



Newsletter for mothers

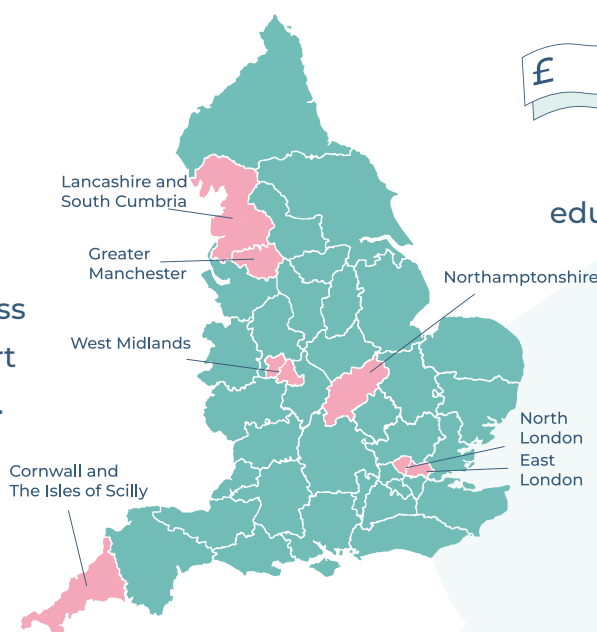
Thank you for taking part in the MAVIS Study. In this study, we asked you about your experience of being offered vaccinations in pregnancy. We value your contribution to this important research.

Who took part?



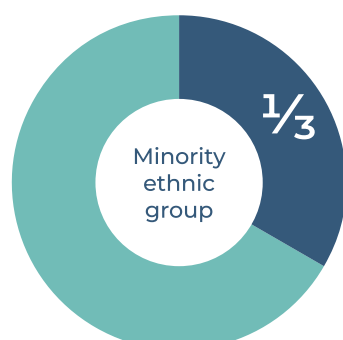
377

You were one of 377 mothers across 7 regions of England who took part between June 2023 and May 2024.

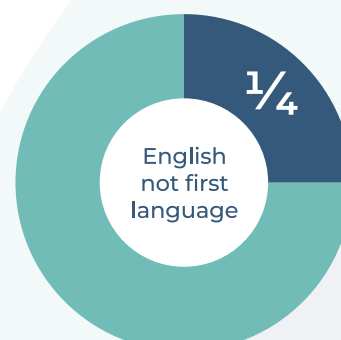


Mothers from all education and income levels took part.

Of these...



Almost a third identified as being a minority ethnicity.



A quarter said English was not their first language.

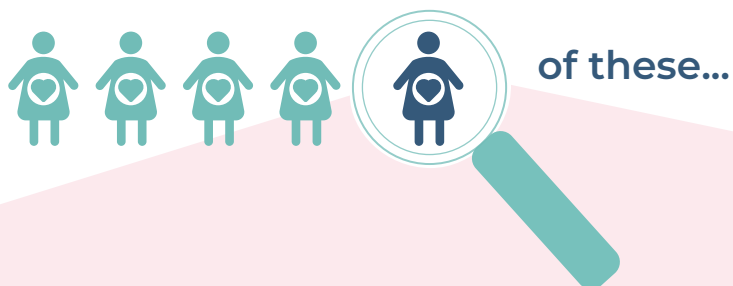
This is very good representation for research of this kind, making the results more meaningful.

What did we find?



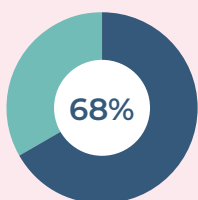
90% of women in the survey said **NHS professionals** (mainly midwives) were an **important influence** on their decision to get vaccinated.

1 in 5 women in our sample **did not have the whooping cough vaccination** in their recent pregnancy.

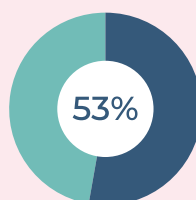


Many said they...

- ! Were not aware the vaccine was recommended in pregnancy → **it is recommended.**
- ! Had worries about the safety of the vaccine → **its safety is very well established.**
- ! Thought whooping cough was not really a risk → **whooping cough is very risky for newborns.**
- ! Thought most women do not accept the vaccine in pregnancy → **most women accept it.**
- ! Didn't think their midwife thought they should have the vaccine.
- ! Had an important influence who was against vaccines in pregnancy.



Most said they **would/may have had the vaccine** if they'd been **given more information, reassurance or advice.**



Over half said they **would/may have had the vaccine** if it was **easier to access.**

"Midwife team should give more information about vaccination."

"Make them easy access ... at midwife appointments, instead of separate appointments."

Where can I read more?

- The MAVIS Study also surveyed maternity staff (mainly midwives) and commissioners. For more details, please see: www.bristol.ac.uk/mavis-study
- We plan to publish detailed results papers in 2025 and will update the website when we do.
- For information about the vaccinations recommended to pregnant women in the UK, please see: www.nhs.uk/pregnancy/keeping-well/vaccinations/



What difference does this research make?

There has been national interest in our results, especially due to a 2024 whooping cough epidemic.

The study lead, Dr Emma Anderson, presented findings to maternity strategy teams across England, and to key policymakers (UKHSA).

More outreach and further work is planned for 2025 onwards to better support midwives' role in recommending and discussing vaccinations with pregnant women.

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