



*****MEDIA ALERT*****

PHOTO AND INTERVIEW OPPORTUNITY

10am Saturday 7 November 2015

Sydney Pregnancy & Baby Expo, Sydney Showground Exhibition Centre

Have you had your #BabyBumpJab?

– National launch of campaign to have more pregnant women getting their whooping cough booster vaccine.

The Parenthood together with Catherine Hughes and the *Light for Riley* campaign are today launching their national #BabyBumpJab campaign to encourage pregnant women to share selfies with friends and family on social media when they've had their third trimester whooping cough booster vaccine to help encourage others to do the same.

Health experts recommend that pregnant women receive a whooping cough vaccine booster during their third trimester of each pregnancy to help protect themselves and their baby from whooping cough until their newborn is old enough to get the vaccine.

Executive Director of The Parenthood Jo Briskey said she was proud to be working with Catherine Hughes and Light for Riley to help raise awareness and increase the number of mums getting their baby bump jab.

“Although it has been shown to be effective in reducing the risk of whooping cough in babies, not many mums know or realise and so many aren't getting the booster when they should,” Ms. Briskey said.

“For example in Queensland it is estimated in the last year only about 25 per cent of pregnant women got their free booster shot

“And disappointingly the data on the number of pregnant women receiving their whooping cough booster is unavailable in New South Wales, Victoria and South Australia.

“With whooping cough cases on the rise – a 250 per cent increase in the last year in New South Wales alone – we need to be doing more to help protect ourselves and others against this deadly disease.

“Tragically, for babies who are too young to be vaccinated death is a very real possibility.”

Catherine Hughes has experienced first hand the devastating effect of whooping cough having lost her son Riley to the disease just six months ago – Riley was too young to be vaccinated.

“We are launching the #BabyBumpJab campaign because many pregnant mums aren’t aware that the best way to protect their babies from whooping cough is to have a vaccination in each pregnancy.” Ms. Hughes said

“Studies show that having the whooping cough vaccine during pregnancy is safe and reduces the chance of your baby contracting whooping cough by about 90 per cent.

“I can't change what happened to our baby son Riley, but hopefully I can help to raise awareness about the importance of having a #BabyBumpJab and protect other babies and families.

“Sadly, whooping cough is not under control in Australia and we are seeing many outbreaks. Please share a selfie with the hashtag #BabyBumpJab when you've had yours done, to help us ensure no other mum misses out on this opportunity to protect their baby.”

Jo Briskey and Catherine Hughes will be at the Sydney Pregnancy and Baby Expo this morning to kick start the campaign encouraging pregnant women to get their whooping cough booster and take a #BabyBumpJab selfie to share and encourage their friends and family to do the same.

END

Media Contact: 0423 262 449

Details of #BabyBumpJab launch –

When: 10am AEDT Saturday 7 November 2015

Where: Sydney Pregnancy and Baby Expo, Light for Riley Stand – F13
Exhibition Hall 3, Sydney Showground Exhibition Centre, Sydney Olympic
Park

Catherine Hughes from the Light for Riley Campaign and the Executive
Director of The Parenthood Jo Briskey will be available for interview.

For more information or to get involved in the campaign
visit www.theparenthood.org.au