

# **Attitudes, Beliefs, and Behaviors of New Mothers During the H1N1 Flu Season**

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HSPH, the National Public Health Information Coalition, and the CDC*

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# **I. Experiences and Behaviors Related to H1N1 Vaccination**

# Summary Points

- About three in ten (32%) women who have an infant under the age of one (“new mothers”) have received the H1N1 flu vaccine to date. Among these women, 41% received the H1N1 flu vaccine while they were pregnant, while 59% got it after they were pregnant. Most new mothers got the H1N1 flu vaccine at a health clinic (34%), their primary care doctor’s office (23%) or their obstetrician or midwife’s office (20%).
- New mothers who have received the seasonal flu vaccine since September 2009 were more likely to have gotten the H1N1 flu vaccine for themselves than those who did not (62% v. 13%).
- More than half of new mothers either did not intend to get the H1N1 flu vaccine (39%) or were not sure about getting the H1N1 flu vaccine for themselves by the end of March 2010 (20%). These women most often (42%) cited safety risks to themselves as a “major reason” for their position.
- A third (35%) of new mothers who have an infant six months or older have gotten the H1N1 flu vaccine for their baby. Most (84%) of these women got the H1N1 flu vaccine for their baby at a pediatrician or other doctor’s office.
- Over half of these new mothers either did not intend to get the H1N1 vaccine for their baby (38%) or were not sure about getting it for their baby by the end of March 2010 (17%). A majority cited safety risks to their baby (65%) as a “major reason” for their position.

# H1N1 Vaccination Among New Mothers for Themselves Since October 2009

**% Among New Mothers**

**Got H1N1 vaccine for themselves**

**32%**

**Intend to get H1N1 vaccine for themselves by the end of March 2010**

**9%**

**Not sure if they will get the H1N1 vaccine for themselves by the end of March 2010**

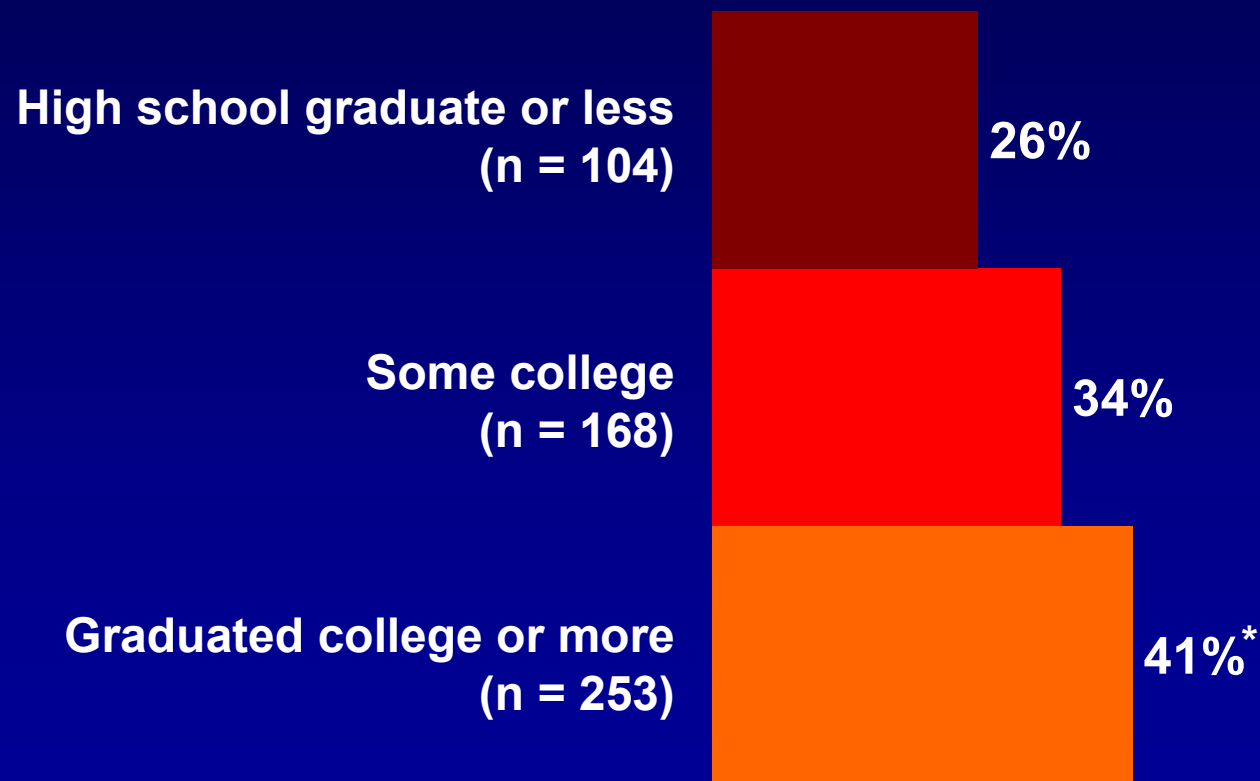
**20%**

**Do NOT intend to get H1N1 vaccine for themselves by the end of March 2010**

**39%**

# H1N1 Vaccination Among New Mothers for Themselves: By Education

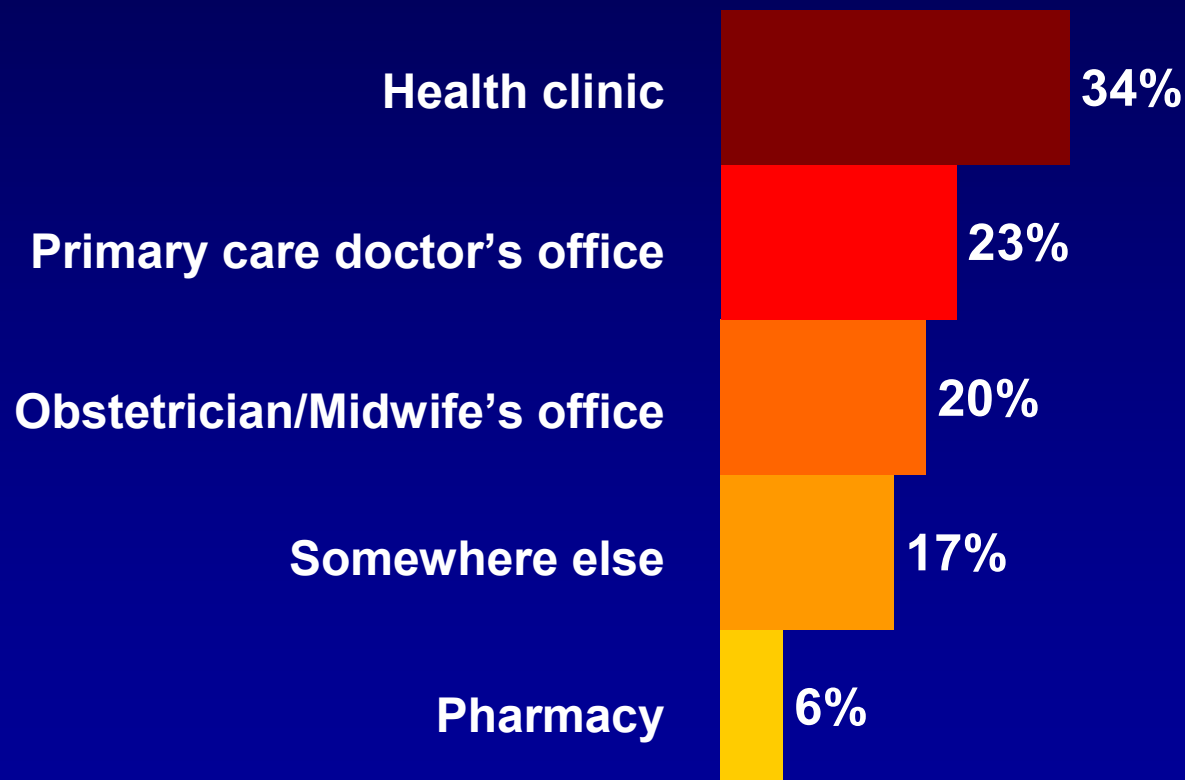
**% Who Got the H1N1 Vaccine for Themselves**



\*Statistically significantly different from new mothers who are a high school graduate or less at the 95% confidence level

# H1N1 Flu Vaccination Locations for New Mothers

% among new mothers who got the H1N1 flu vaccine\* saying they got the H1N1 flu vaccine at a...

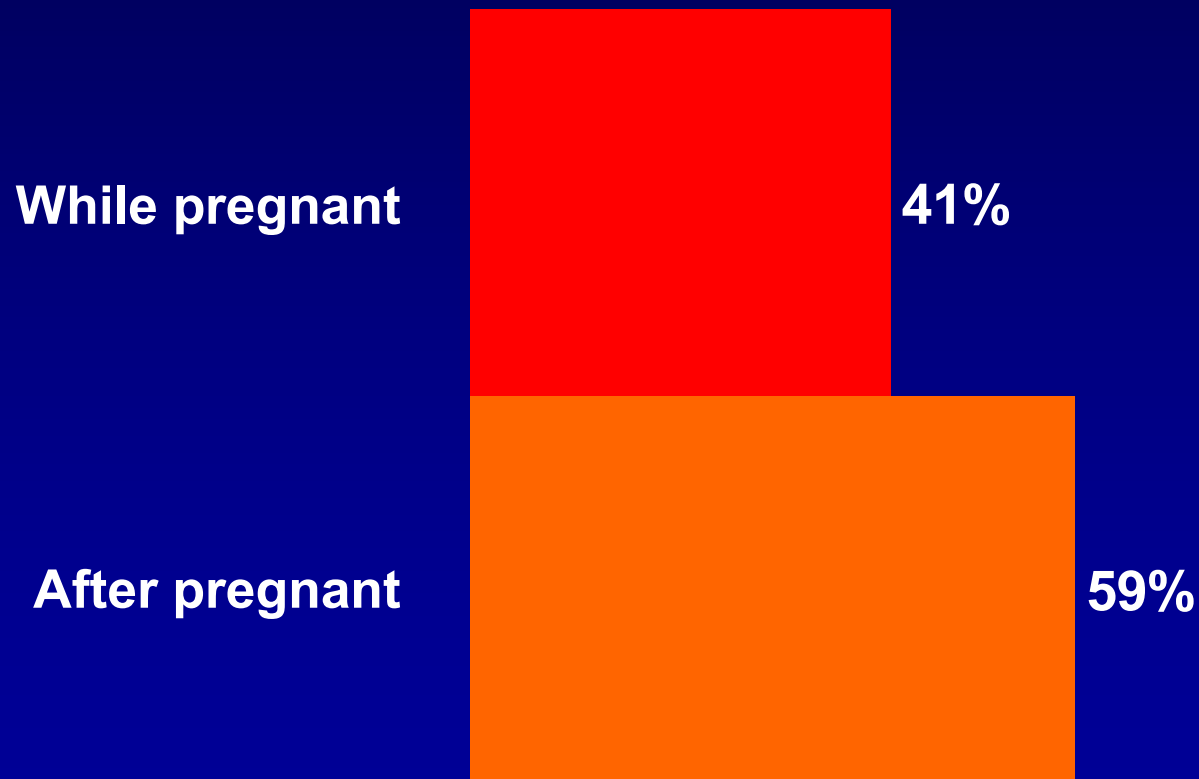


\*n = 217

Harvard Opinion Research Program, Harvard School of Public Health, January 26-February 26, 2010.

# New Mothers Who Got the H1N1 Flu Vaccine While Pregnant

% among new mothers who got the H1N1 flu vaccine\* who got it...



\*n = 217

Harvard Opinion Research Program, Harvard School of Public Health, January 26-February 26, 2010.



# H1N1 Vaccination Among New Mothers

## % Among New Mothers

Got H1N1 vaccine for themselves while pregnant

13%

Got H1N1 vaccine for themselves but NOT while pregnant

19%

Intend to get H1N1 vaccine for themselves by the end of March 2010

9%

Not sure if they will get the H1N1 vaccine for themselves by the end of March 2010

20%

Do NOT intend to get H1N1 vaccine for themselves by the end of March 2010

39%

# H1N1 Vaccination Among New Mothers: By Seasonal Flu Vaccination Status

**% Who Got the H1N1 Vaccine for Themselves**

**Among new mothers who have received the seasonal flu vaccine since September 2009 (n = 256)**

**62%\***

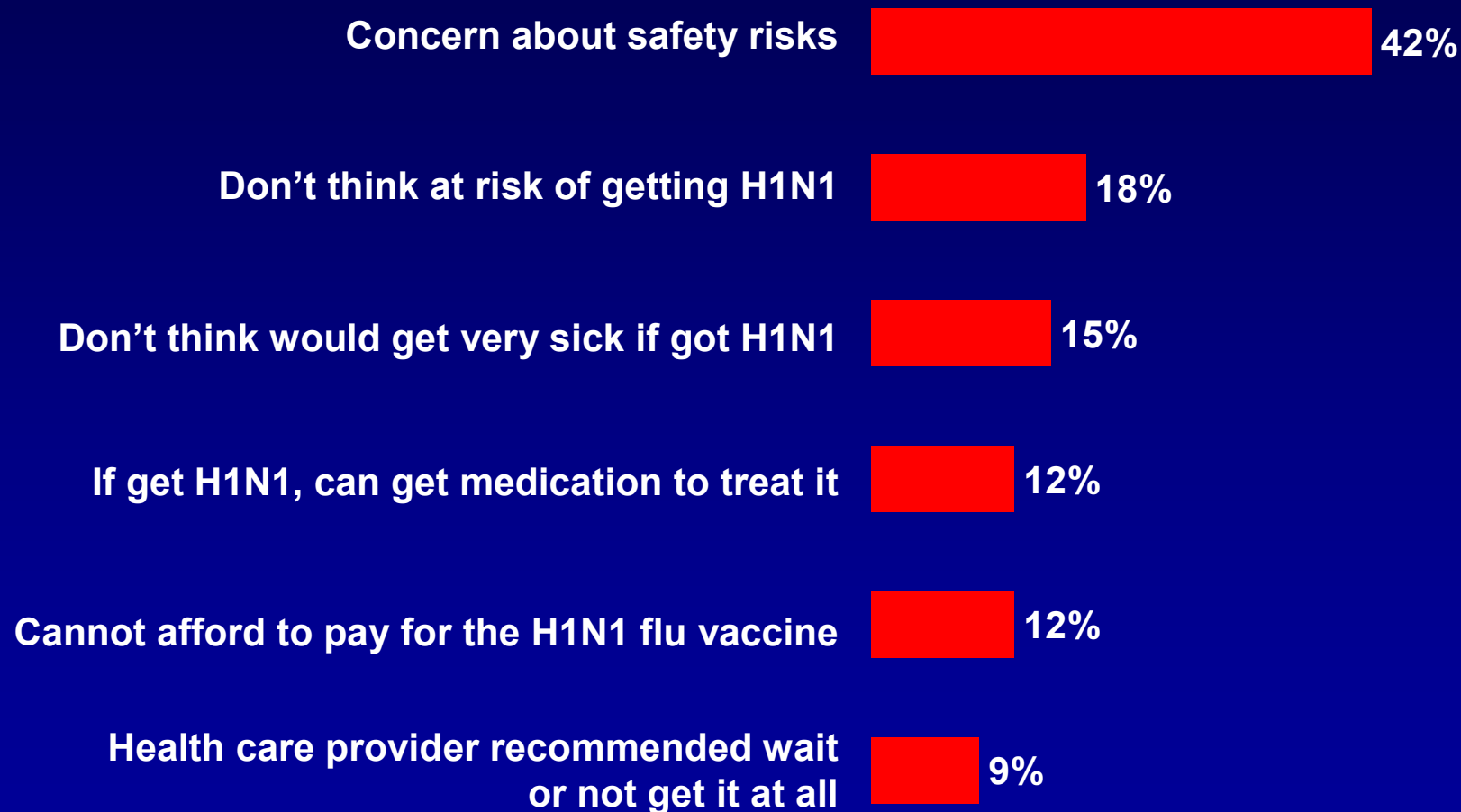
**Among new mothers who have NOT received the seasonal flu vaccine since September 2009 (n = 265)**

**13%**

\*Statistically significantly different from new mothers have not received the seasonal flu vaccine since September 2009 at the 95% confidence level

# Reasons New Mothers Will Not/Are Not Sure About Trying to Get H1N1 Vaccine for Themselves

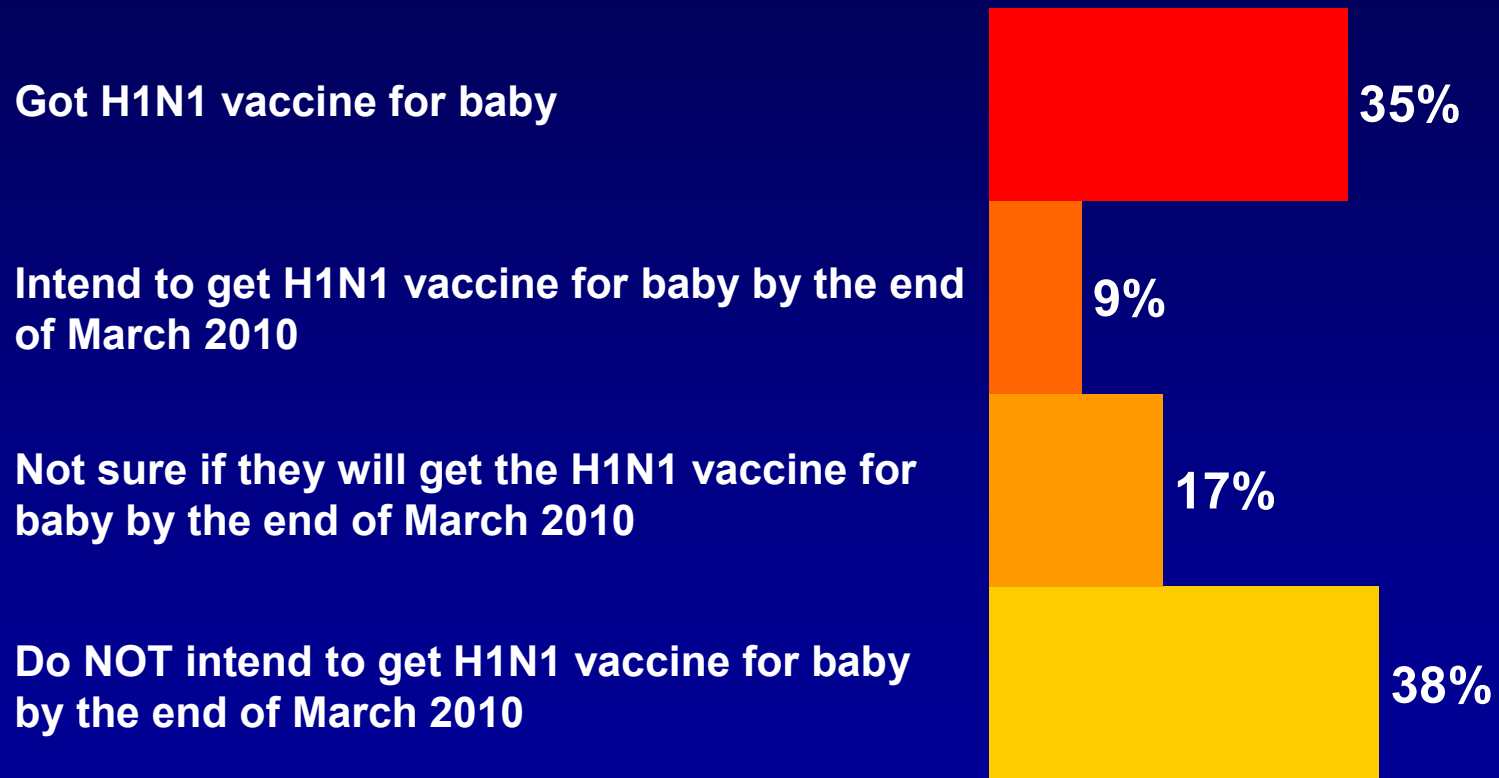
*% of new mothers\* saying "major reason"...*



\*Among new mothers who said they will not or are not sure about trying to get the H1N1 vaccine for themselves by the end of March 2010 (n=270)  
Harvard Opinion Research Program, Harvard School of Public Health, January 26-February 26, 2010.

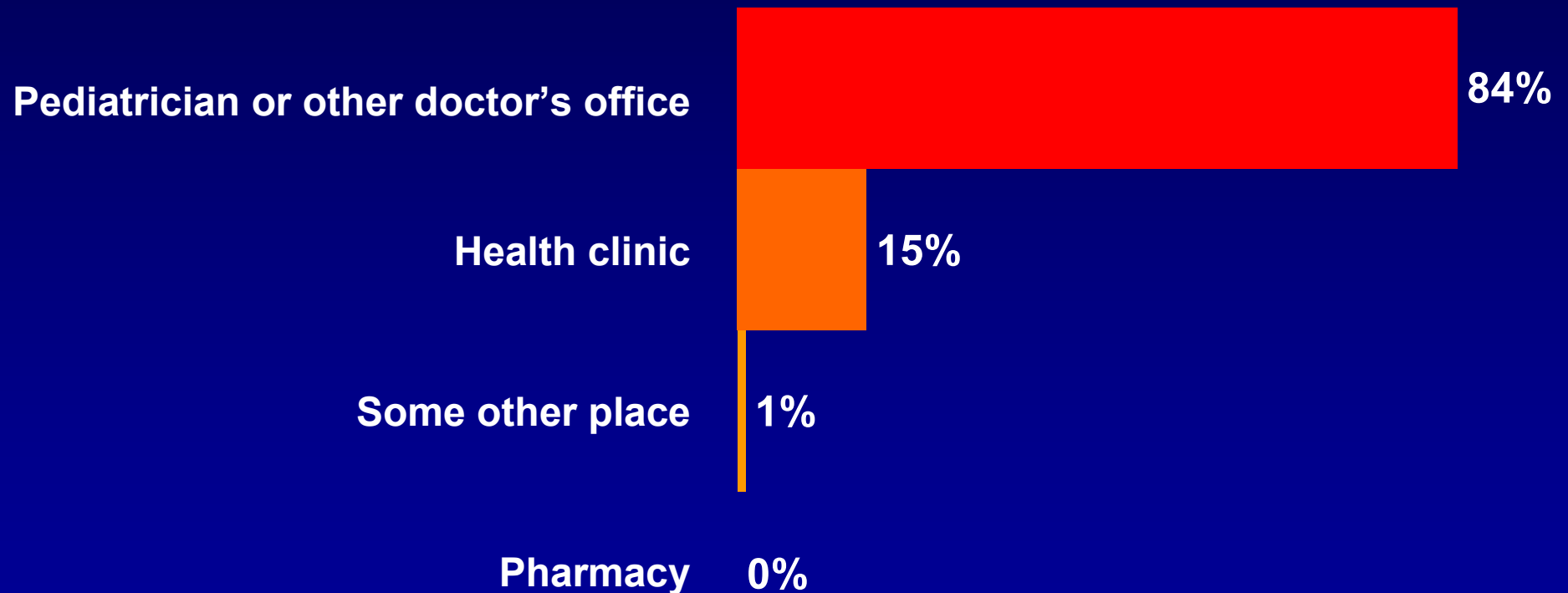
# H1N1 Vaccination for Infants

**% Among New Mothers of Infant 6 Months or Older (n= 314)**



# H1N1 Flu Vaccination Locations for Infants

% among new mothers who got the H1N1 flu vaccine for their baby\*  
saying they got the H1N1 flu vaccine for their baby at a...

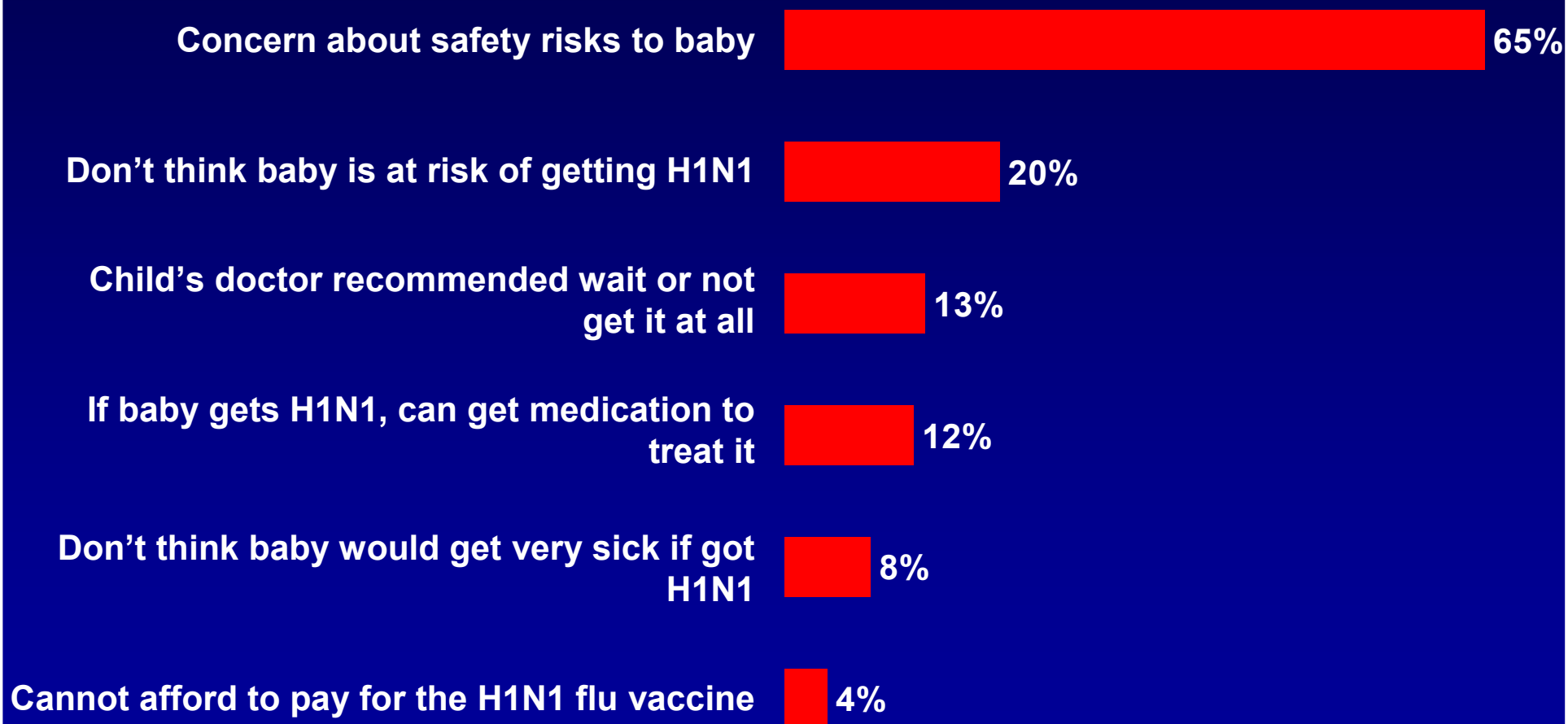


\*n = 105

Harvard Opinion Research Program, Harvard School of Public Health, January 26-February 26, 2010.

# Reasons New Mothers Will Not/Are Not Sure About Trying to Get H1N1 Vaccine for their Infants

*% of new mothers\* saying "major reason"...*



\*Among mothers of infants over 6 months old who said they will not or are not sure about trying to get the H1N1 vaccine for their baby by the end of March 2010 (n=171)

## **II. Information Sources and Messaging about the H1N1 Vaccine**

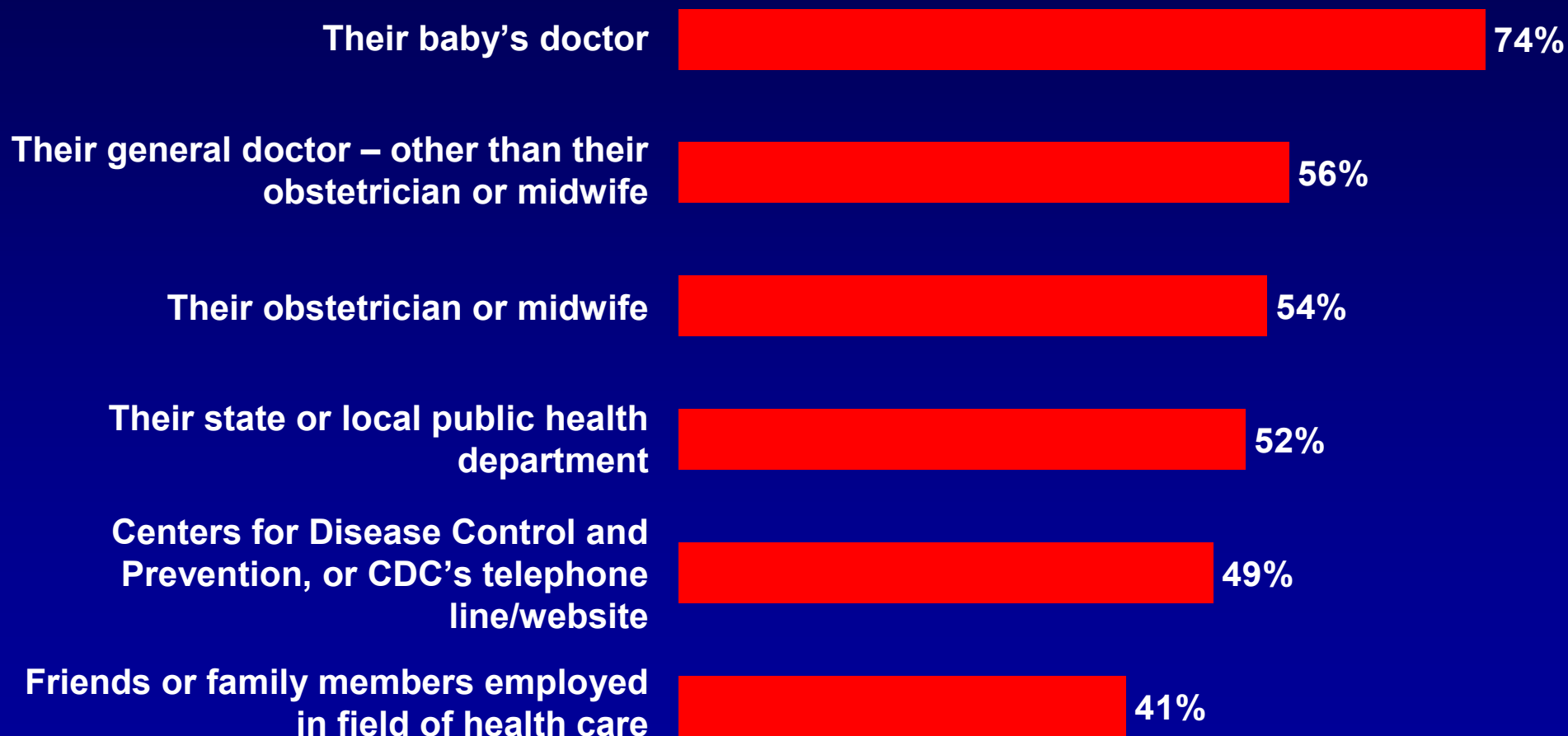
# Summary Points

- Sources of information that are most important to new mothers about keeping themselves and their baby healthy from H1N1 flu are their baby's doctor, and, to a lesser extent, their general doctor, their obstetrician or midwife, their state or local public health department, and the Centers for Disease Control and Prevention.
- One in four (25%) new mothers discussed getting the H1N1 flu vaccine while they are breastfeeding with their health care provider. Among those who discussed this with a health care provider, however, two-thirds (67%) were told that they should get it while breastfeeding.
- More than half (52%) of new mothers discussed getting the H1N1 flu vaccine for their baby with their health care provider, and three-quarters (74%) of these women were told that they should get it for their baby after she or he is 6 months old.
- Most new mothers have heard either "a lot" or "some" about the H1N1 flu vaccine.
- Most new mothers (73%) know that the current public health recommendation is for pregnant women to get the H1N1 flu vaccine.
- A third (30%) of new mothers know that getting the H1N1 flu vaccine provides protection to a pregnant woman's baby against H1N1, but 14% do not believe that this is true and a majority (55%) say they do not know if the H1N1 flu provides protection to a pregnant woman's baby against H1N1.
- Close to half (46%) of new mothers know that pregnant women are more likely than others to become seriously ill from H1N1. However, more than half of new mothers either believe that pregnant women are not more likely than others to get seriously ill from H1N1 (11%) or do not know whether pregnant women are more likely than others to get seriously ill from H1N1 (42%).
- About two-thirds (66%) of new mothers believe the H1N1 flu vaccine is safe (22% very, 44% somewhat) for children 6 months to 1 year old to take. In addition, new mothers believe the seasonal flu vaccine is safer than the H1N1 flu vaccine for children 6 months to 1 year old and, generally, for most people to take.



# New Mothers' Sources of Information about H1N1

% of new mothers\* saying the following is a "very important" source of information about keeping themselves and their baby healthy from H1N1 flu

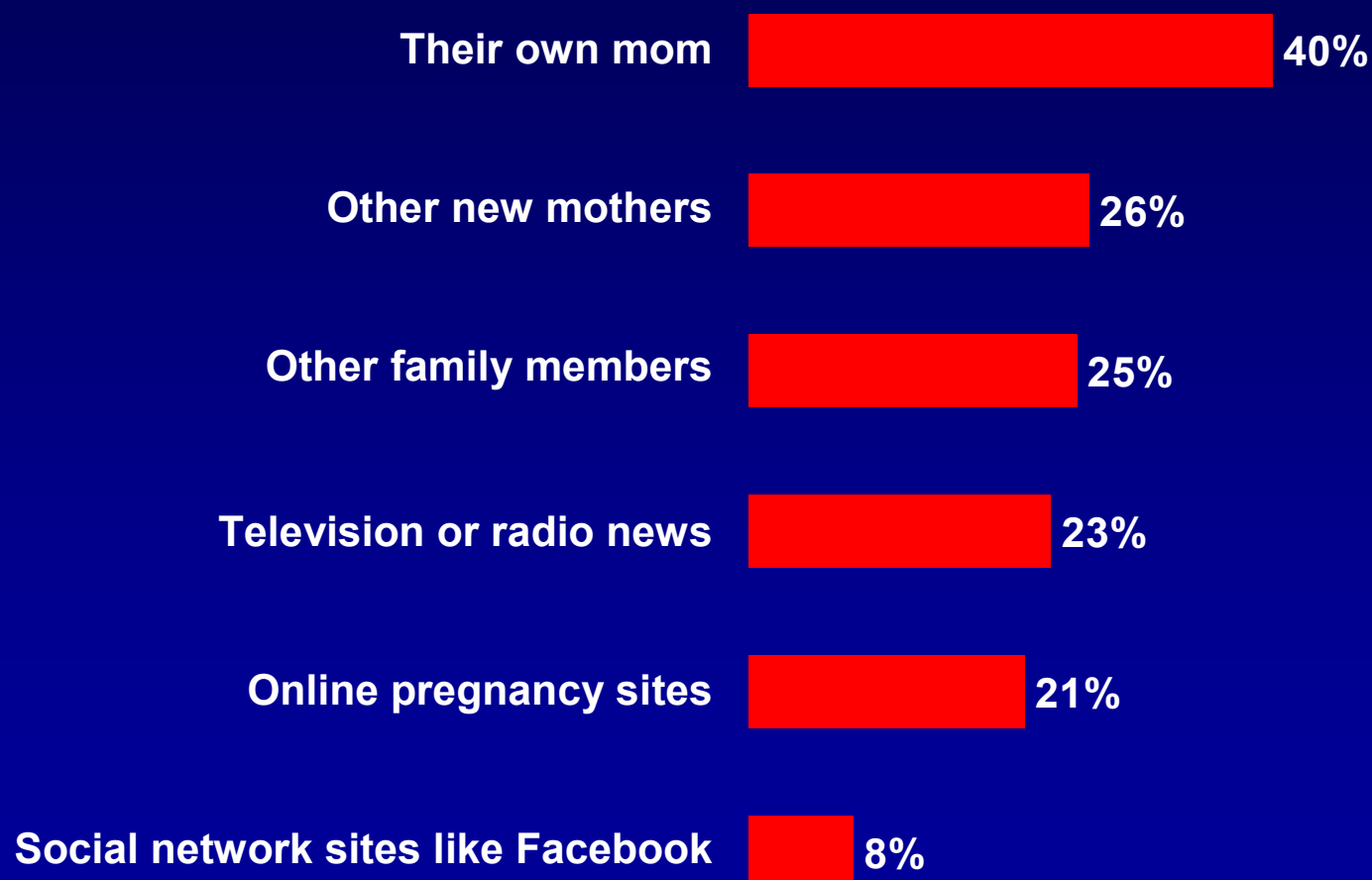


\*Split sample

Harvard Opinion Research Program, Harvard School of Public Health, January 26-February 26, 2010.

# New Mothers' Sources of Information about H1N1

% of new mothers\* saying the following is a "very important" source of information about keeping themselves and their baby healthy from H1N1 flu

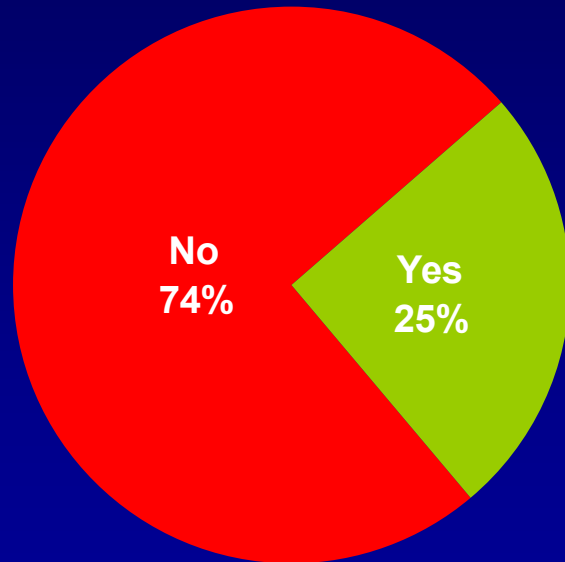


\*Split sample

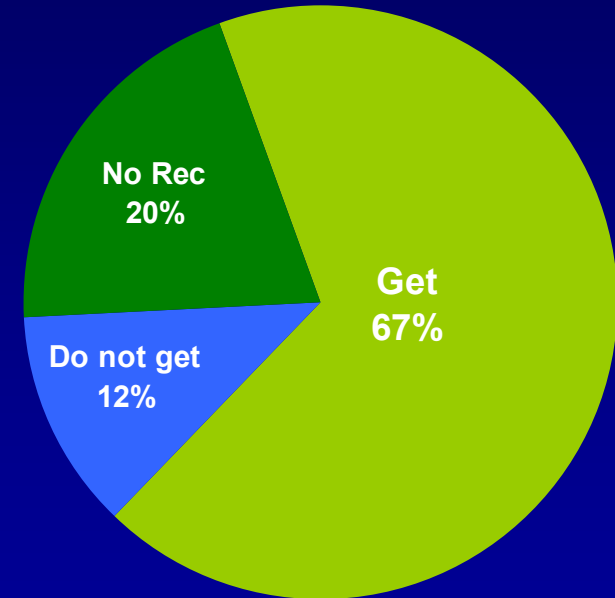
Harvard Opinion Research Program, Harvard School of Public Health, January 26-February 26, 2010.

# New Mothers' Discussions About Getting the H1N1 Vaccine While Breastfeeding with Health Care Provider

New mothers who have breastfed discussing getting the H1N1 vaccine while breastfeeding with HCP\*



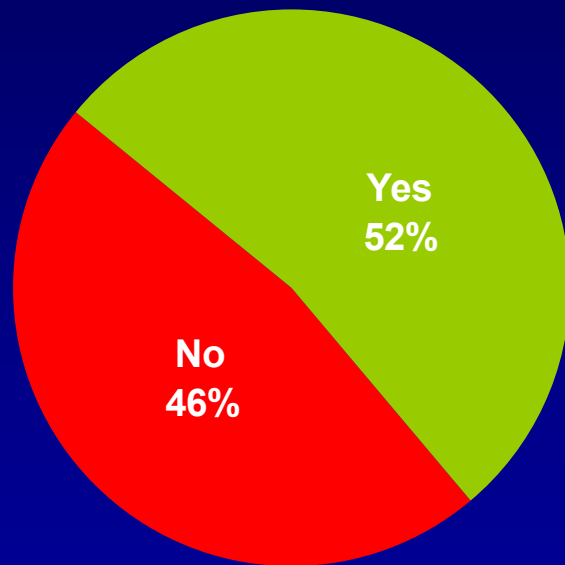
HCP Recommendation\*\*



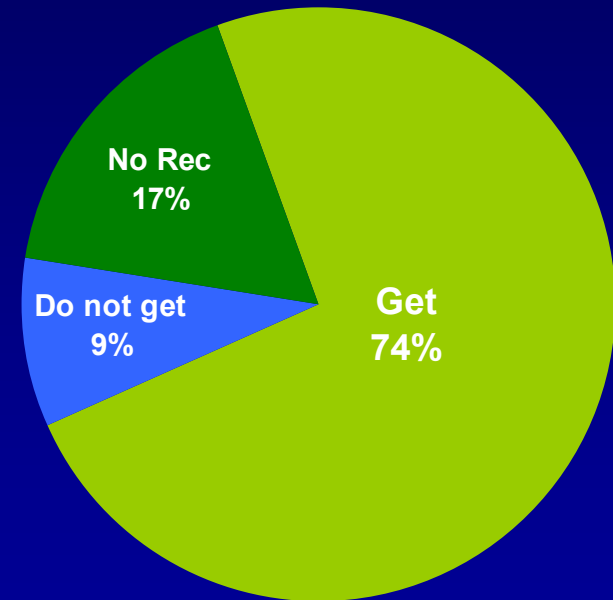
\*n=441  
\*\*n=123

# New Mothers' Discussions About Getting the H1N1 Vaccine for Child with Health Care Provider

New mothers discussing getting the H1N1 vaccine for child with HCP



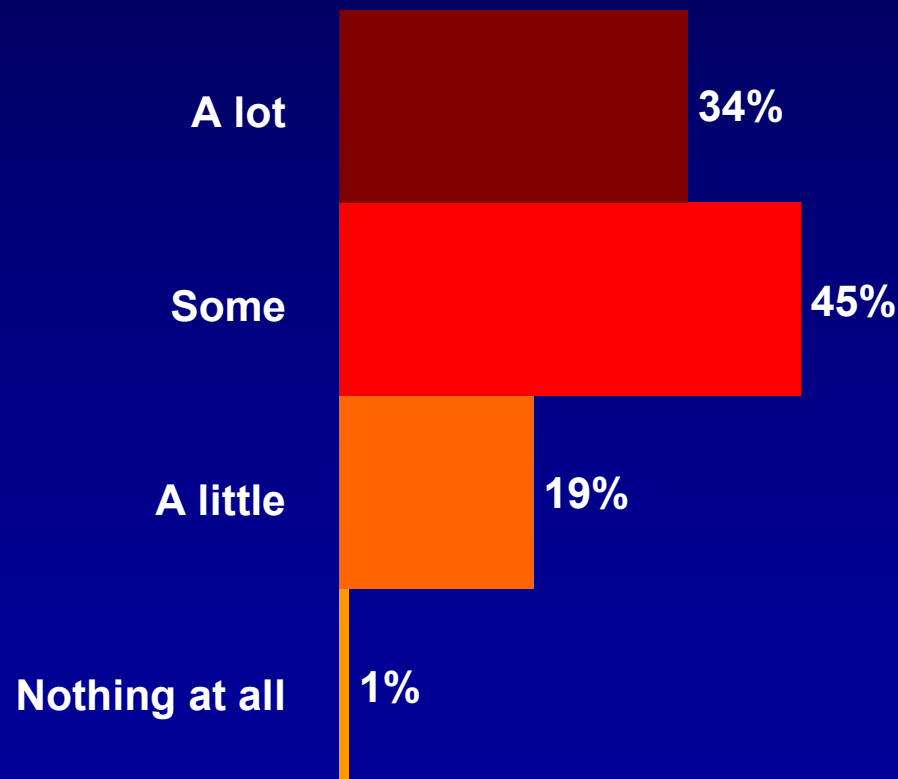
HCP Recommendation\*



\*n=271

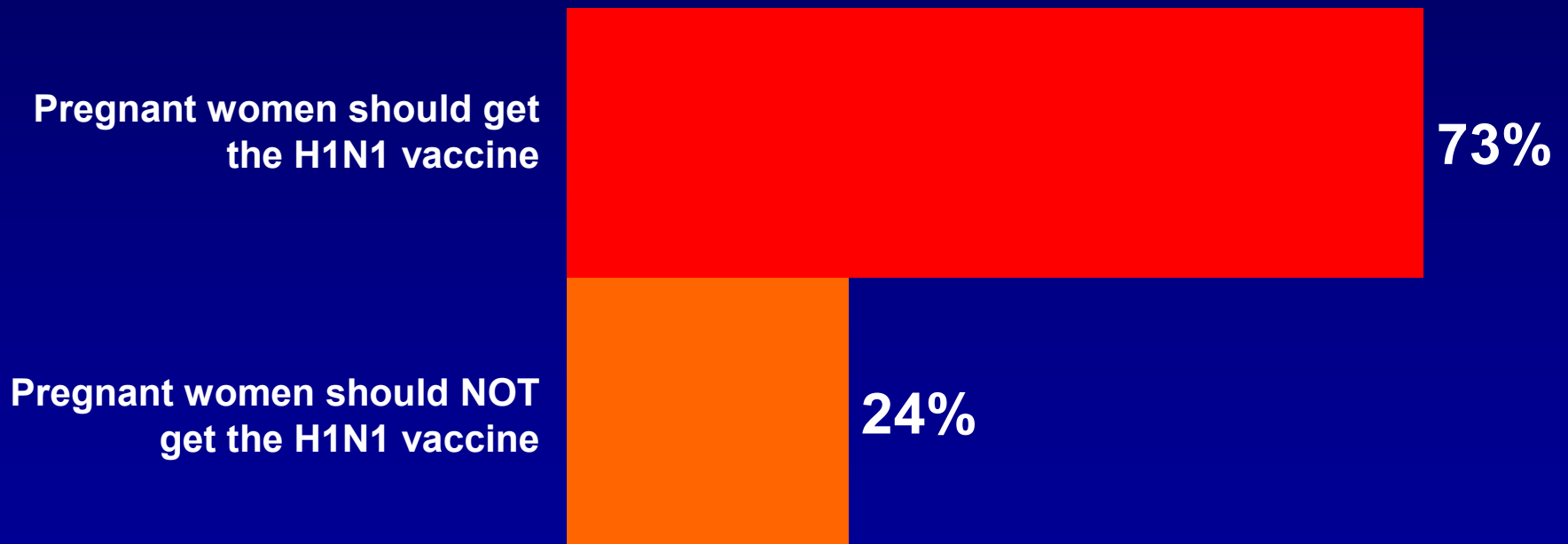
# New Mothers' Awareness of the H1N1 Flu Vaccine

% among new mothers, when asked how much they have heard about the H1N1 flu vaccine, saying they have heard...



# Awareness Among New Mothers of Current Public Health Recommendations Regarding H1N1 Vaccination for Pregnant Women

% of new mothers saying the current public health recommendation is that...



# Knowledge Among New Mothers of Benefits of H1N1 Vaccination During Pregnancy

% of new mothers saying

Getting H1N1 vaccine while pregnant provides baby with protection against H1N1



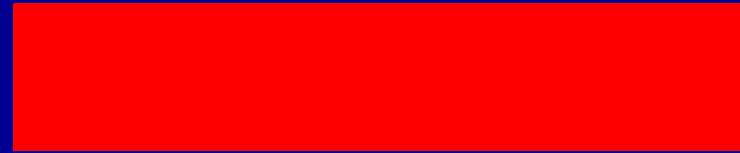
30%

Getting H1N1 vaccine while pregnant does NOT provide baby with protection against H1N1



14%

Not sure if getting H1N1 vaccine while pregnant provides baby with protection against H1N1



55%

# Assessment of Risk from H1N1: New Mothers' Knowledge as to Whether Pregnant Women are More Likely to Get Seriously Ill than Others

% of new mothers saying

Pregnant women are more likely to get seriously ill from H1N1

46%

Pregnant women are NOT more likely to get seriously ill from H1N1

11%

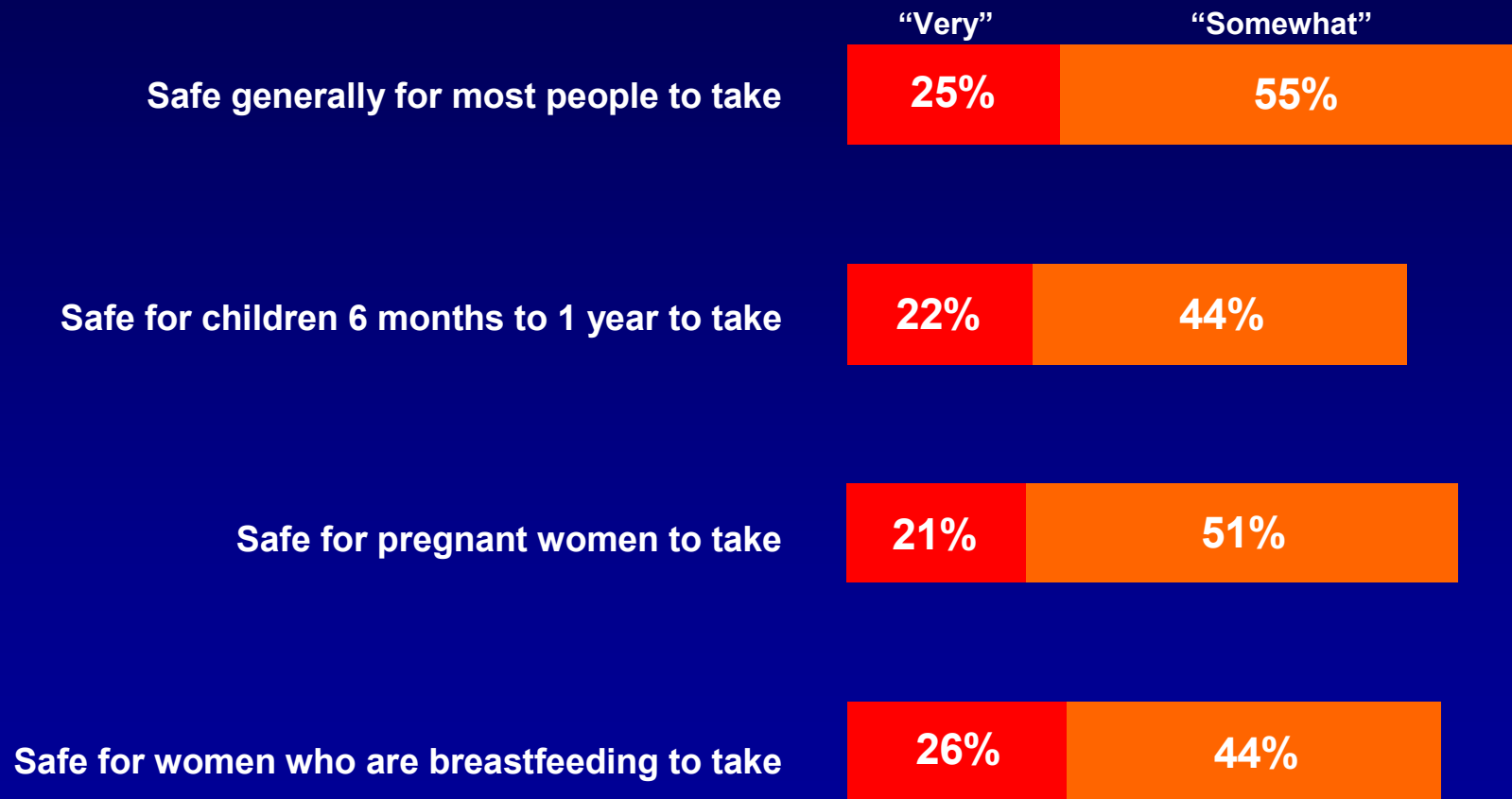
Don't know whether pregnant women are more likely to get seriously ill from H1N1

42%



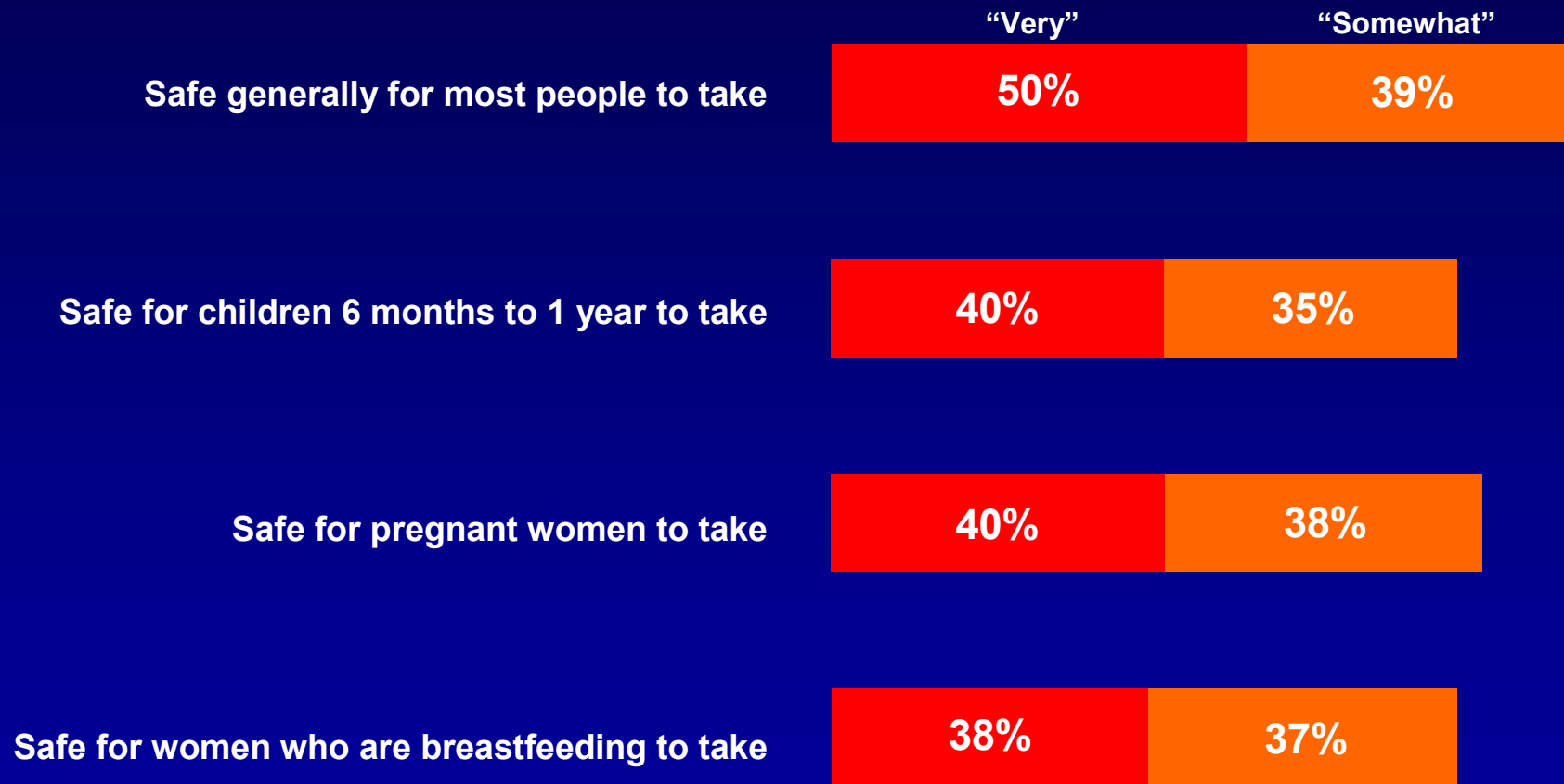
# View of New Mothers on Safety of H1N1 Flu Vaccine

% of new mothers saying the H1N1 flu vaccine is...



# View of New Mothers on Safety of Seasonal Flu Vaccine

% of new mothers saying the seasonal flu vaccine is...



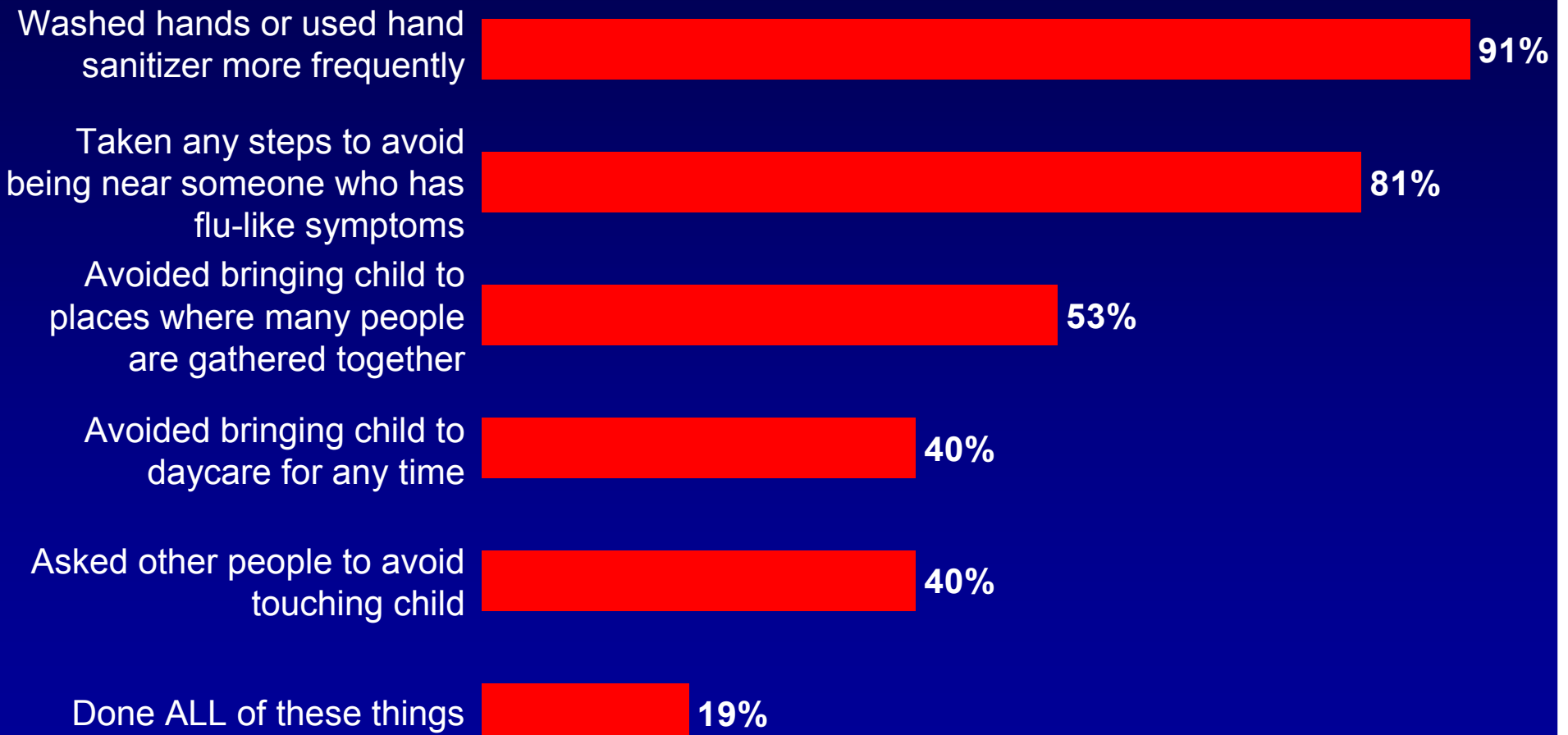
# **III. Non-Pharmaceutical Flu Prevention Behaviors**

# Summary Points

- Most new mothers say that, since their baby was born, they have washed or sanitized their hands more frequently (91%) and taken steps to avoid being near someone who has flu-like symptoms (81%) to reduce the chance that their baby would get H1N1.
- Fewer new mothers have avoided bringing their child to places where many people are gathered (53%), avoided bringing their child to daycare for any time (40%), or asked other people to avoid touching their child (40%) since their baby was born to reduce the chance that he or she would get H1N1. About one in five (19%) new mothers did ALL of the listed flu prevention behaviors.
- Most new mothers (82%) say that the H1N1 outbreak has had no impact on their consideration of breastfeeding. Only 14% of new mothers say the H1N1 outbreak has made them more likely to consider breastfeeding.

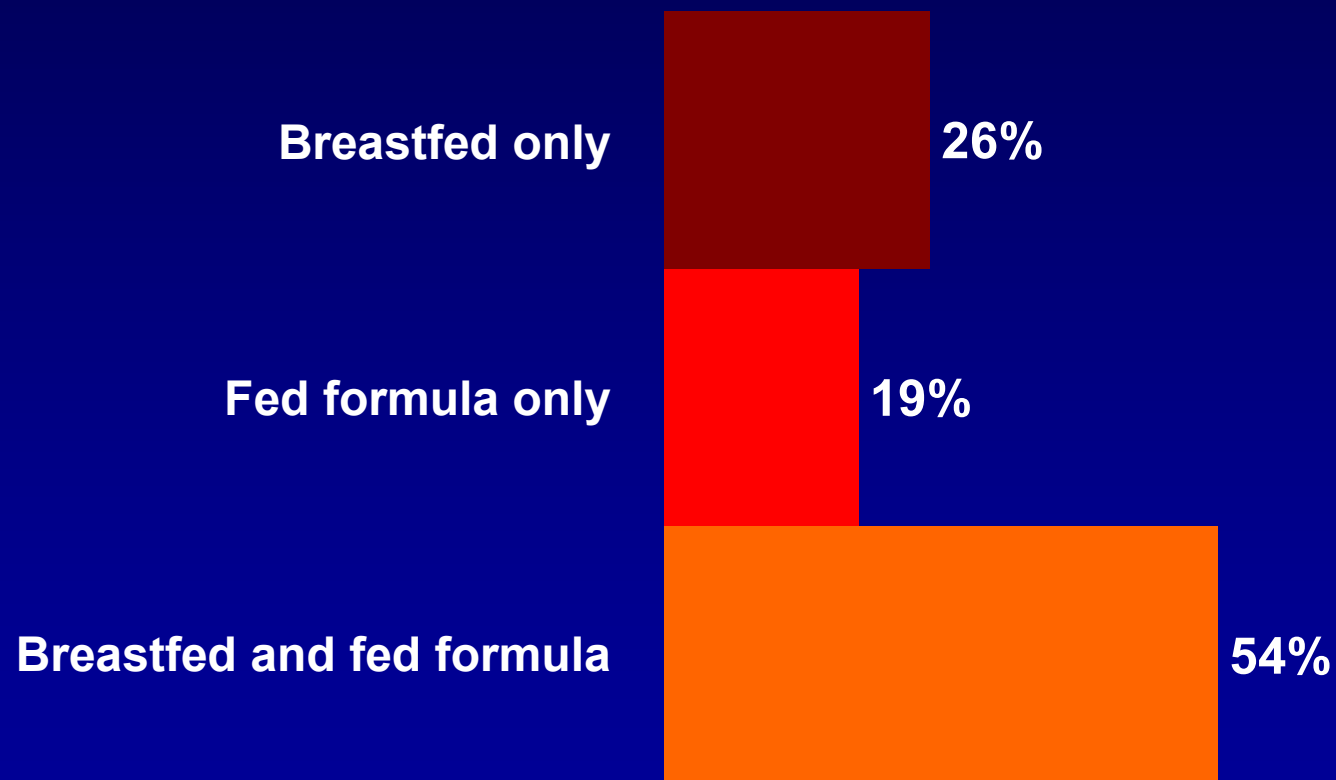
# Flu Prevention Behaviors Among New Mothers

% of new mothers saying, since their baby was born, they have done the following to reduce the chance that their baby would get H1N1



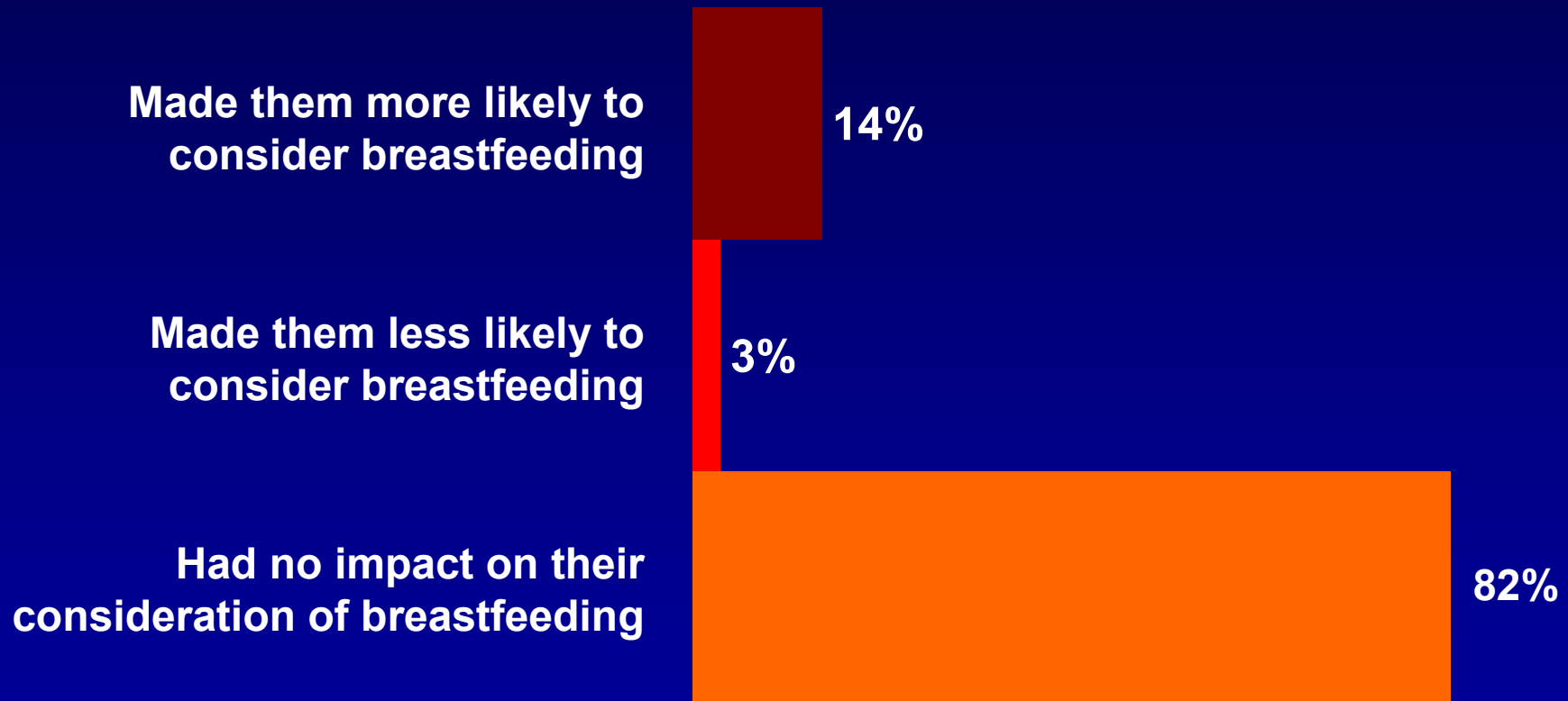
# Breastfeeding Patterns Among New Mothers

% of new mothers saying



# Effect of H1N1 Outbreak on Decision of New Mothers to Breastfeed

% of new mothers saying H1N1 outbreak has...



# **IV. Experiences with H1N1 and Treatment**

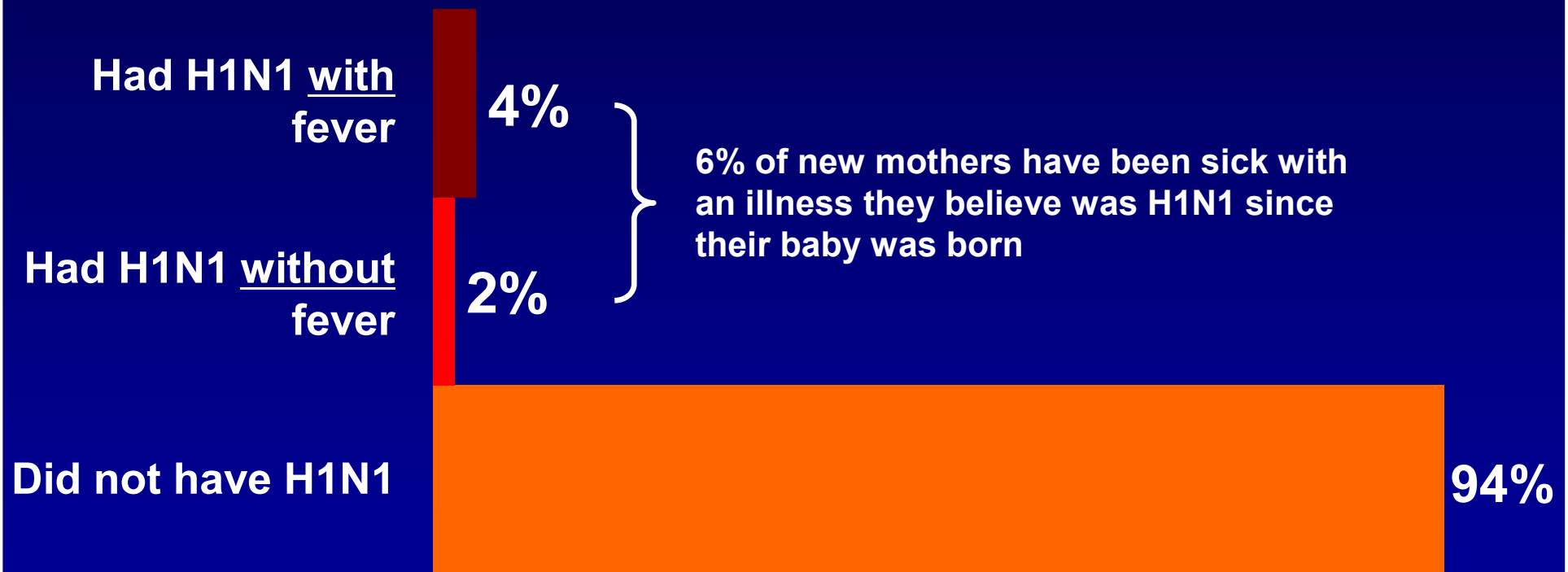


# Summary Points

- Seven percent of new mothers have been sick with an illness they believe was H1N1 since their baby was born.
- New mothers who have not been sick with H1N1 were given a hypothetical scenario in which they did become sick with H1N1 flu and were asked how they would respond:
  - Half (50%) would contact their health care provider right away when they first had flu-like symptoms.
  - However, about four in ten (41%) would contact their health care provider after a few days of having flu-like symptoms and 8% would not contact their health care provider at all.
  - If they had a fever during this time, 70% of new mothers who are currently breastfeeding and were asked this question say they would take acetaminophen to reduce their fever, while 9% would take no medicine.

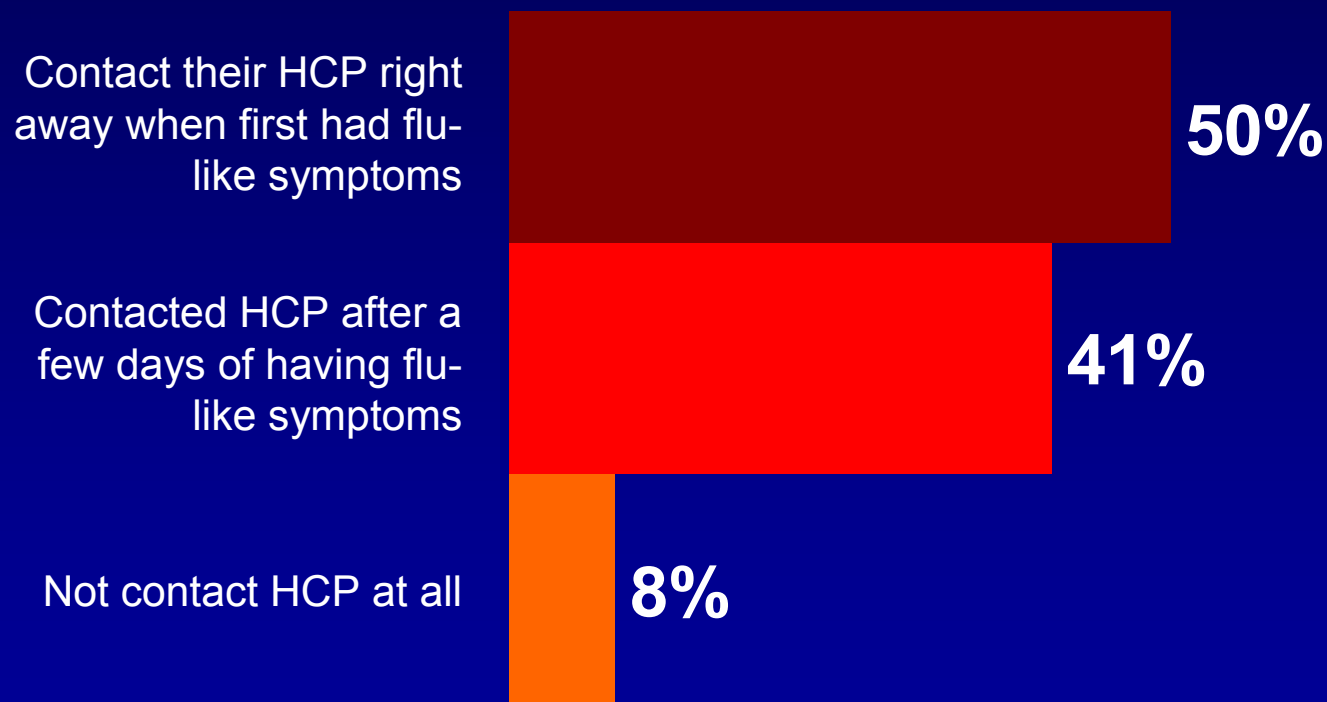
# Experience of New Mothers with H1N1: Fever

% of new mothers saying



# New Mothers and H1N1: Contacting Health Care Provider (HCP)

% of new mothers\* saying, if they got flu-like symptoms and thought it was H1N1, they would be most likely to...

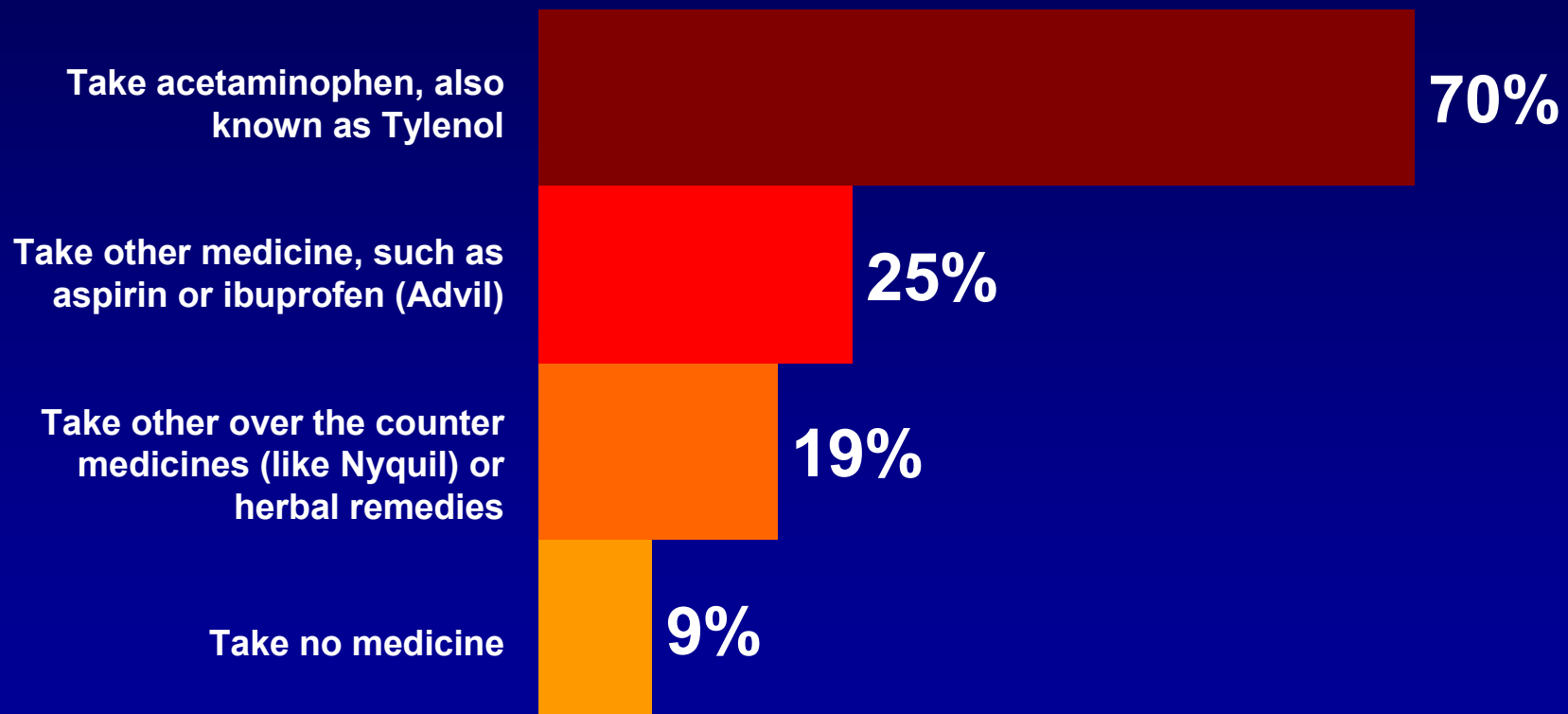


\*Among new mothers who have not had H1N1 (n=496)

Harvard Opinion Research Program, Harvard School of Public Health, January 26-February 26, 2010.

# New Mothers and H1N1 with Fever: Taking Medication While Breastfeeding

% of new mothers who are currently breastfeeding\* saying, to reduce their fever, they would...



\*Among new mothers who have not had H1N1 and are currently breastfeeding (n=205)

Harvard Opinion Research Program, Harvard School of Public Health, January 26-February 26, 2010.

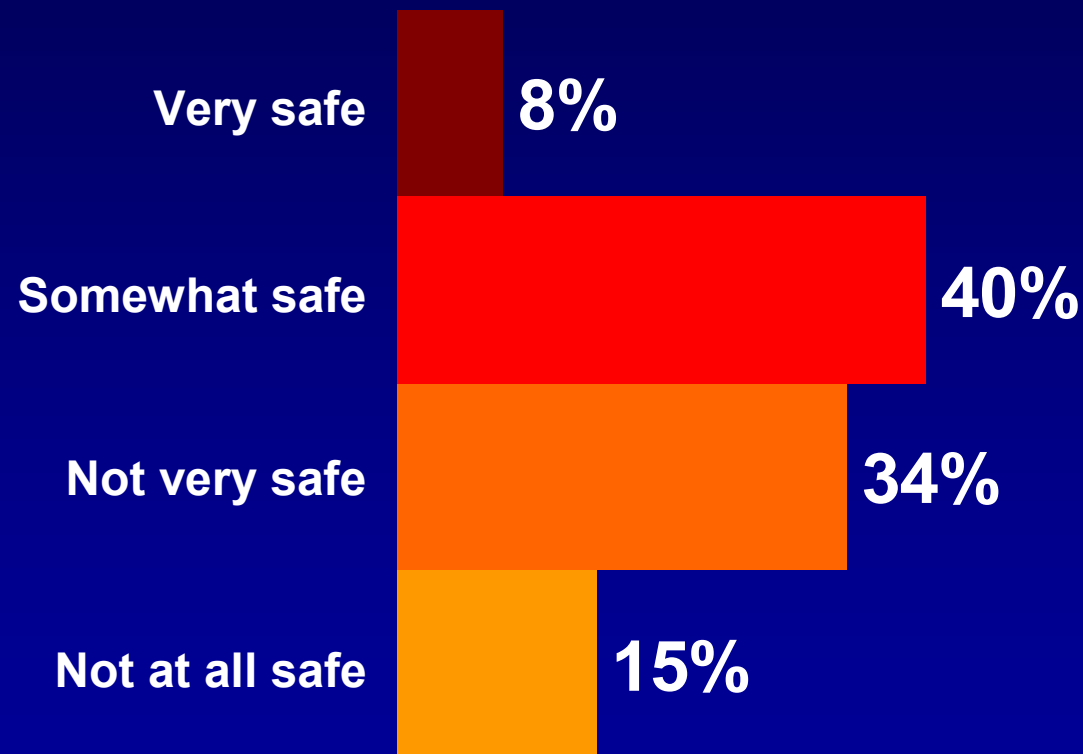
# **V. Beliefs and Behaviors Related to Antiviral Medication**

# Summary Points

- Close to half (48%) of new mothers believe that antiviral medication is either “very” (8%) or “somewhat safe” (40%) for pregnant women who are sick with H1N1. Also, the same percentage (48%) of new mothers view antiviral medication as safe (7% very, 41% somewhat) for women who are breastfeeding and sick with H1N1.
- When new mothers who have not been sick with H1N1 were asked about a hypothetical scenario in which they did become sick with H1N1:
  - 88% say they would take antiviral medication if their health care provider recommended that they do so. However, one in ten (11%) say they would not take antiviral medication, even if their health care provider recommended it.
  - Among new mothers who are currently breastfeeding and were asked this question, 87% say they would take antiviral medication if their health care provider recommended it, and 13% say they would not do so.

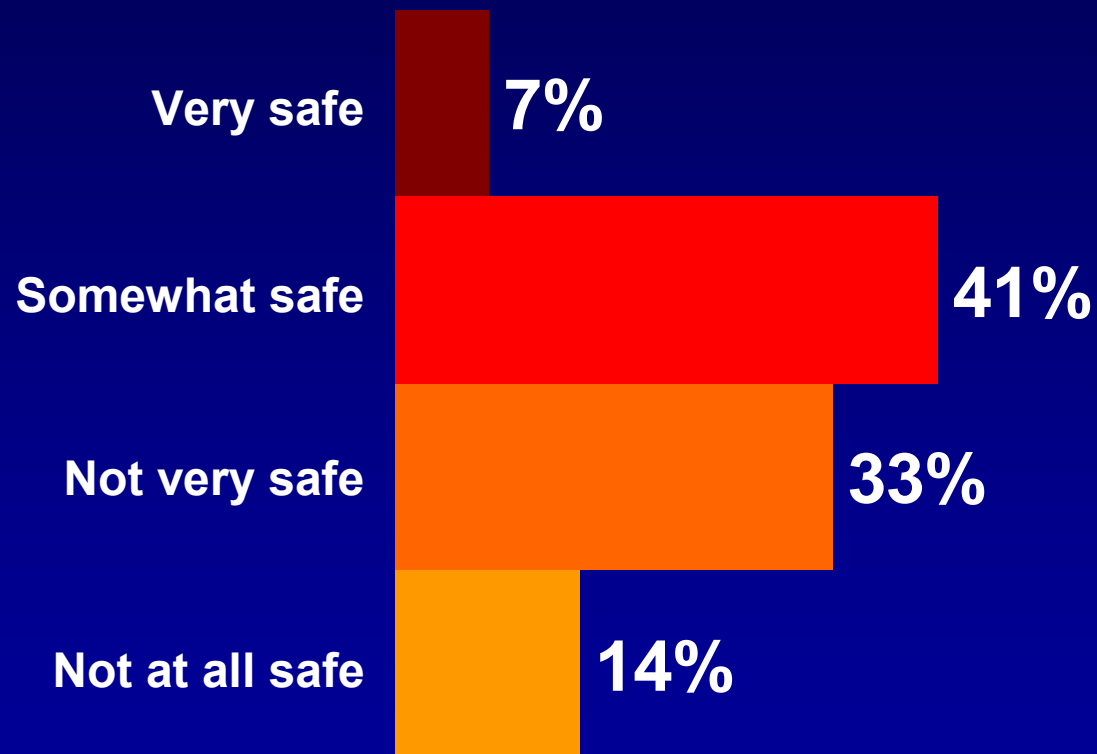
# Views of New Mothers on Safety of Antivirals: For Pregnant Women Sick with H1N1

% of new mothers saying



# Views of New Mothers on Safety of Antivirals: For Women Who are Breastfeeding and Sick with H1N1

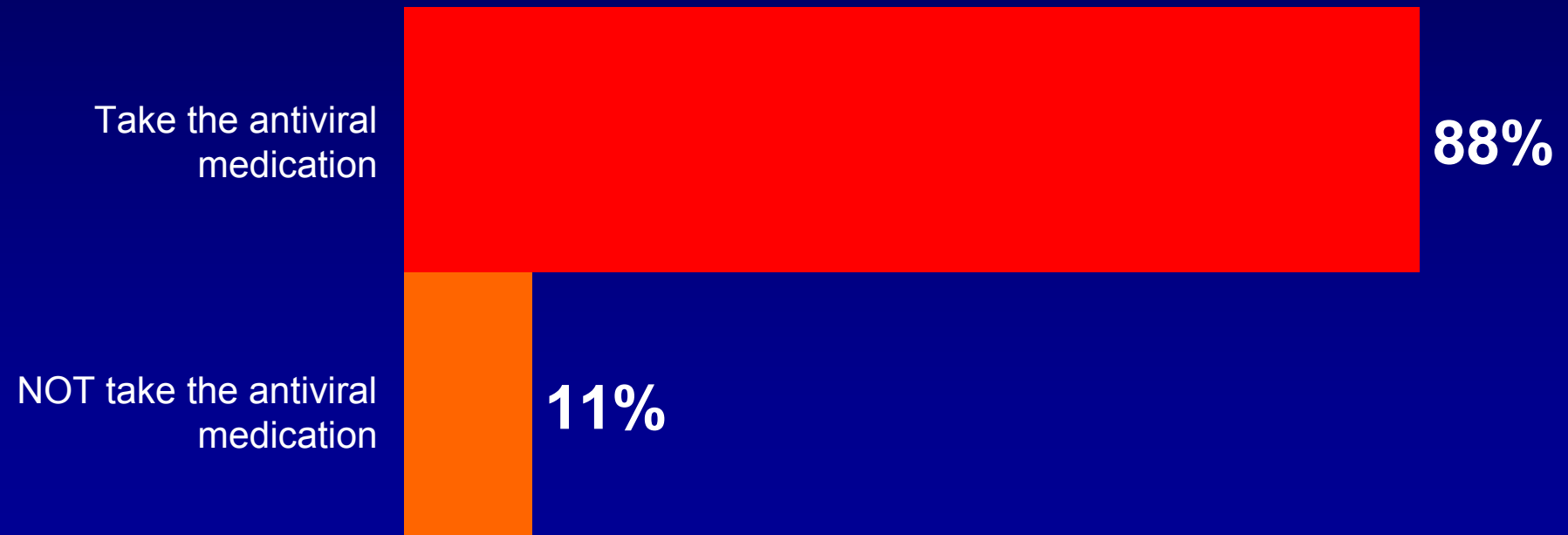
% of new mothers saying





# New Mothers and H1N1: Taking Antiviral Medication Upon Recommendation of Health Care Provider

% of new mothers\* saying, if their health care provider recommended that they take antiviral medication while sick with H1N1, they would...

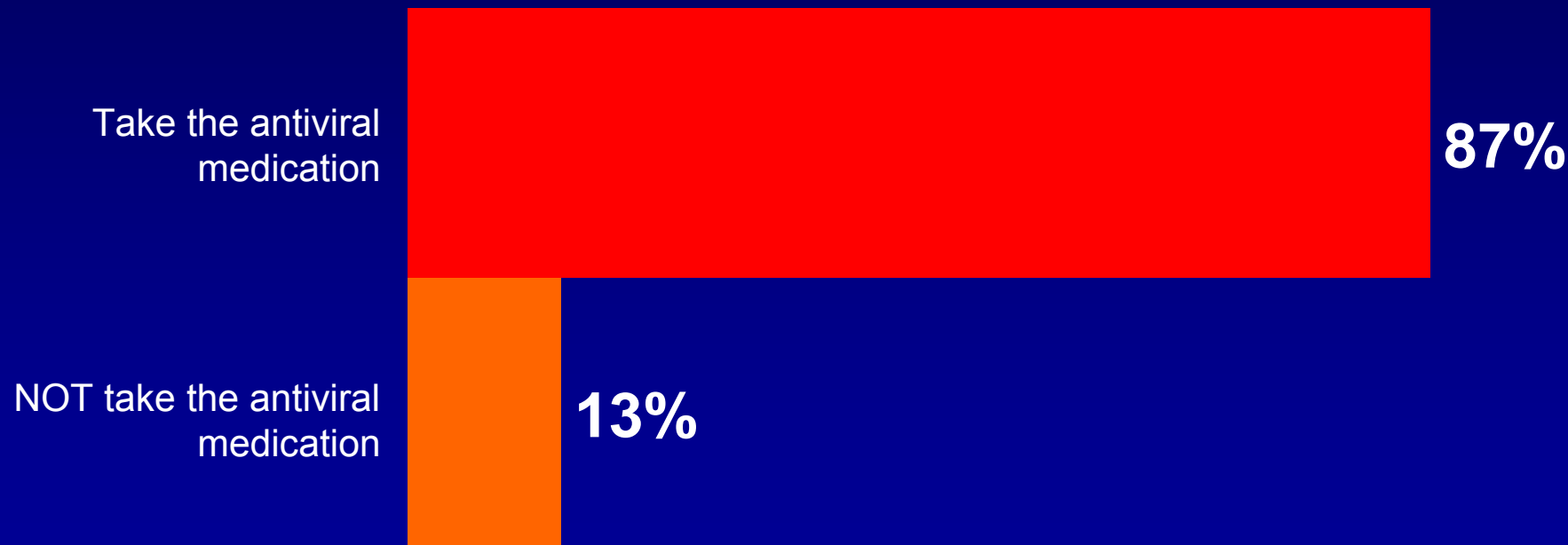


\*Among new mothers who have not had H1N1 (n=496)

Harvard Opinion Research Program, Harvard School of Public Health, January 26-February 26, 2010.

# Breastfeeding New Mothers and H1N1: Taking Antiviral Medication Upon Recommendation of Health Care Provider

% of new mothers who are currently breastfeeding\* saying, if their health care provider recommended that they take antiviral medication while sick with H1N1, they would...



\*Among new mothers who have not had H1N1 and are currently breastfeeding (n=202)

Harvard Opinion Research Program, Harvard School of Public Health, January 26-February 26, 2010.

# Methods Summary

- Representative online poll of women with an infant under the age of one (“new mothers”)
  - Interviews collected among a representative national sample of women aged 18 to 50 on Knowledge Network’s KnowledgePanel<sup>SM</sup> and then identified as being a new mother, and also among an email opt-in panel of pre-identified new mothers
- 526 new mothers in total; the margin of error is +/- 6.6% for new mothers at the 95% confidence level
- Conducted January 26-February 26, 2010
- Two weighting strategies: Knowledge Networks panelist data weighted to U.S. Census and population benchmarks specifically for new mothers were developed from Knowledge Networks panelists who responded to the survey
  - Data were ultimately weighted by: age of mother and infant, race/ethnicity, geographic region, metropolitan status, income, education, and primary language proficiency among Hispanics
- This poll was conducted in parallel with a poll of pregnant women