

Immunization Action Coalition

The Continued Threat of Influenza and How to Sustain Influenza Vaccination Efforts

Families Fighting Flu

*Gary Stein, MBA
Founder and Board Member*



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FIGHTING FLU, INC.

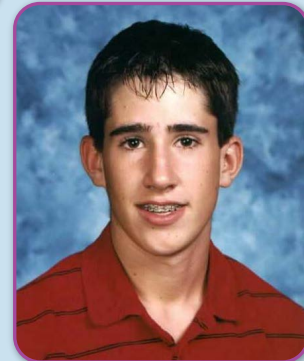
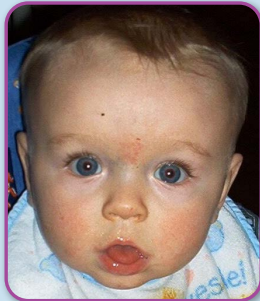
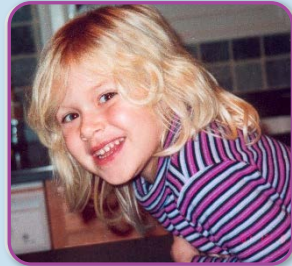
September 9, 2021

A Father's Story – Jessica Stein





We put
a
face



on
the
flu.



Our goal is to increase vaccine confidence and save lives to prevent more stories like ours.



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Flu Champions Program

OBJECTIVE:

To purposefully engage member families, advocates, volunteers, healthcare professionals, and partners in a scalable effort to support them as participants in specific education & advocacy activities at the community level that will help in our mission to #FightFlu



Education → Empowerment

FFF Support System :

- Outreach to appropriate program candidates/champions (e.g., school nurses, HCPs, families, employers, health departments)
- Individualized coordination and program support offered by FFF staff, medical advisors, and mentors to build sustainable relationships
- Provision of hard copy, digital, and social media toolkits & resources



Who are our advocates?

Families who have been personally affected by flu

Healthcare professionals, including school nurses

Partners such as immunization coalitions, health departments, employers

Interested individuals who support flu awareness

National

Regional

Local



FFF Resources

Advocacy Toolkits



Flu Champion Toolkit for
Schools & Universities



Flu Champion Toolkit for
Healthcare Professionals



Flu Champion Toolkit for
**Employers & Community
Organizations**



Flu Champion Toolkit for
General Advocates

Educational Materials

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

The flu is highly contagious. About 40 million people get sick every year. About 36 million miss work or school. About 10 million miss school.

Only 1 in 100 people die from the flu.

In the US, more than 1,000 children are hospitalized for the flu every year. About 20,000 children die from the flu every year.

Have a Flu Vaccination Game Plan

Flu is the leading cause of death in children under 5 years old. It's also the leading cause of death in people 65 and older.

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Practice Healthy Habits, too

In addition to an annual flu vaccine, it's also important to practice healthy habits:

- Wash hands often
- Stay home if you aren't feeling well
- Avoid sharing cups, plates, or towels
- Avoid touching your face
- Avoid close contact with people who are sick
- Cover your mouth and nose with a tissue when you cough or sneeze
- Stay home when you are sick

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

For more information visit: www.familiesfightingflu.org

Follow us on

Families Fighting Flu reminds you:

If you can read this, you need a flu vaccine. It is recommended annually for everyone 6 months and older. This means you.

Get the vaccine. It's the best way to prevent the flu.

www.familiesfightingflu.org

Comunicación esencial
Preguntas frecuentes sobre la gripe y la vacuna antigripal

¿La vacuna antigripal puede causar gripe?
No, la vacuna antigripal no puede causar gripe. La vacuna antigripal está hecha de virus inactivados o de partes de virus que no pueden enfermarte. Para asegurarse de que la vacuna antigripal sea segura para todos, los científicos la prueban primero en personas que nunca han tenido gripe.

¿Por qué debo vacunarme contra la gripe todos los años?
Debido a que los virus de la gripe cambian con el tiempo, la vacuna antigripal que recibes cada año es diferente a la que recibiste el año anterior. Además, tu sistema inmunológico necesita tiempo para recordar cómo combatir los virus de la gripe. Por eso, debes vacunarte cada año.

¿Por qué debería preocuparme por la gripe?
Cualquier persona puede verse afectada por la gripe. En algunos casos, puede causar complicaciones graves, como la neumonía, la sinusitis o la infección de los oídos.

Recuerde: No es "solo" gripe, es una enfermedad grave.

- 1 Evite tocar los ojos, la nariz o la boca.
- 2 Descansa lo suficiente.
- 3 Cúbrase con la parte anterior del codo al toser.
- 4 Quédate en casa si no se siente bien.

Para obtener más información, visite www.familiesfightingflu.org

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¡Yo lucho contra la gripe!

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¡Vacúnate contra la gripe!

No es "SOLO" gripe, es una enfermedad grave.

También practica otros hábitos saludables:

- Lávese las manos con frecuencia.
- Evite tocar los ojos, la nariz o la boca.
- Descansa lo suficiente.
- Cúbrase con la parte anterior del codo al toser.
- Quédate en casa si no se siente bien.

Más información en www.familiesfightingflu.org

Jessica was only 4 years old when she died of complications from the flu.

Now her parents want you to know that annual flu vaccination is recommended for everyone 6 months and older.

The flu can be deadly. Learn the warning signs and get vaccinated every year.

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Available at familiesfightingflu.org



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Contact Information

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Social media:

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