

# 2016 Annual Report of Activities

Protecting Children, Families, and Communities Against the Flu



FAMILIES  
FIGHTING FLU, INC.



The mission of Families Fighting Flu is to save lives and reduce hospitalizations by protecting all children and their families against influenza.

## President's Message



Richard Kanowitz  
President

It is my pleasure to bring you the Families Fighting Flu 2016 Annual Report of Activities.

Families Fighting Flu continued to evolve in 2016, including the addition of a new Chief Operating Officer, Serese Marotta, to our organization. Serese has been part of the FFF family since 2010 and she brings her passion, dedication, and vision to this new role. FFF continued its collaborative work with the Centers for Disease Control and Prevention, the National Association of School Nurses, and the National Foundation for Infectious Diseases, and formed new partnerships with the National Association of Pediatric Nurse Practitioners and Healthy Women.

Thanks to our corporate sponsors and donors, we were able to reach millions of people with our national awareness campaign, *Stay in the Game*<sup>™</sup>, and our *Keep Flu out of School* program was also a continued success. As always, we welcome your feedback, ideas, and participation in our work; please feel free to contact us!

As a leader and co-founder of FFF, and on behalf of our Board of Directors, thank you for your support of FFF as we continue to educate, advocate, and save lives. We look forward to a strong 2017!

Sincerely,

Richard Kanowitz

## Educational Programs

### Stay in the Game<sup>™</sup>



Our multi-year national public education campaign, *Stay in the Game*, continues to reach millions of people through multiple communication channels including traditional (broadcast and print), social, and digital media. FFF maintains a strong presence on Facebook and Twitter with our key messages illustrating the seriousness of influenza

and the importance of annual vaccination. Paid social media campaigns garnered over 730,000 impressions!

A new infographic communicates how families can stay healthy during flu season by knowing some flu facts, practicing healthy habits, and most importantly, having a game plan that includes annual flu vaccination for the entire family. This new infographic was featured in a full-page ad in the Media Planet insert of USA Today, reaching more than 750,000 readers in major markets including New York, Los Angeles, Seattle, and Boston. Additionally, a September 2016 press release with campaign messaging reached an audience of 12.5 million people.

To further elevate FFF's *Stay in the Game* messaging, a new Public Service Announcement (PSA) called "Play It Safe" was created and shared on social and digital media, including our website and YouTube channel. This PSA reminds people that annual flu vaccination is our best preventative measure in the fight against influenza.



### Keep Flu out of School (KFOS)

Year 4 of our five-year, cooperative agreement with the Centers for Disease Control and Prevention (CDC), the National Association of School Nurses (NASN), and the National Foundation for Infectious Diseases – Childhood Influenza Immunization Coalition (NFID) has been a continued success in elevating flu prevention efforts amongst elementary-aged school children, their parents, and teachers. Year 4 focused on schools in Springfield, Missouri and Milton, Florida, with more than 2,000 students in 105 classrooms. FFF distributed over 26,000 pieces of educational materials in both English and Spanish to these schools, including flyers featuring flu facts and family stories, Grades K-2 and Grades 3-5 student worksheets and associated user's guides, bookmarks, and family testimonial DVDs. FFF also participated in a NASN Radio podcast entitled "Three Tools You Can Use to Keep the Flu Out of Your School" that garnered significant downloads and engagement on social media channels. Many of our educational materials are available for download or ordering on FFF's website. Feel free to check them out and share with your local schools!



### Healthcare Provider Toolkit



As part of our *Stay in the Game* program, FFF partnered with the National Association of Pediatric Nurse Practitioners (NAPNAP) and Healthy Women for a new collaboration called DO YOU KNOW the Flu? designed to elevate awareness about influenza and provide customized educational resources for healthcare professionals and families. Toolkit elements developed to date include a new infographic and flu fact sheet, both of which are available on our website. An in-office educational brochure and conversation road map for HCPs were also designed as additional elements for the toolkit.

## 2016 Annual Fund

The following is a list of \$250+ donors to our unrestricted 2016 annual operating fund. To view all donors, please visit our website at [www.familiesfightingflu.org](http://www.familiesfightingflu.org).

### Visionaries (\$5,000)

Richard and Alissa Kanowitz

### Pacesetters (\$2,000-4,999)

Fraternal Order of Eagles, Alva Aerie #871  
Jennifer K. Pool and Christopher Miller

### Challengers (\$1,000-1,999)

Moran Eisenberger  
Kenniss and Joan Mann:  
Kendra's Legacy Foundation  
Gary and Doris Stein

### Sustainers (\$500-999)

Joe and Jennifer Lastinger  
Joe and Serese Marotta  
Michael and Deborah Warsaw  
Deborah Wexler

### Supporters (\$250-499)

American Academy of Pediatrics (Illinois Chapter)  
Cargile Family  
Dr. Matthew and Nancy Cory  
William M. Culhane  
William Gladstone  
Margaret Harbour  
Bruce Gordon Kettner  
Jeffrey J. Klein  
Jill Shampine

## Thank You to Our 2016 Corporate & Government Sponsors:

AstraZeneca Pharmaceuticals  
Centers for Disease Control and Prevention (CDC)  
Charity Golf International LLC  
Optimty Advisors  
Sanofi Pasteur, U.S.  
Seqirus Inc.  
AmazonSmile Foundation  
GoodShop

*\*Note: FFF does not advocate on behalf of any flu vaccine manufacturer or endorse any specific flu vaccine.*

## Outreach

**Media Interviews.** In 2016, FFF continued to be a go-to resource for the media. Our COO, Serese Marotta, and her family were featured in a national broadcast on NBC Nightly News with Lester Holt on September 29, 2016 (<http://www.nbcnews.com/nightly-news/video/new-flu-shot-requirement-has-officials-worried-children-won-t-vaccinate-776090179699>). This broadcast was shared on 40+ NBC Affiliate stations and spawned national and international online publications (e.g., Today.com, Good Housekeeping, Cosmo), reaching an estimated audience of 86 million people!

One of our medical advisors, Dr. Flor Munoz, participated in a TV interview featured on Primera Edición on November 29, 2016, reaching Spanish-speaking populations in Houston, Dallas, and San Antonio (<http://www.univision.com/houston/kxln/noticias/influenza/es-efectiva-la-vacuna-contra-la-influenza-para-prevenir-la-gripe-en-la-temporada-de-invierno-video>).

In October 2016, a Media Planet insert in USA Today featured Joseph Marotta's story, reaching 750,000 potential readers in New York, Los Angeles, Seattle, and Boston (<http://www.futureofpersonalhealth.com/advocacy/a-tragic-loss-and-a-call-for-greater-flu-awareness>).

**Advocate Engagements.** FFF advocates Joe Lastinger, Shelle Allen, and Jennifer Miller shared their personal stories live at several conferences across the country, including Texas, Pennsylvania, Illinois, and New York. In addition, numerous other FFF advocates shared their personal stories on social and digital media.

**Promotional Materials.** Thousands of educational materials including posters, brochures, postcards, flyers, bookmarks, stickers, magnets, and educational worksheets were distributed across the country through FFF's Resources Center (<https://www.familiesfightingflu.org/resources/flu-materials/>) and <https://www.familiesfightingflu.org/stay-in-the-game/>) and CDC's National Immunization Conference in September 2016.

## About Families Fighting Flu

The mission of Families Fighting Flu is to save lives and reduce hospitalizations by protecting all children and their families against influenza. Families Fighting Flu was founded in 2004 by families whose children had died or suffered serious medical complications from influenza. In honor of our children, we work tirelessly to increase awareness about the seriousness of the disease and reduce the number of deaths and hospitalizations caused by the flu by increasing annual vaccination rates. FFF develops educational and outreach materials and works in collaboration with community partners to increase annual flu vaccination rates for children and their families. Our supporters include advocates and healthcare professionals dedicated to flu awareness and prevention. To learn more about FFF, visit [www.familiesfightingflu.org](http://www.familiesfightingflu.org).

### Board of Directors

Richard Kanowitz, President  
Gary Stein, Treasurer  
Shelle Allen, Secretary  
Alissa Kanowitz  
Joe Lastinger  
Joan Mann  
Joe Marotta  
Jennifer Pool Miller  
Julie Moise  
Doris Stein

### Chief Operating Officer

Serese Marotta, B.Sc.

### Medical Advisors

Jon Abramson, M.D.  
Chris Ambrose, M.D.  
Kevin Ault, M.D.  
Matthew Cory, M.D.  
Andrew Eisenberg, M.D.  
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Dawn Tomac, BSN, RN, CIC

## Ways to Help Us Save Lives

**Planned Gifts:** Please consider FFF in your estate plans. Any planned gift such as a Will, IRA, or Life Insurance Policy ensures our good work.

**Gift of Appreciated Property:** FFF welcomes gifts of appreciated property, including stock.

**Cash donations** may be made online at [www.familiesfightingflu.org](http://www.familiesfightingflu.org) and clicking on DONATE NOW. Credit cards and recurring contributions are welcome! You may also send a check to the mailing address below.

**Shop Online!** Open accounts with AmazonSmile, GoodShop, or Giving Assistant and choose FFF as your cause.

Families Fighting Flu is a 501(c)(3) nonprofit organization and is 100% dependent on charitable contributions.

Contributions are deductible for federal income, estate and gift tax purposes.

## Financial Report



Gary Stein  
Treasurer

We are pleased to report that 2016 was another strong year for FFF, with individual contributions over \$22,000 and corporate and government grants of \$197,780. We continue to focus on our development plan in an effort to increase our funding base at the community, state, and national levels. We are deeply grateful for our donors, corporate sponsors, and collaborative partners whose generosity supports our crucial, life-saving efforts.

FFF continues to maintain an annual positive cash flow and net income. FFF operates responsibly, with six months of operating capital available in conservative funds. We strive to allocate at least 80% of our funds to program-related expenses. FFF's complete financial report is available for review on our Form 990 at [www.guidestar.org](http://www.guidestar.org).