



Fall 2020 eNewsletter



Message from our Chief Operating Officer

As we approach the holidays and endure another wave of COVID-19, I think it's suffice to say we are all struggling to muster up the strength to deal with yet another flu season and a possible "twindemic". Sadly, the 2019-2020 flu season set records for flu-related pediatric deaths and hospitalizations. The Centers for Disease Control and Prevention (CDC) reported that a total of 195 children died and estimates that actual pediatric deaths were likely higher.

Influenza continues to take its toll on public health, but I have hope because recent news has indicated that flu vaccination rates appear to be higher than previous seasons! And with a record number of available flu vaccines in the market, it's a good time to remind folks that **it's not too late to vaccinate**.

This fall has been busy for us here at Families Fighting Flu and below you can find some updates on our education and advocacy efforts. Our **Flu Champions program** has experienced significant growth and we've even supported some vaccination clinics this fall. We have a **new Junior Board** whose members are actively working with their peers to raise flu awareness within their communities. We also have some **new Spanish educational materials, blog posts, and family stories** to share - so check out our recent accomplishments below.

As always, please feel free to reach out to us as we welcome your involvement, feedback, and support. I wish all of you a safe, happy, and healthy holiday season!

Sincerely,

Serese A. Marotta

Flu Vaccination Promise Program

Over **700 people** have promised to get their annual flu vaccination during the 2020-2021 flu season. Have you? Make the promise [here](#) and we will send you a reminder to get your flu

vaccination by the date you choose. And remember that even after Thanksgiving, it's not too late to vaccinate!

Already got vaccinated? Check out some **#FluShotSelfies** below and send us yours!



Made possible with support from PhRMA

Flu Champions Program

To date this flu season, we have distributed **over 35,000 pieces of educational materials** to numerous advocates across the U.S. Highlights include:

- Supporting flu vaccination clinics in Coos Bay, Oregon; Montgomery County, Pennsylvania; and multiple employer locations in Rhode Island
- Developing new partnerships with universities, healthcare providers, immunization coalitions, and individual advocates
- Establishing a new Junior Board responsible for expanding flu-related outreach to peers from middle school through college

Check out our full suite of available educational materials [here](#) and reach out to us if you're interested in becoming a Flu Champion!



Families Fighting Flu joins NJ Influenza Action Group

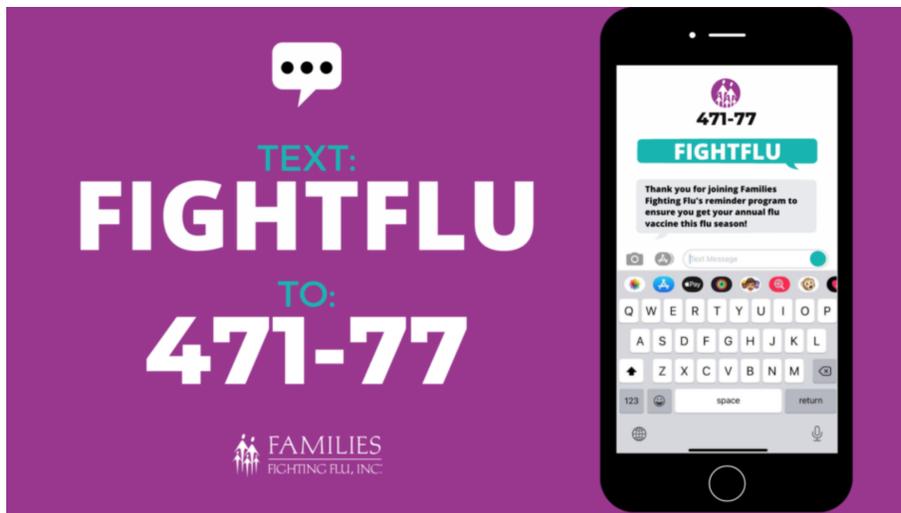
We are proud to join the New Jersey Department of Health in their statewide flu vaccination campaign. FFF Board Member, Jennifer Miller, recorded a [video](#) about her daughter's flu

hospitalization to encourage people to get vaccinated.



Text to Fight Flu Program

Together with our partners, we have sent out over **3,000 text messages** to remind people to get their annual flu vaccination. Thank you to **Boost Oregon, Vaccinate Your Family, Montgomery County Immunization Coalition, and Immunize Nevada** for helping to promote these messages!



New Spanish Materials

We're excited to debut our new suite of educational materials available in Spanish! The following items and more are available for digital download on our [website](#):

[Spanish Social Media Graphics](#)

[Communication 101 Postcard](#)

[Emergency Warning Signs Postcard](#)

[Do You Know The Flu Poster](#)

[Flu Vaccine Infographic](#)

[Stay In The Game Infographic](#)

¿QUIÉNES DEBEN VACUNARSE?



Todas las personas
mayores de 6 meses
de edad



Todos
los años

¡Vacunarse es la **mejor**
manera de prevenir la gripe!



Families Fighting Flu in the News

Already this flu season, we've reached **millions of people** through print publications and TV broadcasts, both in English and Spanish markets. Check out some of our recent media coverage highlighting our advocacy, family stories, and educational initiatives on our media page [here](#).



Insights on Influenza: COVID-19 and Flu Blog Posts

As we continue to deal with the ongoing pandemic, COVID-19 is on everyone's minds. But with flu season right around the corner, it's important to understand how COVID-19 and influenza can overlap, differences in symptoms, and methods of prevention. Our latest blog posts on this topic include:

[Symptoms of Common Cold, Flu, and COVID-19](#)

[COVID-19 vs. Flu: How Do They Compare? Part 1](#)

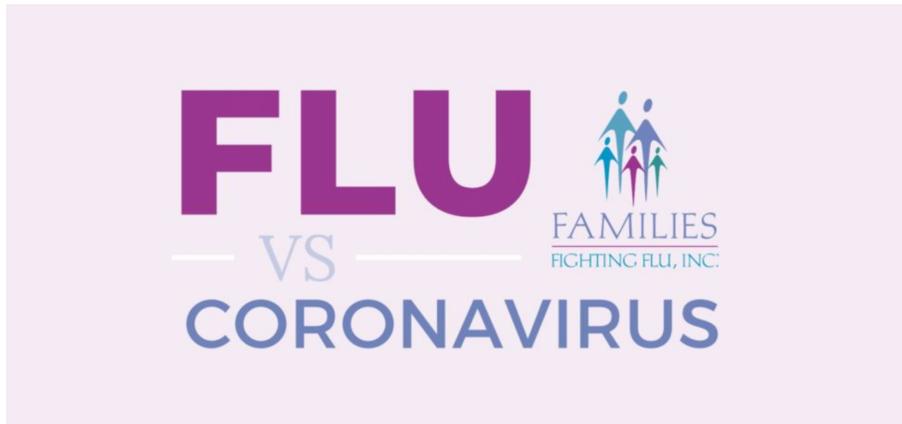
[COVID-19 vs. Flu: How Do They Compare? Part 2](#)

Flu Vaccine Recommendations During COVID-19

Flu Vaccination Does NOT Increase Risk of COVID-19

What Influenza Pandemics Can Teach Us About COVID-19

My Reaction to COVID-19 as a Mother Whose Daughter Was on a Ventilator Due to Flu



New Family Stories

Since our last newsletter, we have added 4 new family stories to our gallery for a total of 61 stories:

[Isabella Darling](#), a healthy teenager whose flu illness damaged her lungs, leading to a double lung transplant.

[Shari Hall](#), a healthy adult who lost multiple limbs and still has lasting complications from influenza.

[Charlie Hinderliter](#), a 38-year-old whose flu illness put him in the hospital for 58 days.

[Brent Teichman](#), a 29-year-old chef who lost his life to flu in November 2019.



Educational Webinars

It's been a busy fall and Families Fighting Flu staff, board members, and family members have shared their experiences and expertise on numerous webinars:

- **Sept. 17, 2020:** FFF COO Serese Marotta shared our national consumer survey results during a webinar hosted by the **Immunization Action Coalition**
- **Sept. 22, 2020:** FFF COO Serese Marotta presented on a webinar hosted by the **California Immunization Coalition** about flu vaccination communication strategies
- **Sept. 24, 2020:** FFF medical advisor Dr. Flor Munoz presented on a webinar hosted by **Immunize Nevada** about flu vaccination and health disparities
- **Sept. 25, 2020:** FFF President Shelle Allen shared her daughter's flu story and her insights on the importance of flu prevention during a webinar hosted by **Immunize Nevada**
- **Sept. 25, 2020:** FFF staff member Shoshana Fishbein presented on a webinar for the **Los Angeles County of Education** about flu vaccination communication strategies
- **Oct. 2, 2020:** FFF family member Becky Crane and **Boost Oregon** co-hosted a webinar about flu vaccine messaging
- **Oct. 7, 2020:** FFF COO Serese Marotta and Board member Jennifer Miller presented on a webinar for the **New Jersey Influenza Action Group** about the importance of flu awareness and prevention
- **Oct. 15, 2020:** FFF Board member Angie Wehrkamp shared her family's flu story during the event **Vaccinate the Heartland**, which was hosted by various immunization groups
- **Oct. 21, 2020:** FFF COO Serese Marotta presented on a webinar for the **Missouri BIO Association** to discuss the upcoming flu season
- **Nov. 10, 2020:** FFF COO Serese Marotta and staff member Michele Slafkosky presented on a webinar hosted by the **Association of Immunization Managers** about engaging immunization advocates

#FightFlu with FFF Merchandise!

Check out our [new online store](#) that features Families Fighting Flu-branded shirts, fleece jackets, masks, hats, bracelets, and more...



Help Support Us!

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

Make a tax-deductible donation

[DONATE NOW](#)

Use AmazonSmile to do your holiday shopping

