

TO: EZIZ
FROM: CDPH
SUBJECT: Mother's Day is on Sunday: Immunize Moms!
DATE: 5/9/19

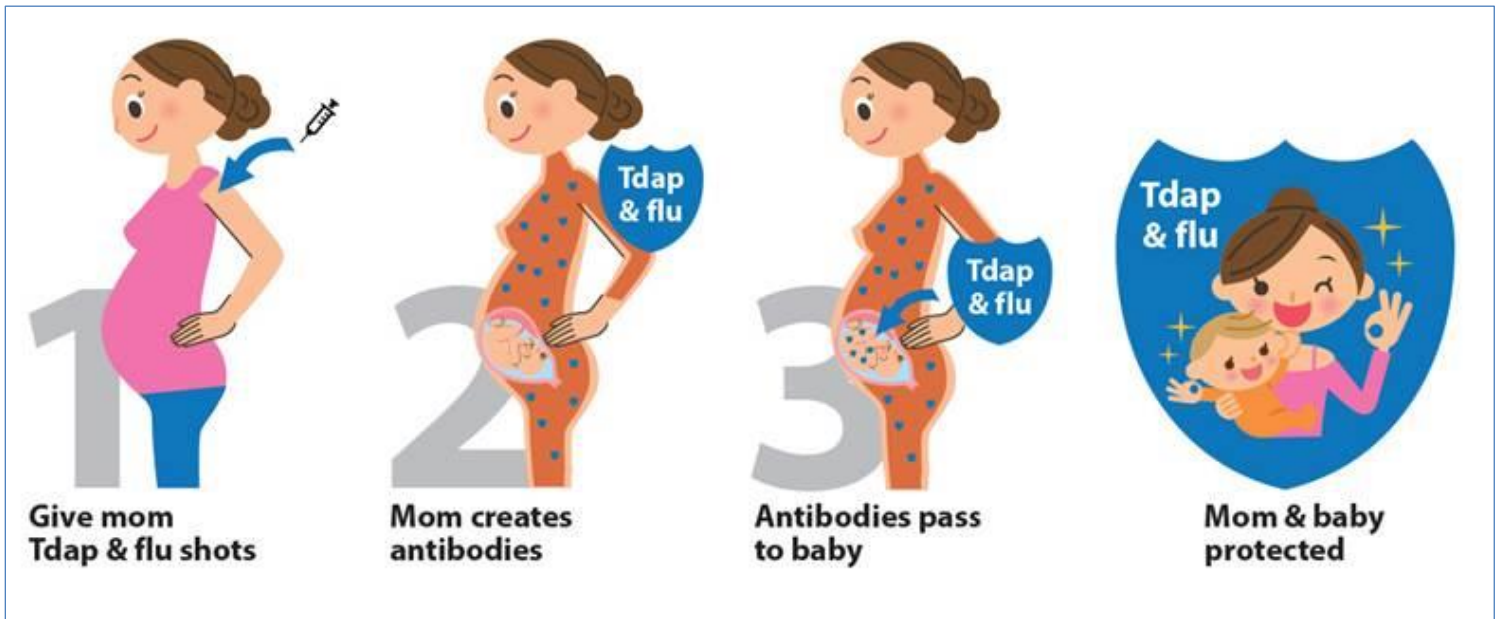
Dear EZIZ users,

Sunday is Mother's Day. It is a fabulous opportunity to raise awareness of the importance of prenatal immunizations for expectant mothers. As a reminder, all pregnant women need:

- A flu shot at any time during their pregnancy
- A Tdap (tetanus, diphtheria, pertussis) immunization at the earliest opportunity between 27-36 weeks gestation of every pregnancy

The protection mothers receive from these shots passes on to their babies and helps protect newborns too young to be immunized. To help raise awareness:

- Talk to each patient directly. Make sure your strong recommendation includes:
 - **Your personal recommendation.** "As your physician, I recommend you get the flu vaccine."
 - **A timeframe.** "I want you to get the vaccine today before you leave."
 - **The benefit.** "This will protect you and your baby from flu complications, including premature birth, stillbirth, hospitalization & death."
- Distribute patient education materials such as this [pregnancy brochure](#) in [English](#) and [Spanish](#) or a flyer with frequently asked questions, also available in [English](#) and [Spanish](#).
- Use this [infographic](#) (courtesy of the California Immunization Coalition) in your presentations or post it on your webpage to explain the transfer of maternal antibodies after immunization:



Thank you for all that you do to protect moms and their babies.

Happy Mother's Day! We hope it's a great one for you and your family.