



ACM Submission to Department of Health

COMMONWEALTH MATERNAL VACCINATION (INFLUENZA AND PERTUSSIS) COMMUNICATION RESOURCES

Submission made 31st January 2019

The Australian College of Midwives (ACM) has provide feedback in response to the following resources:

- Indigenous maternal influenza brochure
- Indigenous maternal pertussis brochure
- Mainstream maternal influenza brochure
- Mainstream maternal pertussis brochure
- Mainstream maternal pertussis poster
- Maternal influenza posters
- Maternal vaccination health professionals fact sheet

General feedback provided:

- Overall we thought that the content was concise and easy to read and understand and the layout was also clear and pleasing to look at (e.g. not overcrowded).
- They look like great resources.

Suggested changes:

1. The Mainstream and Indigenous brochures have almost exactly the same content (apart from the section where advice is given as to who to contact and the images to be used).
 - Was there a specific directive to make the two brochures specifically or could they be combined so that there is one brochure?
 - If they were combined you could use the Indigenous art background and the image of the woman/women could be changed to the conceptual image that is used in the influenza posters of a group of women, all from different backgrounds (including Aboriginal and Torres Strait Islander women).
 - The wording about who to contact would also need to be updated to ensure that the Aboriginal health worker was included.
 - This would reduce the costs associated with development.
2. If there is a specific directive to have the two brochures the feedback is as follows:
 - For all posters/materials please avoid using just a torso of a woman. The woman is more than just her pregnant belly. It would be much better to have the whole woman, or at least include her head as (as you have planned for the Indigenous materials).
 - For the Indigenous pertussis materials you have used the white woman torso. This would be better replaced with an Indigenous woman or the concept images you provided for the other Indigenous materials.

Additional information:

The Australian College of Midwives (ACM): ACM is the peak professional body for midwives in Australia who are registered with, and regulated by, the Nursing and Midwifery Board of Australia (NMBA). The ACM's position is that women be attended during pregnancy, birth and postnatally by a midwife who is registered with the NMBA.