# RSV Ready Social Media Toolkit

*RSV protection belongs in the conversation before the baby arrives.*




## What Is RSV?

Respiratory syncytial virus,or RSV, is a common respiratory virus that can spread from person to person. For many people, RSV causes symptoms similar to a cold. But **infants and young children can develop more serious illnesses**, including breathing problems that may require medical care.

**NMQF's RSV Health Equity Action** work focuses on improving awareness and access to RSV protection, particularly among communities that have experienced disparities in RSV outcomes and access to care.

### What can RSV mean for a new family?

RSV isn't just a health conversation — it can affect the whole household.

**HEALTH**

A baby with serious RSV illness may need additional medical attention or hospitalization.

**TIME**

Visits, caring for a sick baby, or a hospital stay can disrupt work, childcare and routines.

**FINANCIAL**

Unexpected medical care, missed work and transportation can add costs for families.

**EMOTIONAL**

When a newborn gets sick, parents and caregivers may feel worry, stress and uncertainty.

Preparation can start before baby arrives.
**Talk with your OB/GYN and your baby's pediatrician about RSV before delivery.**