed immunisation at GP visits,
antenatal clinics

“Roving vaccinators” at DHB facilities

Consistent research based information from all health professionals

IN CONCLUSION...

Listening, supporting, educating, celebrating life and walking alongside our women throughout what is often the most life changing time for them is the essence of Midwifery.

Informed choice is a major part of the trust and bond between the pregnant woman and her midwife – The decision to immunise is a important part of this and begins with her decision to have the Flu and Boostrix immunisation in pregnancy followed by further protection of her children with timely childhood vaccinations.