



## Winter 2020/2021 eNewsletter



### Message from our Chief Operating Officer

Thankfully it has been a relatively mild flu season thus far, likely due to mitigation measures for the COVID-19 pandemic such as masking, social distancing, and school closures. Despite the lower than usual flu activity across the U.S., it's imperative that we keep flu awareness top of mind for folks. To that end, here at Families Fighting Flu we've continued our advocacy efforts this season through our Flu Champions program and new programs like 2 Protects 2, which focuses on maternal immunization for flu and whooping cough.

Preliminary data from the Centers for Disease Control and Prevention indicate that overall, flu vaccination rates this season are relatively comparable to last season. But that doesn't mean we can let our guard down as we start to shift our attention to the upcoming 2021-2022 season. Check out our available resources below and as always, reach out to us with your ideas and feedback as we welcome your involvement! Wishing you all health and happiness as we anxiously await the spring season.

*Serese A. Marotta*

### Flu Champions In Action

Despite the challenges of advocating in virtual and socially distanced environments, our Flu Champions are making a difference in their communities by helping to ensure that people are protected from flu during the COVID-19 pandemic. To date, our over 180 Flu Champions have:

- Distributed **over 62,000 pieces** of educational and promotional materials in their communities
- Shared **170 Flu Champion toolkits** in schools, workplaces, outdoor sports activities, health departments, and flu vaccination clinics across the U.S.

To accommodate our Flu Champions who are advocating in a virtual environment, we also:

- Updated 10+ pieces of our [digital educational materials](#)
- Translated 11 of our most popular [educational materials into Spanish](#) for immediate download



## New 2 Protects 2 Maternal Immunization Program

Our **2 Protects 2 program** was launched in December 2020 as a partnership between Families Fighting Flu and the Partnership for Maternal and Child Health of Northern New Jersey. The program aims to increase public awareness about the importance of influenza (flu) and pertussis (whooping cough) vaccinations for pregnant women, especially among African American and Latina populations who are less likely to receive these life-saving vaccines during pregnancy.

As part of the program, we created the following educational materials in both **English and Spanish**:

- 8.5" x 11" poster
- 3" x 6" double-sided bookmark
- 5" x 7" double-sided postcards
- Shareable social media graphics

[Download our materials](#) today for use in general healthcare offices, public health departments, OB/GYN clinics, and more. If you're interested in receiving these materials in hard copy, please reach out to us at [contact@familiesfightingflu.org](mailto:contact@familiesfightingflu.org).



## Patient Support Group

Families Fighting Flu launched our first patient support group led by a grief and bereavement counselor for families personally affected by flu. We are creating a sustainable support community for these families so they can share their stories and connect with others, be provided with professional resources to navigate their grief journey, and learn how to turn their personal experiences into flu-related education and advocacy work to boost awareness and vaccine confidence.

The response to this new support group has been immediate and positive. We hope to expand the reach of this program with support from our partners.



This group was more than just grief support. It was about introspection, education, and empowerment - allowing me to use this experience to make a difference.

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# Highlights from National Influenza Vaccination Week

National Influenza Vaccination Week 2020, which took place on December 6 - 12, was a busy time for us! Each day, we featured members of our Junior Board and highlighted their flu advocacy.

We also took part in a Flu Mystery Activity in partnership with the Iowa City Science Booster Club. This virtual, 30-minute interactive activity helped children learn about an influenza pandemic and how to solve the mystery of the influenza virus!



## Insights on Influenza: Read Our Latest Blog Posts!

We have been busy on our blog talking about flu, personal stories, and connections to COVID-19. Our latest series features FAQs from our social media channels. You can find our latest posts [here](#), and some of our recent favorites include:

[FAQs: The Flu and COVID-19](#)

[A Nearly Flu-Less Season in the Southern Hemisphere](#)

[How You Can Make a Difference This Flu Season](#)

[How COVID-19 Underscores the Importance of Public Confidence in Vaccines  
\(cross-posted on \[The Catalyst\]\(#\)\)](#)

[What Is Community Immunity?](#)



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need a flu  
vaccine if I  
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masks?**

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**What are  
possible flu  
vaccination  
side effects?**

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## Help Support Us!

Families Fighting Flu operates solely on donations from individuals and organizations who support our mission and share our goals.



**THANK YOU FOR YOUR SUPPORT!**

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