



Summer 2020 eNewsletter



Message from our Chief Operating Officer

As the U.S. continues to struggle with this pandemic, it has become ever more clear how important it is for all of us to play a role in protecting public health. We're all struggling with big issues right now. Do we send our kids back to school/college this fall? How do we maintain a healthy work-life balance while working remotely? In general, how do we keep ourselves and our families safe and healthy? I'm sure we can all relate - and now here we are approaching yet another

flu season.

The good news is that we're all in this together and collectively, we CAN make a difference. More than ever, annual flu vaccination is critically important this fall to avoid the double whammy of flu and COVID-19. With our colleagues at the Coalition to Stop Flu, we just published an [op-ed](#) in The Hill that discusses just that. This upcoming season, flu vaccines will be in ample supply - close to 200 million doses will be available, which is a record amount. And healthcare providers and immunizers are working hard to ensure safe vaccination environments, whether it's in an office setting, pharmacy, or drive-thru/mobile clinic. So no excuses, folks!

As of August 1st, **187 pediatric flu deaths** have been reported for the 2019-2020 season. Sadly, over the past few months we here at FFF have added several new family stories to our [library](#), including recent losses. Every story is different - and heartbreaking.

Each of us plays a pivotal role in protecting public health so this season let's share that message with our friends, families, and neighbors. Encourage others to get their annual flu vaccine. You can even make a pledge through our new [Flu Vaccination Promise page](#) and we'll remind you! Or you can take advantage of our new texting program, which is featured below.

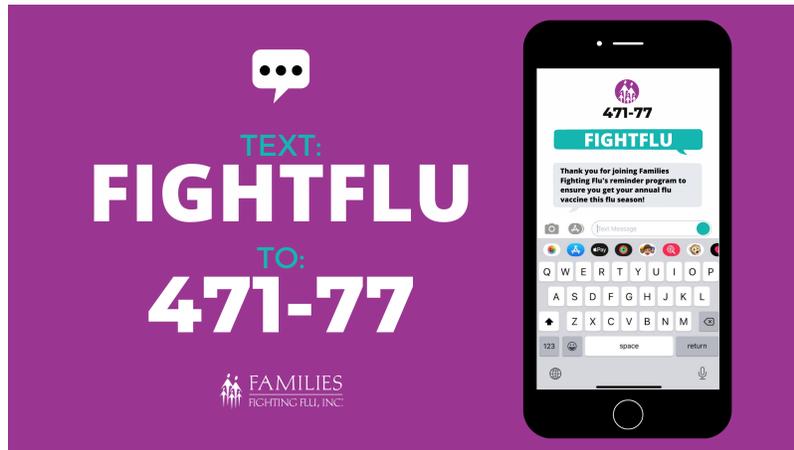
Let's show flu who's boss this season and take it off the table as we continue to grapple with COVID-19. **We also welcome you to get involved and become a Flu Champion in your community, with our support!** As always, please feel free to reach out to us as we welcome your involvement, feedback, and support.

Sincerely,

Serese A. Marotta

Text FightFlu to 47177

We're excited to announce our new flu vaccination text message reminder program! If you or someone you know needs a reminder to get their annual flu vaccine this season, text "FightFlu" to 47177. Then, you will be signed up to get customized messages about flu and the benefits of flu vaccination.



Make a Promise to Fight Flu

The Families Fighting Flu Vaccination Promise encourages people to get a flu vaccination and help curb simultaneous flu and COVID-19 activity during the upcoming season.

[Sign up to make the Promise](#) — commit to getting your annual flu vaccine by a selected date — and Families Fighting Flu will email a reminder to you of your Families Fighting Flu Vaccination Promise. Together, we can make a difference.

Protect yourself, your family,
and your community.



Make the
**Families Fighting Flu
Vaccination Promise!**



Join Our Flu Champions Program

Our Flu Champions program aims to help raise awareness starting at the community level - and that starts with advocates like you! To help you become a Flu Champion in your community, we've developed four toolkits that contain hard copies of our most popular educational materials and

promotional products (digital resources are also available). During the 2019-2020 flu season, we distributed over **100 toolkits and 45,000 pieces of educational materials.**

These resources can be helpful in your community outreach in various ways, such as:

- Distributing to local K-12 schools
- Sharing with daycares and local community centers
- Reaching out to healthcare providers
- General communications with community leaders
- Sharing widely on social media

Are you interested in becoming a Flu Champion? Email contact@familiesfightingflu.org or visit our [website](#) to learn more about how to get involved in this program.



Join our private Facebook group!

Are you a Flu Fighter? If so, we welcome you to join our new Facebook group, **Flu Fighting Forum**. We're using this group to keep folks updated on flu and share ways to get involved in flu advocacy, prevention, and education. Content includes:

- Shareable social media content
- Policy issues and sign-on petitions
- CDC flu burden updates
- News articles and research
- Discussions about best practices for discussing flu and flu vaccination
- Advocacy tools and resources

Join our group [here!](#)

Make a Tax-Deductible Donation

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

DONATE NOW

