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Practice Summary & Implementation Guidance

New York State Coronavirus Disease-2019 (COVID-19) Vaccination and Pregnancy Media Campaign

The New York State Department of Health's Division of Family Health developed the Coronavirus Disease-2019 (COVID-19) Vaccination and Pregnancy Media Campaign to promote COVID-19 vaccinations to protect pregnant women, women planning to become pregnant, and breastfeeding women or women in the postpartum period against severe outcomes from COVID-19.

Cutting-Edge | Emerging | Promising | Best

Location	Topic Area	Setting
New York	Health Promotion & Communication	Community/Clinical/Virtual

Population Focus	Date Added
Women & Maternal Health	October 2025

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Section 1: Practice Summary

PRACTICE DESCRIPTION

The New York State Department of Health's Division of Family Health developed the Coronavirus Disease-2019 (COVID-19) Vaccination and Pregnancy Media Campaign to promote delivery of COVID-19 vaccinations to protect pregnant women, women who were planning to become pregnant, and women who were breastfeeding or in the postpartum period against severe outcomes from COVID-19. COVID-19 vaccination rates were low, and disparities existed among the perinatal population. The campaign sought to increase vaccination uptake for all pregnant women, women who were planning to become pregnant, and women who were breastfeeding or in the postpartum period in New York State, with an emphasis on serving populations disproportionately impacted by COVID-19. The media campaign ran for eight weeks and involved digital, radio, out-of-home and print advertising.

CORE COMPONENTS & PRACTICE ACTIVITES

The goal of the COVID-19 Vaccination and Pregnancy Media Campaign was to support state and local vaccination efforts through the development and dissemination of patient education materials and a multimedia campaign promoting COVID-19 vaccination during the perinatal period. The core components of this program included the development and dissemination of the campaign's patient education brochures and posters, and promotion of a statewide multi-media campaign through radio, social media, and television.

Core Components & Practice Activities

Core Component	Activities	Operational Details
Connection	Disseminated resources and information to pregnant women, women who were planning to become pregnant, and women who were breastfeeding or in the postpartum period on COVID-19 vaccination	The development of the brochures and posters were to encourage COVID-19 vaccination and address concerns related to COVID-19 vaccines for pregnant women, women who were planning to become pregnant, and women who were breastfeeding or in the postpartum period. By providing these materials in different languages, we minimized the barriers and challenges of connecting with the priority population.

Promotion	Encouraged COVID-19 vaccination for pregnant women, women who were planning to become pregnant, and women who were breastfeeding or in the postpartum period through the promotion of a multi-media campaign	The multi-media campaign provided evidence-based information on COVID-19 vaccination for pregnant women, women who were planning to become pregnant, and women who were breastfeeding or in the postpartum period through different channels – radio, social media, and television. The campaign was used as a tool to encourage vaccination during pregnancy and communicate the message to heard to reach areas.
Development	Developed materials and messages to promote COVID-19 vaccination, its' safety and efficacy, and to build trust in the healthcare system	The New York State Perinatal Quality Collaborative worked with colleagues from the Division of Family Health at the New York State Department of Health to develop materials including brochures and posters. Brochures and posters contain evidence-based information to promote COVID-19 vaccination and its' safety and efficacy. The New York State Perinatal Quality Collaborative worked with perinatal providers to develop the campaign messages and build trust in the healthcare system and vaccines.

COMMUNITY WELLBEING

The multi-media campaign addressed vaccination concerns during pregnancy by providing evidence-based information in a direct and easy to read way. This was effective in reaching the priority population of pregnant women, women who were planning to become pregnant, and women who were breastfeeding or in the postpartum period. The campaign ran from January to March 2023 and delivered over 87 million impressions. The strategies used to deliver this message included print media posted in bus shelters, subways, laundromats, hair/nail salons; social media – Facebook, TikTok, Snapchat, Instagram; public service announcements on TV, Radio, and audio platforms breaks (Spotify, Pandora); and online banner ads. Additionally, perinatal providers were recruited for the campaign to share their testimonials and personal experiences with COVID-19 vaccination during the perinatal period, to promote vaccination as well as build public trust with the healthcare system and understanding of vaccine safety.

EVIDENCE OF EFFECTIVENESS

The goal of the program was to support state and local vaccination efforts through the development and dissemination of patient education materials and a multimedia campaign promoting COVID-19 vaccination during the perinatal period. The campaign was successful in achieving its goal. The brochures and posters focused on encouraging and providing information to pregnant women, women who were planning to become pregnant, and women who were breastfeeding or in the postpartum period about receiving the COVID-19 vaccine. The PDF version of the brochure and poster were distributed to all New York State birthing hospitals through the Bureau of Perinatal, Reproductive, and Sexual Health's Perinatal Regionalization Unit, to all New York State Perinatal Quality Collaborative participating birthing hospitals and centers through its listservs, and to all Maternal & Infant Community Health Collaboratives programs. The brochure was translated into 10 additional languages (Spanish, Chinese, Russian, Haitian-Creole, Korean, Bengali, Yiddish, Arabic, Italian, and Polish) and the poster was translated into Spanish. (https://www.health.ny.gov/community/pregnancy/nyspqc/projects/covid19_vaccination.htm).

Physical copies of the brochure and poster remain available to order from the New York State Department of Health's distribution warehouse free of charge to all New York State health care providers and are posted on the public-facing website of the New York State Perinatal Quality Collaborative (https://www.health.ny.gov/community/pregnancy/nyspqc/). The statewide muti-media campaign ran from January to March 2023, and delivered over 87 million impressions through radio, social media, and television.

Section 2: Implementation Guidance

COLLABORATORS AND PARTNERS

The New York State Perinatal Quality Collaborative, working with other agencies within the New York State Department of Health, including the Bureau of Perinatal, Reproductive and Sexual Health and the Bureau of Marketing and Creative Communications, launched the COVID-19 and Pregnancy Media Campaign in Fall 2022. A workgroup consisting of staff from these agencies met biweekly to develop promotional materials (i.e., commercial, Facebook posts, other social media) for the COVID-19 and Pregnancy Media Campaign. The purpose of the campaign was to increase vaccination uptake for pregnant and postpartum women and their families. Additionally, the workgroup assisted in identifying two perinatal providers practicing in New York State to participate in the campaign. The perinatal providers shared testimonials on their experience with receiving the COVID-19 vaccination during the perinatal period, and the benefits of the vaccine.

Practice Collaborators and Partners			
Partner/ Collaborator	**How are they involved in decision-making throughout practice processes?**	**How are you partnering with this group?**	**Does this stakeholder have lived experience/come from a community impacted by the practice?**
New York State Department of Health, Division of Family Health	Assisted with the dissemination of the campaign materials to key contacts, community-based organizations, and partners within the maternal and child health field.	Program staff were involved with developing the appropriate messages to be delivered to pregnant women, women who were planning to become pregnant, and women who were breastfeeding or in the postpartum period through perinatal providers.	Yes, staff within the Division of Family Health had a relationship with New York State perinatal providers and partner organizations to communicate messages through them to patients. The program helped support both state and local vaccination efforts.
Perinatal providers with personal experience	Two perinatal providers were selected that had had COVID-19 vaccination during pregnancy and experience with the	The two providers shared testimonials on their experiences with COVID-19 vaccination during pregnancy for part of the campaign.	Yes, the two providers selected have personal experience with COVID-19 vaccination during pregnancy and serving

	priority population they serve.		the priority population for the media campaign.

REPLICATION

During the pre-work process of developing the campaign, staff from the New York State Perinatal Quality Collaborative met biweekly with the workgroup to develop messages and select the most appropriate media platforms to reach the audience. The messages and platforms were selected based on the setting and priority population needs. Therefore, we focused on these platforms and strategies to deliver the message: print media; social media; public service announcements; and online banner ads. We also included testimonials from perinatal providers to aid with the messages.

Additionally, a birthing facility provided comments on the brochure and posters stating the campaign had not included images that reflected the population in the initially proposed design. New York State Perinatal Quality Collaborative staff took this feedback into consideration and the birthing facilities adapted and changed the images to fit their population's needs.

INTERNAL CAPACITY

- Program Coordinator (1) – A program coordinator was hired to support the development and implementation of the COVID-19 and Pregnancy Media Campaign.
- Program Director (1) – The New York State Perinatal Quality Collaborative's program director oversaw the activities of the campaign and assisted in its development and implementation.
- Media Specialist/Graphic Designer (1-2) – The New York State Perinatal Quality Collaborative is unique in that the initiative is based out of the New York State Department of Health. The New York State Department of Health has resources and services available to support the implementation of such a campaign. The Bureau of Marketing and Creative Communication has media specialists and graphic designers who assisted in the implementation and delivery of the practice.
- The New York State Perinatal Quality Collaborative's leadership team consistently provided evidence-based information about COVID-19 and the vaccine to perinatal providers and the populations they serve. We received support from leadership to develop the content of the messages and strategies to deliver the messages for the practice. The organizational structure of the New York State Perinatal Quality Collaborative is unique because the program is located within the New York State Department of Health, allowing for collaboration with other agencies and bureaus and utilizing the available resources and services already in place. The staff, including the program coordinator, director, and executive director, have experience in the field of maternal and child health and established relationships with providers and birthing facility teams through other New York State Perinatal Quality Collaborative projects. This experience and established relationships allowed for content creation and effective delivery of the practice.

PRACTICE TIMELINE

The New York State Department of Health's COVID-19 and Pregnancy Media Campaign was conducted during the pandemic. With COVID-19 rapidly spreading and evolving, there was an urgent need to promote vaccination

and provide evidence-based information to pregnant women. COVID-19 vaccination rates were low, and differences existed among pregnant women. Second, NYSPQC had a time sensitive deadline to spend the funds they received from New York State. The New York State Perinatal Quality Collaborative utilized the resources they had to quickly implement and deliver this campaign. Within a year, the campaign was successfully executed.

For more information on this practice's timeline and specific practice activities, please contact NYSPQC@health.ny.gov.

PRACTICE COST

Supplemental grant funding from the Centers for Disease Control and Prevention (CDC) allowed the New York State Perinatal Quality Collaborative to expand its efforts related to the COVID-19 pandemic, with an emphasis on serving populations disproportionately impacted by COVID-19. This work sought to improve outcomes for all pregnant women, women who were planning to become pregnant, and women who were breastfeeding or in the postpartum period in New York State. Additionally, New York State allocated $1.2 million to develop a media campaign to promote COVID-19 vaccination for all pregnant women, women who were planning to become pregnant, and women who were breastfeeding or in the postpartum period during the pandemic. This allowed for the New York State Perinatal Quality Collaborative to conduct the COVID-19 and Pregnancy Media Campaign. For more information on this practice startup costs and budgets, please contact NYSPQC@health.ny.gov.

LESSONS LEARNED

Some of the lessons learned include:

- Perinatal quality collaboratives are an established, trusted partner to birthing facility teams and other stakeholders, and existing relationships can be utilized during emergency response.
- Perinatal quality collaboratives can provide maternal and child health subject-matter expertise for future emergency response and preparedness.
- Unique adaptability of perinatal quality collaborative networks allowed for rapid and real-time information sharing to address maternal and child health needs.
- Perinatal quality collaborative infrastructures can be leveraged to obtain real time data from birthing hospitals and providers to understand and address local issues.
- Perinatal quality collaboratives can utilize their existing resources and partners for educational material development and distribution to the perinatal population.

Misinformation regarding COVID-19 and vaccination posed challenges with encouraging COVID -19 vaccines for pregnant women, women who were planning to become pregnant, and women who were breastfeeding or in the postpartum period during the campaign. We were able to mitigate this issue by compiling evidence-based information to quickly share with our network. We developed resources that addressed questions and concerns.

We also had a time constraint to develop and execute the campaign when the COVID-19 virus was changing. Utilizing the New York State Perinatal Quality Collaborative's network, we were able to rapidly develop a plan and find providers to share their testimonials. The New York State Perinatal Quality Collaborative worked with their network of birthing facilities, providers, and Division staff and the New York State Department of Health to compose the idea and messages for the campaign.

Another challenge was the design and images used in the brochures and posters. A birthing facility provided comments on the brochure and posters stating the lack of inclusivity in the initially proposed design. The New York State Perinatal Quality Collaborative team took this feedback into consideration and developed materials to make the campaign more inclusive. We allowed for birthing facility teams to adapt and change the images to fit their population's needs.

NEXT STEPS

The educational brochures and posters continue to be shared with perinatal care providers and the public at tabling events and conferences. Physical copies of the brochure and poster remain available to order from the Department's distribution warehouse free of charge and are posted on the New York State Perinatal Quality Collaborative's public-facing website.

RESOURCES PROVIDED

- New York State Department of Health Patient Education Brochure - Protect Yourself, Your Family, and Your Baby: Get the COVID-19 Vaccine!
    - English: https://www.health.ny.gov/publications/19647.pdf
    - Spanish: https://www.health.ny.gov/publications/19652.pdf
    - Korean: https://www.health.ny.gov/publications/19650.pdf
    - Russian: https://www.health.ny.gov/publications/19651.pdf
    - Yiddish: https://www.health.ny.gov/publications/19653.pdf
    - Chinese: https://www.health.ny.gov/publications/19646.pdf
    - Bengali: https://www.health.ny.gov/publications/19645.pdf
    - Haitian Creole: https://www.health.ny.gov/publications/19648.pdf
    - Italian: https://www.health.ny.gov/publications/19649.pdf
    - Polish: https://www.health.ny.gov/publications/19654.pdf
    - Arabic: https://www.health.ny.gov/publications/19655.pdf
- New York State Department of Health Poster - Protect Yourself, Your Family, Your Baby: Get the COVID-19 Vaccine!
    - English: https://www.health.ny.gov/publications/19656.pdf
    - Spanish: https://www.health.ny.gov/publications/19657.pdf