

Families Fighting Flu  
is more than who we are.

## IT'S WHAT WE DO!

Families Fighting Flu is not just our name — it's who we are, what we stand for, and what we do. For the past 15 years, Families Fighting Flu has worked to increase awareness about the seriousness of flu and reduce the number of hospitalizations and deaths caused by the flu each year by encouraging annual flu vaccination.

## Families are at the heart of our organization.

As an organization that was founded by families who were personally touched by flu, the families that make up our organization, as well as the families we seek to protect, are at the heart of everything we do.

If we are to continue to be successful in protecting families and communities from flu, we must ensure that our advocacy efforts address a wide range of populations to include children, adolescents, young adults, pregnant women, adults, and seniors. We continued to make great strides in 2018, reaching out to new flu prevention advocates and highlighting new flu stories that represent a diverse population of people.

### *President's Message:*

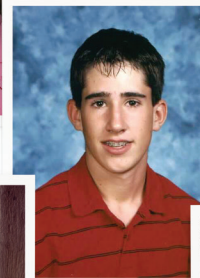
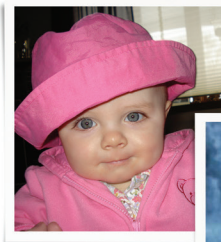
To our advocates,  
donors, and partners,

It is my pleasure to present you with our 2018 Annual Report of Activities that highlights our organization's accomplishments over the past year. In 2018, FFF continued to develop educational programs and resources to reach a variety of audiences, including adolescents, adults, parents and caregivers, pregnant women, seniors, and healthcare professionals. Thanks to our corporate sponsors and generous donors, we were able to reach millions of people with our key messages and educational resources. On behalf of our Board of Directors, thank you for your support of FFF as we continue to educate, advocate, and save lives!

Sincerely,



Shelle Allen, *President*



**FAMILIES**  
FIGHTING FLU, INC.

# AWARENESS CAMPAIGNS

## Reasons Campaign

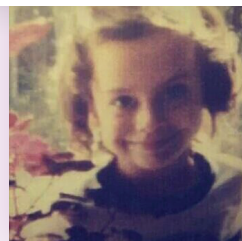
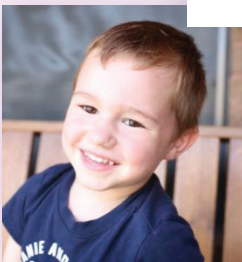
We all have our own motivation for doing things, and that includes the reasons we may have for getting annual flu vaccines. Our 2018 “Reasons” digital campaign was designed to appeal to families who want to help protect their loved ones. The concept was centered on flu prevention and how we can help protect our loved ones at home and in school, as well as our co-workers, teammates, and community members. By highlighting personal flu stories, we were able to illustrate how flu does not discriminate and can even affect otherwise healthy and active individuals of all ages. Flu vaccines help protect us as individuals as well as others we come into contact with by reducing the spread of disease – a concept we call community immunity.



Flu education is critical to our mission and our personal stories put a face on the disease.



If we are to be successful in raising flu vaccination rates, then we must give people a compelling reason to get vaccinated.



Knowing the facts about flu and flu vaccination is an important first step. The majority of our programs and initiatives are focused on providing evidence-based information about the dangers of flu and the benefits of annual flu vaccination. But facts alone may not impact people enough to increase flu vaccination rates.

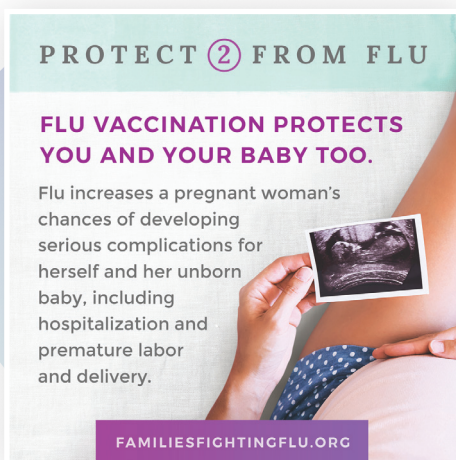
The value of Families Fighting Flu is undoubtedly the power of our personal flu stories. These stories are a critical component of our awareness campaigns and educational programs. In 2018, we welcomed several new diverse families that have been personally impacted by flu in an effort to illustrate that flu does not discriminate.

[Visit our gallery of family stories ►](#)



## National Immunization Awareness Month Campaign

This annual observance is held every August to highlight the importance of vaccines for people of all ages. Our 2018 NIAM campaign on our social media channels discussed the important role that flu vaccines play in preventing serious, sometimes deadly, cases of influenza throughout the lifespan. From pregnant women who are encouraged to vaccinate to best protect themselves and their unborn babies from flu, to children, teens, adults, seniors and people with chronic medical conditions, our campaign emphasized the importance of getting an annual flu vaccine at every stage of life.

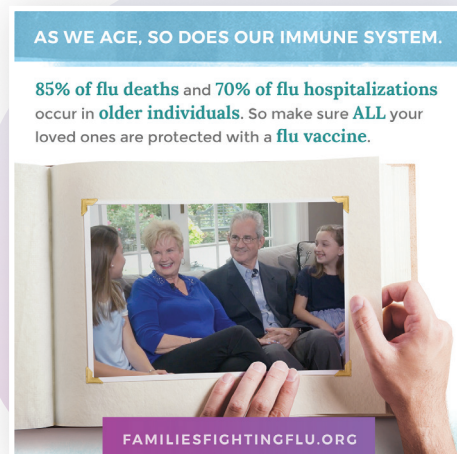


## Protect 2 From Flu Campaign for Pregnant Women

Our *Protect 2 From Flu* campaign highlighted the dangers of flu for pregnant women who are at increased risk of flu complications, and emphasized the fact that they can pass immunity on to their babies by getting vaccinated during pregnancy, which helps protect infants during their first few months of life before they can be vaccinated themselves. New web content and a suite of social media graphics were specifically developed and targeted to pregnant women. While this messaging continued throughout the year, there were various opportunities such as the CDC's National Infant Immunization Week in April and National Immunization Awareness Month in August that allowed us to highlight this particular content to expectant parents.

## Protecting Older Adults From Flu Campaign

Families Fighting Flu is committed to preventing flu in people of all ages. That is why we developed resources that would encourage seniors to keep themselves and their families healthy through annual flu vaccination. Our *Protecting Grandparents from Flu* campaign highlighted the unique grandparent-grandchild relationship and included an infographic, various family-oriented digital videos featuring the Miller and Mann-O'Brien families, and senior-specific content on our website.



# EDUCATIONAL PROGRAMS

## Keep Flu Out of School

This multi-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 (NFID) continued to provide valuable flu educational resources for elementary school students, teachers, school nurses, and parents in 2018.

The Keep Flu Out of School e-toolkit offers numerous resources for school nurses and teachers that can be used to promote, strengthen, and enhance flu prevention efforts among elementary school students and raise flu vaccination coverage rates among children, their parents, and teachers. Resources were designed to be shared with parents and caregivers as a way to educate them about the burden of flu and the benefits of annual vaccination in keeping schools and communities flu free.



## 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 school, work, sporting events, or simply fun with family and friends. Nobody should be 'too busy' to protect themselves and everyone around them against flu. In 2018, Families Fighting Flu continued to offer a full suite of educational resources, from posters to age-appropriate worksheets, to magnets and stickers and social media graphics that are designed to help educate communities about the flu and the importance of annual vaccination. Families Fighting Flu distributed 6,775 pieces of hard copy materials to schools, healthcare offices, and communities in 2018. These materials are also available for free download on our website.



# PARTNERSHIPS

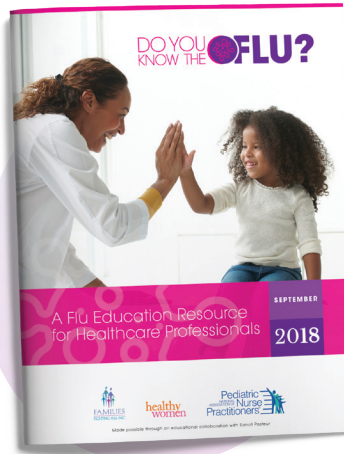
Each year, we strategically collaborate with healthcare providers, public health professionals, schools, and educators, as well as corporate and industry leaders in an effort to raise awareness and educate others about flu and flu vaccination. As part of these collaborations, we use our personal stories as a way to illustrate the potential dangers of flu in an effort to help increase annual flu vaccination rates amongst various audiences. Some of our partnerships during 2018 included:



## EDUCATIONAL RESOURCES

### Healthcare Professional Toolkit for Pediatricians:

Research shows that a strong recommendation for annual flu vaccination from a healthcare professional is an important factor for improving vaccination rates. This is why Families Fighting Flu developed the Healthcare Professional Toolkit in partnership with the National Association of Pediatric Nurse Practitioners (NAPNP) and HealthyWomen. Available in both English and Spanish, the toolkit contains a firsthand perspective from a pediatric nurse practitioner about flu vaccination, personal stories of families adversely impacted by flu, frequently asked patient questions, flu facts and statistics, and educational materials to share with patients.



This resource was promoted through a variety of social media channels and stakeholder networks to capture the attention of healthcare professionals. Over 728,000 impressions and 68,000 clicks were generated through Facebook, Twitter, and LinkedIn, and the resource had over 47,000 unique page views on our website. The toolkit was also featured on the Immunize Nevada educational webinar entitled “How to Make a Strong Flu Vaccine Recommendation” in October 2018 for over 90 participants and shared through various partner newsletters, websites, and social media channels.

### General Flu Resources:

Over the years, in an effort to increase awareness about the flu and the importance of annual flu vaccination, Families Fighting Flu has developed numerous educational materials such as brochures, posters, school worksheets, postcards, infographics, and bookmarks. These items are available on our website for download or order.

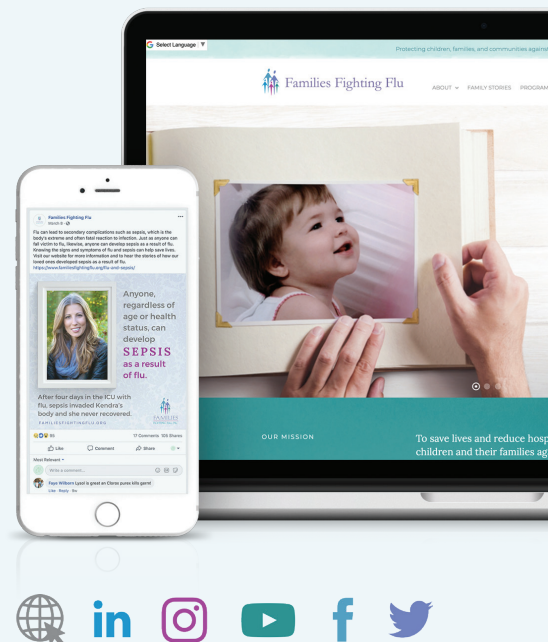


## SOCIAL & DIGITAL MEDIA COMMUNICATIONS

Social and digital media channels are a vital part of our communication efforts. Research shows that social media has the power to influence personal immunization decisions. These platforms allow us to address common misconceptions about flu and flu vaccines, share educational resources, and share our personal stories as part of education and advocacy efforts.

In 2018, our social media growth was 43%, including a 35% growth on Twitter, a 39% growth on Facebook, and the launch of two new platforms including LinkedIn and Instagram. This growth resulted in 2.3 million impressions – an overall increase of 62% compared to last year. Our social media messages aren't just being seen by more people, but are also generating more engagement – over 41,000 engagements in 2018, which is a 146% increase over last year. We also received over 5,000 messages on social media during 2018, an increase of 260% since 2017. All of this activity generated close to 17,000 clicks to content that directly supports our mission.

Digital media metrics from our website indicate there was a 127% increase in the number of users and a 126% increase in page views. Our most popular content was our *What is Flu?* page followed by our *Family Stories*.





## EARNED

### MEDIA

Every year, our member families are interviewed by a wide range of national and local media outlets. These interviews include print publications, radio stations, podcasts, televised broadcasts, press conferences, and even international media events. Through these earned media opportunities in 2018 we were able to reach over 350 million people across the globe.



Oct. 26, 2018 | Flu Alert - CDC warns everyone over age six-months to get flu shot.

#### The Washington Post

Oct. 6, 2018 | Flu can be a killer, but some refuse to take a shot

#### HUFFPOST

Dec. 15, 2018 | Why You Should Definitely Get Your Kids A Flu Shot



Nov. 20, 2018 | Kids and the Flu: 3 Myths Debunked

View our *News & Media* page and Digital Media Kit ►

### ADVOCATE

## SPEAKING ENGAGEMENTS

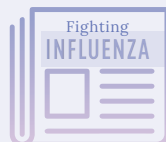
Families Fighting Flu spokespeople share their first-hand experience with the flu at various live speaking engagements throughout the year, including school PTA meetings, immunization conferences, continuing education webinars, and global flu summits all over the world. In 2018, our personal speaking engagements connected us with thousands of live audience members over the course of the year.



## WEEKLY FLU NEWS

### AND NEWSLETTERS

In an effort to keep people informed throughout flu season, we distribute *Weekly Flu News* every Monday from September through April, and a quarterly newsletter, *Fighting Influenza*. These publications are distributed through our database to interested parties. Stay up-to-date by signing up for these publications through our website: [www.familiesfightingflu.org](http://www.familiesfightingflu.org).



## Families Fighting Flu - IT'S WHO WE ARE.

We couldn't keep up the fight against flu without the time, talents, and treasures of those who support our life-saving efforts. This includes our Board of Directors, our Chief Operating Officer, our esteemed Medical Advisors, and our generous Financial Supporters. In 2018, we welcomed three new Board members including Amber McCarthy, Jessica Richman, and Angie Wehrkamp, as well as one new medical advisor, Dr. Michael Northrop.

### BOARD OF DIRECTORS

Shelle Allen, President  
Joan Mann, Treasurer  
Jennifer Pool Miller, Secretary  
Richard Kanowitz  
Gary Stein  
Alissa Kanowitz  
Joe Lastinger  
Joe Marotta  
Amber McCarthy  
Jessica Richman  
Doris Stein  
Angie Wehrkamp

### CHIEF OPERATING OFFICER

Serese Marotta, B.Sc.

### MEDICAL ADVISORS

Jon Abramson, M.D.  
Kevin Ault, M.D.  
Matthew Cory, M.D.  
Andrew Eisenberg, M.D.  
Scott Gorenstein, M.D., FACEP  
Debra Maitre, MS, APRN-CNS, NEA-BC, DNPc  
Flor Munoz, M.D., MS  
Michael Northrop, M.D., FAAP  
Susan Fisher-Owens, M.D., MPH  
Adrienne Randolph, M.D., M.Sc., FAAP, FCCM  
Jana Shaw, M.D., MPH, MS  
Dawn Tomac, BSN, RN, CIC



# Financial Report

In 2018, we continued to benefit from individual contributions of \$29,310, foundation grants of \$7,000, government grants of \$13,400, and corporate grants that totaled \$494,300. 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 continues to operate 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 reports are available for review on our Form 990s at [www.guidestar.org](http://www.guidestar.org).



Joan Mann,  
Treasurer

## 2018 ANNUAL FUND DONORS

The following is a list of \$100+ donors to our unrestricted 2018 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: The Amanda Kanowitz Foundation

Joe and Serese Marotta

Jennifer K. Pool and Christopher Miller

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

Bill and Deb Ward

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

Patrick Carothers

Kennis and Joan Mann: Kendra's Legacy Foundation

Dr. Paul Offit

Gary and Doris Stein

### SUSTAINERS (\$500-\$999)

Nancy Cory

Gary Edelstein

Jessica and Matt Richman

Deborah Wexler, M.D. and Michael Mann

Michael and Deborah Warsaw Charitable

Anonymous

### SUPPORTERS (\$250-\$499)

Peter Andrew Davey

William Gladstone

Margaret Harbour

Gerry and Nancy Megas

Kevin McCarthy

Richard and Stacy Shafritz

Mary Ellen and Michael Stein

Patrick Strutz

Angie Wehrkamp

### CONTRIBUTORS (\$100-\$249)

Joseph and Sandy Baressi

Steven Brumbaugh

Tony Chan

Jonathan Friedman

Gail Friedt

Bill Herholzer

Michael Lapierre

Stephen Ledford

Henry Lin, M.D.

Joseph and Barbara Marotta

Toni Ann Marsallo

Amber McCarthy

Nancy Michael

Jerry Nelson

Adrienne Randolph, M.D.

Christine Vara

Donna Wehrkamp

## 2018 CORPORATE & GOVERNMENT SPONSORS:

AmazonSmile

American Academy of Pediatrics, Illinois Chapter

Bombshell Beer Company

Booz Allen Hamilton

CareDox

Centers for Disease Control and Prevention (CDC)

Fraternal Order of Eagles, Alva Aerie #871

Genentech

GlaxoSmithKline

Goodshop

Kinney Drugs Foundation, Inc.

La Jolla Pharmaceutical

Neuberger Berman

Quidel

Sanofi Pasteur, U.S.

School District of Springfield, MO

Seqirus Inc.

The Clorox Company

The Pingry Corporation

Western NY Pediatric and Adolescent Coalition

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

## 5 WAYS TO HELP US SAVE LIVES

- 1 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.
- 2 GIFT OF APPRECIATED PROPERTY:** FFF welcomes gifts of appreciated property, including stock.
- 3 DONATIONS** may be made online at [www.familiesfightingflu.org/donate](http://www.familiesfightingflu.org/donate). Credit cards and recurring contributions are welcome! You may also send a check to the mailing address below.
- 4 VOLUNTEER!** Contact us to find out how to donate your time to our cause!
- 5 SHOP ONLINE!** Open accounts with [AmazonSmile](#), [GoodShop](#), or [Giving Assistant](#) and choose FFF as your cause at no additional cost to you.

4201 Wilson Blvd., #110-702, Arlington, VA 22203

1-888-2ENDFLU (1-888-236-3358) • 1-703-203-4335 • [contact@familiesfightingflu.org](mailto:contact@familiesfightingflu.org)

**WWW.FAMILIESFIGHTINGFLU.ORG**

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.