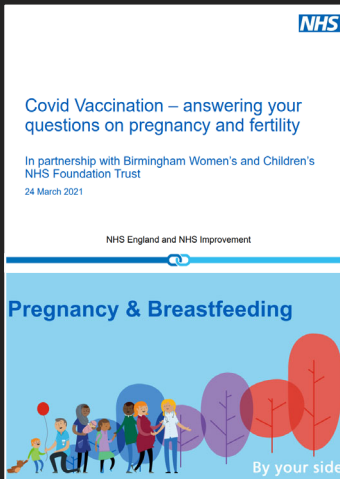


NHS Midlands and Birmingham Women's and Children's NHS Foundation Trust Webinar

The
Strategy
Unit.

Top Tip

There is no silver bullet – any idea is worth trying, particularly if it's a low-cost low-risk intervention. It's really worth talking it over with that group itself and allowing people to ask questions.



Overview

Reference: 42

Location: Midlands

Target Group:

Healthcare, care home and social care staff

Initiative type: Online Information

Contact

Email:

claire.deeley@nhs.net

Twitter:

@BWC_NHS

@clairedeeley

Why is this important to us?

Health care, social care and care home workers were one of the groups where vaccination uptake wasn't as high as we wanted. We found that there was hesitancy due to concerns about the vaccine's effect on fertility. Even care workers who wanted to get the vaccine were being told by their advisors that they should not. The risks of COVID are greater than the risks of having the vaccine so we wanted to do something to try and address this, both to help the women concerned and to protect their families and the people they care for.

What are we doing?

We held a webinar allowing people to ask clinicians questions on pregnancy and fertility. It was aimed at those people who are eligible for the vaccine at the moment, so particularly health workers, social care workers and care home staff, but it was also open to members of the public. We had speakers with obstetric knowledge from the Women's Hospital, which was crucial. The chat bar during the webinar was very well used and we had around 300 questions – the key themes were; Will it prevent me getting pregnant? Will it affect my unborn baby? Will I pass anything on through breastfeeding? We explained the fact that people are getting pregnant after they've had the vaccination and people are giving birth to healthy babies after they've had the vaccination and then compared the risk to the women who have become very ill with COVID itself.

Who is involved?

We distributed the information about the session through our own partners within NHS England, local authorities and to independent providers. The Communications lead for the Birmingham Women's and Children's NHS Foundation Trust is part of our COVID vaccine team and was quickly able to get support from a fertility expert and the chief nurse. We had 4 speakers; a Public Health Vaccination Lead from NHS Midlands who was able to talk with authority about how COVID has affected health care workers and new information about the vaccine. We also had a fertility expert, a consultant obstetrician and the Head of Midwifery for the maternity and breastfeeding point of view. We arranged it in a 10-14 day period- it's the collaboration that enabled the webinar to happen.

What works for us?

We've had very positive feedback and in terms of time, cost and resource it was incredibly worthwhile because it didn't take up too much clinician time. **600 people attended the session and 77 more people wrote to me asking for a recording.** I've had responses from a lot of those saying that they feel a lot more confident now and they have actually gone to have their vaccination. We did it at 2 o'clock so that it was finished by 3 and parents could still do the school run.

NHS England

NHS Improvement