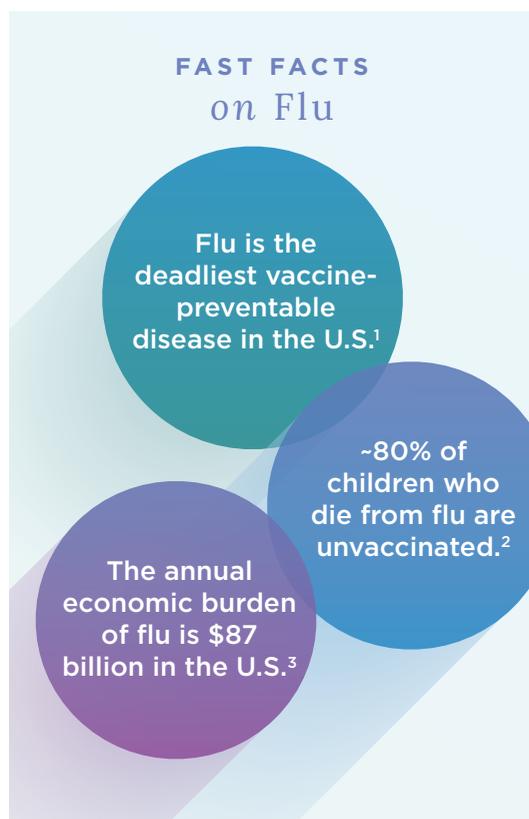


# Protecting Children, Families and Communities Against the Flu



## Who We Are...

Families Fighting Flu is not just our name - it's who we are and what we do. We have experienced the effects of flu - either from serious illness or death of a family member. We share personal stories because we want everyone to understand that flu is unpredictable and potentially deadly, but can be prevented through annual flu vaccination.



## FAST FACTS on Families Fighting Flu

 **3,000+** advocates

 **50+** family stories are featured on FamiliesFightingFlu.org

 **16** years of flu education & advocacy

 **12** medical advisors

 **20+** partners ranging from the CDC to Clorox

 **50+** free resources available for download at FamiliesFightingFlu.org

 **31,000+** followers on social media

## What We Do...

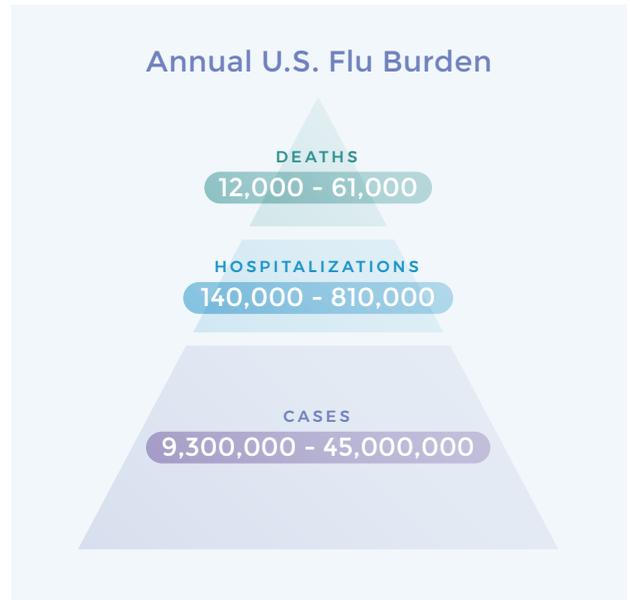
- Our organization was instrumental in the **Advisory Committee on Immunization Practices (ACIP)** decision to expand its flu vaccination recommendation to include all individuals six months of age and older.
- Our **educational programs** and associated resources reach millions of people every year with key flu-related messages through various communication channels, including traditional, social, and digital media.
- Our Board of Directors and advocates speak at **national and international events** to share family stories that illustrate disease burden and promote annual flu vaccination.
- Through our **Flu Champion program**, our advocates and volunteers distribute flu-related educational materials within their communities, including schools, health departments, businesses, immunization coalitions, and more, in an effort to raise flu awareness and increase vaccine confidence.

**MISSION:** To save lives and reduce hospitalizations by protecting children, families, and communities against influenza.

## Disease Burden of Flu

### It's Not 'Just the Flu' – It's a Serious Disease!

- Seasonal and pandemic flu pose a serious risk to individuals, families, communities, and public health at large.
- Seasonal flu affects 5 – 20% of the U.S. population every year.<sup>4</sup>
- Globally, there are approximately 650,000 flu-related deaths per year.<sup>5</sup>
- Influenza and pneumonia is one of the top ten causes of death in the United States.<sup>1</sup>



### FLU FACT:

Annual flu vaccination is the best preventative measure you can take to protect yourself and your family from flu.

## Importance of Annual Flu Vaccination

- Annual flu vaccination is the only evidence-based preventative measure against flu-related illness, hospitalization, and death.<sup>6</sup>
- The CDC recommends annual flu vaccination for everyone 6 months and older,<sup>7</sup> yet typically less than 50% of adults and less than 65% of children get vaccinated every year.<sup>8</sup>
- Flu vaccination significantly reduces flu-related hospitalizations in adults.<sup>6</sup>
- Flu vaccination prevents flu-related deaths in healthy children by 65%.<sup>2</sup>
- Flu vaccines are safe, routinely tested, and cannot cause flu.<sup>6</sup>

### FFF Vision:

That all individuals understand the seriousness of influenza and the importance of annual vaccination so that no one suffers serious flu-related complications or death.

### Emma Splan

At the age of six, Emma was a healthy, happy, and kind child. She came home from school one day not feeling well and was later diagnosed with flu. Her illness progressed over a few days and she was admitted to the pediatric intensive care unit where she suffered serious flu-related complications, including heart problems. Emma lost her life to flu on February 18, 2018.



### Christa Mitchell

At the age of 30, Christa was a healthy mother and wife. She was diagnosed with flu in December 2017 and suffered serious flu-related complications including septic shock and amputations of her fingers and toes. She was hospitalized for a total of 48 days and continues to deal with lifelong medical complications as a result of her flu illness.

### Will Hauver

Will was a 22-year-old successful college athlete and Type 1 diabetic. In January 2015, Will became sick with flu, collapsed, and was taken to the local hospital. As a result of his flu illness, Will's blood sugar had become significantly elevated, causing him to experience diabetic ketoacidosis. In less than three days from onset of illness, Will lost his life to flu-related complications.



### Nick Fulweiler

In January 2019, Nick was an active, healthy 40-year-old father. He became sick with flu, which led to severe pneumonia, severe acute respiratory distress syndrome, and sepsis. Nick was placed in a medically induced coma and hospitalized for 28 days. He survived, but required months of rehabilitation to relearn basic life skills and he still suffers from medical complications as a result of his flu illness.

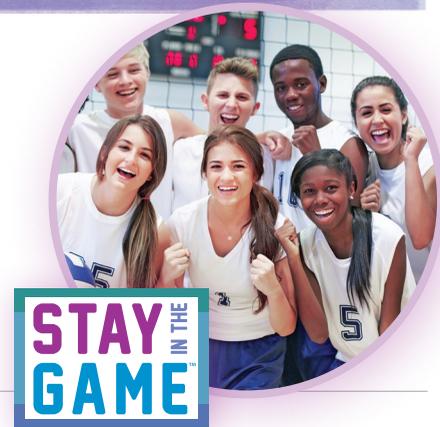
## EDUCATIONAL PROGRAMS...

### Stay in the Game™

Stay in the Game™ focuses on keeping everyone healthy so that you can keep doing the things you love, like school, work, sports, and even fun with family and friends!

#### Highlights include:

- Public service announcements about flu and importance of flu prevention
- Creation of a healthcare professional educational resource for pediatric providers
- Protecting Grandparents from Flu campaign
- Flu-related educational materials



### Keep Flu out of School

Keep Flu out of School is a school-based program designed to raise awareness about the burden of influenza (flu) and the benefits of annual flu vaccination.

#### Highlights include:

- Collaboration with school nurses and teachers to increase flu vaccination rates in elementary schools
- Knock Out The Flu, an award-winning college campaign that reached thousands of students with key flu-related messaging and vaccination vouchers
- Flu-related educational materials for students, parents, and school administrators

### Flu Champions

Our Flu Champions program focuses on increasing flu awareness and vaccine confidence at the community level using advocates, partners, stakeholders, and volunteers.

#### Highlights include:

- Development of advocacy toolkits for schools and universities, employers, healthcare professionals, and general advocates
- Development of communication tools and resources
- Community-level collaboration, outreach, and support



#### REFERENCES

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