

# How to Engage Families/Parents as Immunization Advocates

## *Families Fighting Flu*

*Serese Marotta, Chief Operating Officer & Parent Advocate*

*Michele Slafkosky, Outreach & Advocacy Manager*

*November 10, 2020*



FAMILIES  
FIGHTING FLU, INC.

# Families Fighting Flu is more than just our name – it's who we are and what we do!

**Member Families**

**Board of Directors**

**Medical Advisors**

**Staff & Volunteers**



**Education & Advocacy**



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# 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



# How do we connect with people?

*We reach people “where they are”, at local, regional, state, and national levels*

Social Media

Digital Media

Earned Media

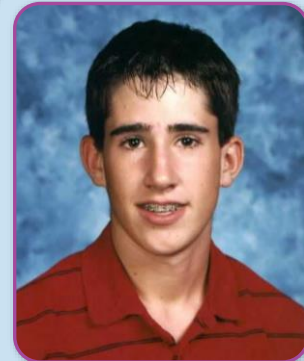
Stakeholder  
Networks

Strategic  
Partners





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

- Over 45,000 pieces distributed during 2019/2020 flu season
- Over 32,000 pieces distributed to date for 20/21 flu season
- Increased use of digital and social media resources

## ***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



# Flu Champion Profiles

*Becky Crane & Waterfall Community Health  
School Flu Clinics and Community Outreach*

*Samy Awwad  
Presentation & Material Distribution*

*Angie Wehrkamp  
5K Run*



*Katie Stein  
Sports Tournaments*

*RI DOH & The Wellness Company  
Community and School Flu Clinics*

*Amber McCarthy  
Schools and Flu Clinics*



# 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**

Flu is a highly contagious disease that kills 35,000 to 65,000 people each year in the United States.

Children have the highest rate of flu hospitalizations.

In the U.S., every year 1,000 children have died due to flu hospitalizations. 20,000 to 30,000 are hospitalized. 10,000 to 15,000 are hospitalized.

**Have a Flu Vaccination Game Plan**

Annual flu vaccination for everyone 6 months of age and older is the best way to prevent the flu.

Make getting your vaccine fun, convenient & easy. Family parties, "flu" parties, etc.

**#1** Get your family vaccinated together!

**#2** Consider ways to make getting your vaccine fun, convenient & easy. Family parties, "flu" parties, etc.

**Practice Healthy Habits, too**

In addition to an annual flu vaccination, it's also important to remember to:

- Wash hands often
- Stay home if you're sick and avoid being around your own, school, or work - germ spread this way
- Cough and sneeze into your elbow or tissue
- Avoid touching your face
- Clean and disinfect surfaces at home, work, or school regularly with disinfectant

Getting your annual flu vaccination and practicing healthy habits protects you and those around you, too!

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

For more information visit: [www.familiesfightingflu.org](http://www.familiesfightingflu.org)

Follow us on

**Get vaccinated!**  
It's the best way to prevent the flu.

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**¡Yo lucho contra la gripe!**

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**Get Your Flu Vaccine!**

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

Families Fighting Flu  
Coloring Book

**Communication 101**  
Common Questions About Flu & Flu Vaccination

Can the flu vaccine cause the flu? The flu vaccine cannot make you sick with the flu, but you can experience mild side effects following vaccination as your body's immune system prepares to fight off future flu infections.

Why do I need to get a flu vaccine every year? There are many different strains of flu that can make people sick, and these can change from year to year. In some cases, flu viruses can change so much that you need to get a new flu vaccine every year.

Why doesn't everyone get the flu? Anyone can be affected by flu no matter their age, health status, gender, or lifestyle. Flu can easily cause illness and, in some cases, life-threatening complications.

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

- 1 Avoid touching eyes, nose, or mouth
- 2 Get plenty of rest
- 3 Do the elbow cough
- 4 Stay home if you don't feel well

For more information, please visit: [www.familiesfightingflu.org](http://www.familiesfightingflu.org)

Families Fighting Flu

La gripe puede ser mortal. Incluso en personas sanas.

Protégete. Y protege a los demás. Vacúnate contra la gripe todos los años.

**INFORMACIÓN SOBRE LA VACUNA ANTIGRIPE**

El sistema inmunológico puede sufrir complicaciones relacionadas con la gripe, incluso los pacientes sanos.

El 80% de las personas sanas que se vacunan contra la gripe evitan las complicaciones relacionadas con la gripe.

La vacuna contra la gripe es segura.

Existen varias formas diferentes de vacunar contra la gripe: inyectando.

**Vacúnate. Es la mejor manera de prevenir la gripe.**

[www.familiesfightingflu.org](http://www.familiesfightingflu.org)

**LA GRIPE EN LOS NEGOCIOS**

En los EE. UU., la gripe causa hasta **810,000** hospitalizaciones al año.

Eso es más que la población de Seattle.

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During the 2018-2019 flu season, **47%** of adults hospitalized with flu had heart disease.

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Just three days after turning 9 years old the flu caused Maci's heart to stop beating. Her family wants you to know that flu is a serious illness.

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

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ON AVERAGE IN THE U.S., MORE THAN **38 MILLION DAYS OF SCHOOL AND 5 MILLION SPORTING EVENTS** ARE MISSED EACH YEAR DUE TO **THE FLU.**

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Available at

[FAMILIESFIGHTINGFLU.ORG](http://FAMILIESFIGHTINGFLU.ORG)





# Contact Information

## Serese Marotta

Chief Operating Officer

(703)203-4335

smarotta@familiesfightingflu.org

## Michele Slafkosky

Advocacy & Outreach Manager

mslafkosky@familiesfightingflu.org

### Website:



[www.familiesfightingflu.org](http://www.familiesfightingflu.org)

### Social media:



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