

# Get Ready for **FLU SEASON**

A Resource for Media | 2018-2019 Flu Season



**FAMILIES**  
FIGHTING FLU, INC.



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## Media Contact

To speak with a Families Fighting Flu spokesperson, or to learn more about the organization and their educational resources, please contact:

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# Foreword

The 2017-2018 flu season was severe, resulting in numerous deaths, hospitalizations, and illnesses, including more than 178 pediatric flu deaths. Many of these people were otherwise healthy and most were not vaccinated. And now, with another flu season rapidly approaching, it's a critical time to educate your audiences about this serious, but vaccine-preventable disease – and Families Fighting Flu (FFF) wants to help.

FFF is a national, non-profit 501(c)(3) organization dedicated to raising awareness about the seriousness of flu and the critical importance of annual flu vaccination for everyone 6 months and older, per the recommendation by the Centers for Disease Control and Prevention. We strive to educate others about the potential devastating impact of flu by sharing our personal family stories in hopes that no other families have to experience similar tragedies. In addition, our goal is to arm people with educational resources in an effort to help families stay healthy during flu season.

This media resource includes helpful flu-related information that you can use during flu season to educate and inform your audiences, including:

- FFF media spokespeople, including medical advisors and families able to share their first-hand experiences with the flu;
- Customized educational content for different audiences, including families, older adults and pregnant women;
- Information about the FFF organization, including ways to connect with us via our social and digital media channels.

Let's work together to better prepare the public for flu season!



**Serese Marotta**

Chief Operating Officer, Families Fighting Flu

# About Families Fighting Flu

*Protecting Children, Families,  
and Communities Against the Flu*



## Who We Are

Families Fighting Flu (FFF) is a national, non-profit, 501(c)(3) volunteer-based advocacy organization dedicated to protecting the lives of children and families by raising awareness about the seriousness of flu and the importance of annual flu vaccination for everyone 6 months of age and older, with rare exception. For more than a decade, FFF has worked to educate others that flu is dangerous, everyone is at risk, and annual flu vaccinations save lives.

Families Fighting Flu is not just our name—it's who we are, what we stand for, and what we do. We have experienced the devastating effects of the flu first hand—either from losing a loved one to the flu or by having a loved one become seriously ill due to the flu. We share our personal stories because we want everyone to understand that flu is an unpredictable, potentially deadly, but preventable disease.

## What We Do

FFF works to increase awareness about the seriousness of flu and reduce the number of hospitalizations and deaths caused by the flu each year by increasing vaccination rates. We are proud to develop and distribute flu educational resources for many different audiences, such as families, healthcare professionals, new moms/pregnant women, and Spanish-speaking communities. We also partner with a variety of nonprofits, government, and public health entities who are also committed to flu education and prevention.

Over the past decade, FFF has executed various educational campaigns and initiatives. Because flu is a serious public health issue, our education and advocacy work focuses on flu awareness, prevention, and treatment in an effort to promote community immunity.

## Stay connected with us throughout flu season



<https://www.familiesfightingflu.org>



<https://twitter.com/famfightflu>



<https://www.facebook.com/familiesfightingflu>



<https://www.instagram.com/familiesfightingflu>



<https://www.linkedin.com/company/families-fighting-flu>

# Media Spokespeople Available for Interview

## Families Fighting Flu



### Serese Marotta

#### Chief Operating Officer

Serese originally came to Families Fighting Flu in 2010 following the loss of her five-year-old son, Joseph, to the flu in 2009. Serese served on the Board of Directors for the organization for six years before coming on-staff in May 2016 as the COO. Prior to joining Families Fighting Flu, Serese worked as an environmental scientist for 16 years at a consulting firm conducting ecological and human health risk assessments for hazardous waste sites. She now works tirelessly to raise awareness about the seriousness of flu and the critical importance of annual flu vaccination for everyone 6 months and older.

## Medical Advisors



### Kevin A. Ault, M.D.

Dr. Ault is a Professor in the Department of Gynecology and Obstetrics at the University of Kansas Medical Center in Kansas City, Kansas. His research and clinical interests are infectious diseases and women's health and he is an investigator in the Emory Vaccine Center, which includes work in maternal vaccination for influenza.

Dr. Ault is a fellow of the American College of Obstetricians and Gynecologists and a fellow of the Infectious Diseases Society of America; he is one of the few physicians in the United States with both of these honors.

Dr. Ault has been a medical advisor for Families Fighting Flu since April 2012.



### Flor M. Munoz, M.D., MS

Dr. Munoz is a Professor in the Department of Pediatrics, Section of Infectious Diseases, and the Department of Molecular Virology and Microbiology at Baylor College of Medicine. She is a clinical consultant at Texas Children's Hospital in Houston and an investigator in the Vaccine Research Center at Baylor College of Medicine. Her research interests and work are focused on the prevention of infections through vaccination, maternal immunization, and respiratory infections, including influenza, RSV, and pertussis.

Dr. Munoz is active with a number of professional societies, including the Pediatric Infectious Diseases Society, the Society for Pediatric Research and the Infectious Diseases Society of America.

Dr. Munoz has been a medical advisor for Families Fighting Flu since April 2012.

## Medical Advisors



### Michael Northrop, M.D.

Dr. Northrop currently practices medicine at Brenner Children's Hospital, part of the Wake Forest Baptist Health Hospital System in North Carolina, where he teaches residents and medical students, cares for patients, and maintains the hospital database for patients requiring extracorporeal life support. Every flu season, Dr. Northrop treats numerous high-risk individuals with influenza, including infants, young children, and people with chronic medical conditions.

Dr. Northrop is a member of the American Academy of Pediatrics and is board certified in both general pediatrics and pediatric critical care medicine.

In 2009, Dr. Northrop's sister Liza, who was previously healthy but unvaccinated, died of influenza. This event fueled his advocacy for flu prevention and vaccination, leading him to serve as a medical advisor for Families Fighting Flu, beginning in 2018.



### Jana Shaw, M.D., MPH, MS

Dr. Shaw is an Associate Professor of Pediatric Infectious Diseases at the State University of New York Upstate Medical University (Syracuse, New York) and serves as the Chief Medical Officer for the North Country Family Health Center (Watertown, New York). Her research interests and work are focused on school immunization requirements and vaccination coverage among children, adolescents, and college students, and pediatric immunodeficiency.

Dr. Shaw is also active in a number of professional societies, including the Infectious Diseases Society of America, Pediatric Infectious Diseases Society of America, and the American Academy of Pediatrics.

Dr. Shaw has been a medical advisor for Families Fighting Flu since September 2016.

**Read more about our medical advisors:** <https://www.familiesfightingflu.org/medical-advisors/>

## Family Members



### Shelle Allen

Jacksonville, Illinois

Shelle Allen has been a member of Families Fighting Flu since 2012 and is on the organization's Board of Directors, serving as Secretary. In February 2011, Shelle's then 12-year-old daughter, Madi, became so sick due to the flu that she was given a 1% chance to live. That year, Madi did not receive a flu vaccine. However, now Madi and her entire family get vaccinated against the flu every year and encourage all their friends and family members to do the same.

Read Madi's full story: <https://www.familiesfightingflu.org/family-story/the-allen-family/>



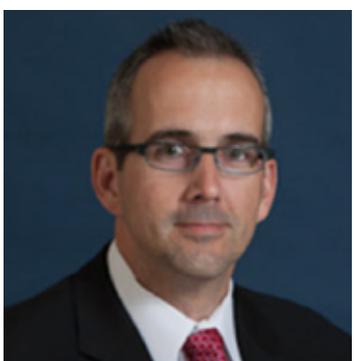
### Latasha Haynes

Tacoma, Washington

Latasha (Tash) Haynes is a flu survivor and member of Families Fighting Flu since 2018.

In 2017, Tash was near death with a diagnosis of pneumonia and congestive heart failure caused by myocarditis and pericarditis brought on by the flu virus. Tash is now an advocate for women's health and stresses how important annual flu vaccination is for everyone six months and older.

Read Latasha's full story: <https://www.familiesfightingflu.org/family-story/the-haynes-family/>



### Joe Lastinger

Colleyville, Texas

Joe Lastinger is a member of Families Fighting Flu's Board of Directors and has been actively engaged in the organization since 2004 as one of the founding members. In 2004, Joe lost his three-year-old daughter, Emily, to the flu. Emily had not been vaccinated against the flu that year and now, Joe works tirelessly to educate others about the seriousness of this vaccine-preventable disease.

Read Emily's full story: <https://www.familiesfightingflu.org/family-story/the-lastinger-family/>

## Family Members



### Jennifer Pool Miller

Westfield, New Jersey

Jennifer Pool Miller has been an active member of Families Fighting Flu since 2014 and is currently a member of the organization's Board of Directors. In 2013, Jennifer's daughter, Caroline, nearly died from flu complications at the age of five. Caroline did not receive a flu vaccination that year and Jennifer admits, *"The fact that we neglected to make it a priority was the biggest mistake I've ever made as a parent. That mistake and lack of judgment nearly stole my child's life and has changed our entire family's lives forever."*

Read Caroline's full story: <https://www.familiesfightingflu.org/family-story/the-miller-family/>



### Gary Stein

Falls Church, Virginia

Gary Stein has been an active member of Families Fighting Flu since 2005 as one of the organization's founding members, and currently sits on the Board of Directors. In 2002, Gary's four-year-old daughter, Jessica, died from viral myocarditis brought on by influenza. In honor of Jessica, Gary and his wife, Doris, are committed to raising awareness about the potentially devastating impact of flu in children.

Read Jessica's full story: <https://www.familiesfightingflu.org/family-story/the-stein-family/>

# Family Stories



## Austin Booth

Rifle, Colorado

Austin was a healthy, strong, athletic 17-year-old whose infection with influenza progressed to pneumonia and MRSA, tragically ending his life five days after falling ill. He had not been vaccinated against the flu.

**Read Austin's full story:**

<https://www.familiesfightingflu.org/family-story/the-booth-family/>



## Maya Cargile

Huntington Beach, California

At 10-years-old, Maya ended up in a medically-induced coma after suffering from influenza and various secondary complications. Thankfully, Maya survived, but her mother thinks her close brush with death could have been avoided with an annual flu vaccine.

**Read Maya's story:**

<https://www.familiesfightingflu.org/family-story/the-cargile-family/>



## Luke Duvall

Atkins, Arkansas

Luke was a healthy, 15-year-old football player who spent a month in the hospital – including 12 days in a coma – due to his bout with flu. Luke had not been vaccinated against the flu and now realizes how important annual flu vaccination is for everyone, regardless of age or health status.

**Read Luke's story:**

<https://www.familiesfightingflu.org/family-story/the-duvall-family/>

# Family Stories



## Kendra Mann-O'Brien

Leawood, Kansas

Kendra was a healthy, 35-year-old mother of two small children when she lost her life to flu. Her illness started with difficulty breathing and chest pain, rapidly progressing to sepsis and other flu-related complications.

**Read Kendra's story:**

<https://www.familiesfightingflu.org/family-story/mann-obrien-family/>



## Ian Moise

Kansas City, Missouri

Ian was 6 ½ months old when he lost his life to flu, just 30 hours after showing his first signs of illness. Ian was not fully vaccinated against the flu, only receiving his first of two doses.

**Read Ian's story:**

<https://www.familiesfightingflu.org/family-story/the-moise-family/>



## Gianna Wehrkamp

Sioux Falls, South Dakota

Gianna was a healthy, bright-eyed two-year-old whose flu illness started innocently enough with a fever and cough. Less than two days after her first sign of illness, Gianna lost her life to flu. She had not been vaccinated against the flu that year.

**Read Gianna's story:**

<https://www.familiesfightingflu.org/family-story/gianna-wehrkamp/>

# Flu Educational Resources

**HERE'S WHAT YOU NEED TO KNOW TO FIGHT FLU THIS SEASON!**

Beating the flu can be dangerous, but protecting yourself from this vaccine-preventable disease is possible. Arming yourself with accurate flu information and practicing healthy habits, including getting an annual flu vaccination, will help you avoid this serious and potentially deadly disease.

**Protect Yourself**  
The Centers for Disease Control & Prevention (CDC) recommends that everyone 6 months of age and older receive an annual flu vaccination, with rare exceptions.

**Know the Flu Facts**

- Flu is a highly contagious viral infection of the respiratory tract (nose, throat and lungs) that can cause illness (cough and fatigue).
- Flu often spreads by tiny droplets inhaled when people with flu cough, sneeze or talk.
- Flu symptoms include aching muscles and may include fever, cough, sore throat, runny or stuffy nose, headache or body aches, headache and fatigue.
- In the U.S., flu seasons can begin in October and last as late as May, with peak activity typically between December and February.

**Understand the Benefits of the Flu Vaccine**

- The vaccine, available in the U.S. for more than 60 years, is safe and provides the best protection against flu.
- Considering flu viruses change from year to year, which is why the flu vaccine is updated annually. The effectiveness of the vaccine is based on the amount of virus in each year's flu season, as determined by CDC scientists in their laboratory.
- It's best to get vaccinated before flu starts circulating in your area, preferably by the end of October.
- Flu symptoms usually begin 2 to 4 weeks after receiving a flu vaccine for the first time, a second dose is required.
- While a vaccine does not guarantee you won't get sick, it can help protect against the flu.
- There are different kinds of the vaccine available, including ones for older adults age 65+.

**Flu by the Numbers**

- Over 40 million flu deaths occur annually in the U.S. from flu, most among those aged 65 and older.
- Approximately 100,000 people die from flu each year.
- Over 1 million children and 400,000 adults are hospitalized every year from flu.
- Approximately 10 million school days and 10 million work days are lost to flu.

## Get Ready for the Flu Infographic

**Protecting Older Adults from Flu**

Older adults are active and playing an important role in their families. However, you are also at an increased risk of other health complications because of age-related changes in your immune system. Getting vaccinated against flu can help protect you from getting flu and its complications.

**Adults 65 years and older account for:**

- More than one-third of all the reported hospitalizations from flu.
- More than one-third of all the reported deaths from flu.

**Flu seasons are unpredictable, with activity often beginning in October, and lasting as late as May. Get vaccinated as early as possible!**

People 65 years and older can get any the vaccine approved for your age group. Options include cell-based, recombinant, and traditional egg-based vaccines.

There are flu vaccines designed specifically for people 65 years and older, including high-dose vaccines and adjuvanted vaccines.

**Talk to your healthcare professional about which vaccine is right for you!**

## Protecting Older Adults from Flu Infographic

**DO YOU KNOW the Flu?**

Here are three steps to take to help keep your family healthy this flu season . . .

- 1 Know the Facts**  
Flu is a highly contagious respiratory virus that can cause illness (cough and fatigue). Flu often spreads by tiny droplets inhaled when people with flu cough, sneeze or talk. In the U.S., flu seasons can begin in October and last as late as May, with peak activity typically between December and February.
- 2 Get your family vaccinated**  
The CDC recommends that everyone 6 months of age and older receive an annual flu vaccination, with rare exceptions. It's best to get vaccinated before flu starts circulating in your area, preferably by the end of October. While a vaccine does not guarantee you won't get sick, it can help protect against the flu.
- 3 Practice Healthy Habits, too**  
In addition to an annual flu vaccination, you can help protect yourself from getting flu and its complications by practicing healthy habits, including:  
  - Washing your hands often with soap and water for at least 20 seconds.
  - Avoiding close contact with people who are sick.
  - Staying home when you are sick.
  - Covering your mouth and nose with a tissue when you cough or sneeze.
  - Disposing of used tissues properly.
  - Not touching your eyes, nose or mouth.
  - Avoiding sharing personal items like cups, water bottles, and utensils.

**Remember: It's Not JUST the Flu - It's a Serious Disease!**  
For more information visit: [www.familiesfightingflu.org](http://www.familiesfightingflu.org)

## Do You Know the Flu? Infographic



# HERE'S WHAT YOU NEED TO KNOW TO FIGHT FLU THIS SEASON!

Battling the flu can be dangerous, but protecting yourself from this vaccine-preventable disease is possible. Arming yourself with accurate flu information and practicing healthy habits, including getting an annual flu vaccination, will help you avoid this serious and potentially deadly disease.

## Protect Yourself

The Centers for Disease Control & Prevention (CDC) recommends that everyone **6 months of age and older** receive an annual flu vaccination, with rare exception.<sup>1</sup>



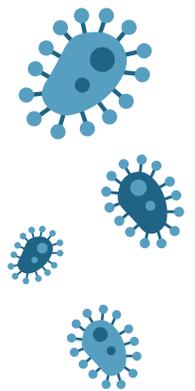
## Know the Flu Facts



- Flu is a **highly contagious viral infection of the respiratory tract** (nose, throat and lungs) that can also affect other organs in the body.<sup>2,3</sup>
- **Flu virus spreads by tiny droplets** made when people with flu cough, sneeze or talk.<sup>2</sup>
- Symptoms tend to develop quickly and may include: **fever, cough, sore throat, runny or stuffy nose, muscle or body aches, headaches and fatigue.**<sup>3</sup>
- In the U.S., **flu season can begin in October and last as late as May**, with peak activity typically between December and February.

## Understand the Benefits of the Flu Vaccine

- Flu vaccines - available in the U.S. for more than 50 years - are **safe and provide the best protection against flu.**<sup>1</sup>
- Circulating **flu strains change from year to year**, which is why the flu vaccine is updated annually. The selection of flu strains included in the annual vaccine is based on year-round, worldwide surveillance by 100+ influenza centers in 100+ countries.<sup>4</sup>
- It's **best to get vaccinated before flu starts** circulating in your area, preferably by the end of October.
- For children younger than 9 years old receiving a flu vaccine for the first time, **a second dose is required.**<sup>5</sup>
- It takes **2 weeks** after vaccination for your body to develop protection against the flu.<sup>1</sup>
- There are **different kinds of flu vaccines available**, including ones for older adults age 65+.



### Flu by the Numbers



Upwards of **56,000 flu deaths** occur annually in the U.S.,<sup>1</sup> more than any other vaccine-preventable disease.



Hospitalizations due to flu range from approximately **140,000 to 710,000** cases per year.<sup>1</sup>



Only **~60%** of children and **~40%** of adults are vaccinated against the flu each year.<sup>6</sup>



The annual economic burden of flu in the U.S.: **\$87 billion+.**<sup>7</sup>



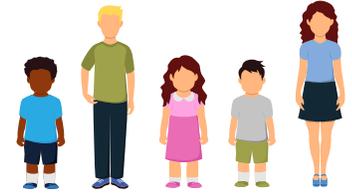
Every year, children miss approximately **38 million school days**,<sup>8</sup> and employees miss approximately **17 million work days**<sup>9</sup> due to flu.

# Help Your Community Stay Flu Free

When you get an annual flu vaccine, you're not only protecting yourself, you're also helping to reduce the spread of flu to others in your community. This is important for people who are at high-risk for flu complications, such as pregnant women, older adults, or infants and young children. Learn how flu impacts these groups:

## CHILDREN

- Children are often the “spreaders” of germs in their communities and have the **highest rate of infection** from flu.<sup>10</sup>
- Young children are at higher risk of developing serious complications from flu, including **hospitalization and even death**.<sup>3,6</sup> On average in the U.S., **more than 100 children** die from flu every season.<sup>11</sup>
- Flu vaccination has been found to prevent death in otherwise healthy children by as much as **65 percent**.<sup>11</sup>



## PREGNANT WOMEN & NEW MOMS

- Changes in **immune, heart, and lung functions** during pregnancy make pregnant women more likely to suffer from severe flu-related illness that can result in hospitalization or preterm labor and delivery.<sup>12</sup>
- Getting a flu vaccination during any trimester of pregnancy passes antibodies to the baby, which can **reduce their risk of catching flu by 70 percent** during the first six months of life.<sup>13</sup>

## ADULTS 65 YEARS+

- Older adults are at an increased risk of suffering from flu complications because of a **weakened immune system or age-related chronic conditions**.<sup>14</sup>
- Older adults may experience different types of flu symptoms, such as:<sup>15</sup>
  - More frequent gastrointestinal symptoms (e.g., **pain, diarrhea, nausea, or vomiting**)
  - Bacterial lung infection (**bronchitis or pneumonia**)
  - Increased risk of **heart attack or stroke**



For more information, visit:



<https://www.familiesfightingflu.org>



<https://www.twitter.com/famfightflu>



<https://www.facebook.com/familiesfightingflu>



<https://www.instagram.com/familiesfightingflu>



<https://www.linkedin.com/company/families-fighting-flu>

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# Protecting Older Adults from Flu

Older adults are active and playing an important role in their families' lives. However, you are also at an increased risk of suffering from flu complications because of a weakened immune system or age-related chronic conditions. An annual flu vaccination protects you so you can continue doing the things you love!

## Adults 65 years and older account for:

More than one half of all flu-related hospitalizations (50%-70%)



The most flu-related deaths (85%)<sup>1</sup>



Older adults may experience different types of flu symptoms, such as:<sup>2</sup>

More frequent gastrointestinal symptoms (e.g., pain, diarrhea, nausea, or vomiting) instead of more typical flu symptoms (e.g., sore throat, runny nose, and nasal congestion)

Bacterial lung infection (bronchitis or pneumonia)

Increased risk of heart attack or stroke

A recent study found repeated flu vaccination offers a double benefit in older adults:

**74 percent** effective in preventing hospital intensive-care (ICU) admissions

**70 percent** effective in preventing death from flu and its complications.<sup>3</sup>



Because of active lifestyles, older adults play an important role in community immunity – the concept of protecting yourself and others through annual flu vaccination.

- Community-wide vaccination may amplify the benefits of individual vaccination, especially for older adults.<sup>4</sup>
- Protect yourself: **19% to 43%** of people carrying the influenza virus have no symptoms.<sup>5</sup>



**The CDC recommends annual flu vaccination for everyone 6 months and older, with rare exception.**

As you age, immune systems weaken, putting you at greater risk of serious flu complications.<sup>6</sup>

## A flu vaccine can help:

- Prevent flu illness
- Prevent flu-related hospitalization
- Make your illness from the flu milder if you do get sick
- Protect the people around you<sup>7</sup>

Flu seasons are unpredictable, with activity often beginning in October, and lasting as late as May.<sup>8</sup> Get vaccinated as early as possible!

People 65 years and older can get any flu vaccine approved for your age group. Options include cell-based, recombinant, and traditional egg-based vaccines.

There are flu vaccines designed specifically for people 65 years and older, including a high-dose vaccine and an adjuvanted vaccine.<sup>6</sup>

**Talk to your healthcare professional about which vaccine is right for you!**

For more information, please visit Families Fighting Flu:  
[www.familiesfightingflu.org](http://www.familiesfightingflu.org)

 Families Fighting Flu  
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<sup>1</sup> Preventing Flu in Older Adults - Medscape - Nov 01, 2017. Available at: <https://www.medscape.com/viewarticle/887671>. Accessed on January 8, 2018.

<sup>2</sup> National Foundation for Infectious Diseases. Call to Action Reinforcing Influenza Prevention in US Adults Age 65 Years and Older. Available at: <http://www.nfid.org/infidinfo/influenza/older-adults-flu/flu-65.pdf>. Accessed August 9, 2018.

<sup>3</sup> Casado I, Domínguez A, Toledo D, Chamorro J, et al. CMAJ. 2018;190(1):E3-E12. Available at: <https://doi.org/10.1503/cmaj.170910>. Accessed January 9, 2018.

<sup>4</sup> Taksler GB, Rothberg MB, Cutler DM. Association of Influenza Vaccination Coverage in Younger Adults With Influenza-Related Illness in the Elderly. Clin Infect Dis. 2015;61(10):1495-1503. Available at: <https://doi.org/10.1093/cid/civ630>. Accessed January 8, 2018.

<sup>5</sup> Furuya-Kanamori L, Cox M, Milinovich GJ, Magalhaes RJ, et al. Heterogeneous and Dynamic Prevalence of Asymptomatic Influenza Virus Infections. Emerg Infect Dis. 2016;22(6):1052-1056. Available at: <https://dx.doi.org/10.3201/eid2206.151080>. Accessed January 8, 2018.

<sup>6</sup> Centers for Disease Control and Prevention. People 65 Years and Older & Influenza. Available at: <https://www.cdc.gov/flu/about/disease/65over.htm>. Accessed January 8, 2018.

<sup>7</sup> Centers for Disease Control and Prevention. Vaccine Effectiveness: How Well Does the Flu Vaccine Work? Available at: <https://www.cdc.gov/flu/about/qa/vaccineeffect.htm>. Accessed January 8, 2018.

<sup>8</sup> Centers for Disease Control and Prevention. The Flu Season. Available at: <https://www.cdc.gov/flu/about/season/flu-season.htm>. Accessed January 8, 2018.

# DO YOU *KNOW* the Flu?

Here are three steps to take to help keep your family healthy this flu season . . .



## The Flu is NO Fun

### Know the Facts



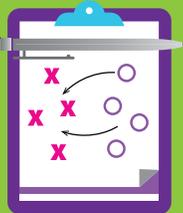
Flu is a highly-contagious disease that easily spreads via droplets created when someone coughs, sneezes, or talks.



Children have the highest rate of infection due to flu.



In the U.S., more than **1,650 children** have died due to the flu between 2004-2018.<sup>1</sup> Historically, 80-85% of flu deaths are in unvaccinated children.<sup>2,3</sup>



### Have a Flu Vaccination Game Plan



Annual flu vaccination for everyone 6 months of age and older is the best way to protect against the flu.



Make getting your annual flu vaccination a FUN, family activity.

HERE'S HOW:

**#1** Get your family vaccinated... **TOGETHER.**

**#2** Afterwards, enjoy a family activity, such as going to the movies or to your favorite restaurant.



### Practice Healthy Habits, too



In addition to an annual flu vaccination, it's also important to remember to:

- Wash hands often
- Stay home if you don't feel well
- Avoid touching your eyes, nose, or mouth - germs spread this way
- Cough into elbows, not hands to avoid sharing germs
- Clean and disinfect surfaces at home, work, or school, especially when someone is sick



Getting your annual flu vaccination and practicing healthy habits protects you **AND** everyone around you, too!

**Remember: It's Not 'JUST' the Flu – It's a Serious Disease!**

For more information visit: [www.familiesfightingflu.org](http://www.familiesfightingflu.org)

1. Fluview. Influenza Associated Pediatric Mortality 2004-2018. Available at: <https://gis.cdc.gov/GRASP/Fluview/PedFluDeath.html>. Accessed August 24, 2018.  
2. Centers for Disease Control and Prevention, CDC. Reported Flu Deaths in Children Surpass 100 for 2016-17. Available at: <https://www.cdc.gov/flu/news/reported-flu-deaths-children.htm>. Accessed September 4, 2018.  
3. Centers for Disease Control and Prevention, CDC. Reported Flu Deaths in Children Exceeds Seasonal High. Available at: <https://www.cdc.gov/flu/spottlights/report-ed-flu-children-deaths.htm>. Accessed August 24, 2018.

## Flu Educational Resources

# Helping Healthcare Professionals & Patients Fight Flu

Families Fighting Flu partnered with the National Association of Pediatric Nurse Practitioners (NAPNAP) and HealthyWomen to develop *Do You Know the Flu?* - a comprehensive toolkit for pediatric healthcare professionals to help increase annual vaccination rates in the pediatric population.

The toolkit, available in English and Spanish, includes educational resources and information for both healthcare professionals and patients.



**To download the HCP Toolkits:** <https://www.familiesfightingflu.org/healthcare-provider-toolkit/>

“Healthcare professionals have a critical role in making a strong recommendation to patients/caregivers about the seriousness of the flu and the importance for annual vaccination for everyone 6 months of age and older, with rare exception,” said Serese Marotta, Chief Operating Officer, Families Fighting Flu. “Research shows that a strong recommendation for annual flu vaccination from healthcare professionals is an important factor to improving vaccination rates. Most adults do believe in the importance of vaccination, though they need an annual reminder to actually do it.”



## Flu Facts

Knowing the facts about the flu and the flu vaccine is an important way to stay healthy. Families Fighting Flu provides helpful flu-related information to keep people informed about this serious disease.

**To view the Flu Facts:** <https://www.familiesfightingflu.org/what-is-the-flu/>

# Protecting Grandparents from the Flu

Families Fighting Flu recently launched a new video series on the importance of annual flu vaccination for older adults. *The Protecting Grandparents from the Flu* series features the Miller family and their battle with influenza when daughter, Caroline, nearly died from flu complications at the age of five. She was rushed between three hospitals and was in a medically-induced coma for two weeks while her small body struggled to recover.



Kathy Pool, Caroline's grandmother, knows first-hand about the importance of flu vaccinations for grandparents. "That the flu could become something that was so devastating to this family...That black abyss is something that people can avoid if they would simply get the flu vaccine," said Pool. She and her family share their stories in the hopes that no one else has to experience the near tragedy they endured.

As part of the series, Joan Mann also discusses how her adult daughter, Kendra, sadly succumbed to the flu at age 35.

To view the full video series: <https://www.familiesfightingflu.org/multimedia/>

“Grandparents are an important part of our families, and as they age, their health begins to decline,” said Serese Marotta, Chief Operating Officer, Families Fighting Flu. “We want to help educate grandparents to understand the seriousness of the flu and their higher risk of developing complications from this dangerous and potentially deadly disease. Getting an annual flu vaccination protects older adults, and everyone around them, too, including their grandchildren.”

## Flu Educational Resources



## Stay in the Game™

*Stay in the Game™*, Families Fighting Flu's ongoing educational campaign, is focused on the critical need for annual influenza vaccination for the entire family, so that everyone stays healthy and no one misses out on important activities, such as birthdays, school field trips, seeing family and friends or going to a sporting event. Nobody should be 'too busy' to protect themselves (and everyone around them) against flu.

The organization has developed a suite of educational resources, from posters to age-appropriate worksheets, to magnets and stickers available to help educate communities about the flu and the importance for annual vaccination. These materials are available for free download or hard copies can be ordered through the FFF website.



## Keep Flu Out of School

*Keep Flu Out of School* is a multi-year program for elementary schools with the Centers for Disease Control and Prevention (CDC), National Association of School Nurses (NASN), and National Foundation for Infectious Diseases (NFID), providing flu education for students, teachers, school nurses, and parents. The objective of this program is to assist school nurses and teachers with flu education and prevention efforts in their classrooms and schools by providing helpful materials and resources.

The Keep Flu Out of School e-toolkit offers numerous resources for school nurses and teachers that can be used to raise awareness about the burden of influenza and the benefits of annual vaccination. These resources can also be shared with parents and caregivers as a way to educate local communities about flu.

To download the educational resources: <https://www.familiesfightingflu.org/flu-materials/>



## Grief and Emotional Support

Losing a loved one to flu is one of the most difficult things a person can experience. At FFF, we understand first-hand the potentially devastating impact flu can have on a family and within a community. We share our stories, perspectives, and resources to help others who have been adversely impacted by flu.

To view the grief & emotional support resources: <https://www.familiesfightingflu.org/grief-emotional-support/>

“Our educational initiatives, such as *Stay in the Game* and *Keep Flu Out of School*, provide much needed information about the flu to help inform everyone that the flu is serious, it can be dangerous, but it is also preventable,” said Serese Marotta, Chief Operating Officer, Families Fighting Flu. “We understand the potentially devastating impact of the flu first hand. And now, we work hard to share our personal stories to help educate others to better understand that the flu should not be taken lightly.”



# Get Ready for **FLU SEASON**

A Resource for Media | 2018-2019 Flu Season

