Families Fighting Flu
2022 – 2023 Flu Season
Messaging & Campaigns

Michele Slafkosky
Executive Director

February 2, 2023

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

- Influenza doesn’t discriminate; best prevention is to **vaccinate**

- **Test** if showing influenza-like symptoms

- Rapidly prescribe and administer appropriate antiviral **treatment** to reduce symptom duration and lower risk of complications

---

Education is critical to saving lives

---

New Campaigns Expanding Outreach

**FFF InFLUencer Campaign**

**Researched**
- Find the right partner(s)

**Objectives**
- Reach diverse audience
- Deliver our message
- Onboard to personalize the message

**Results**
- Identified 11 influencers
New Campaigns Expanding Outreach

**FFF InFLUencer Campaign**

**Phase one October - December 2022**
- Garnered nearly 600,000 impressions and 70,000 video views
- Exceeded industry average engagement numbers on Instagram

**Phase two January – March**
- “It’s not too late” messaging
- Early posts resulted in followers vaccinating

Read more on our blog
[The 2022 Families Fighting Flu Influencer Campaign](#)

---

**Healthcare Professional Office Reels**

- Six states
- 1,500 HCP offices
- 5,600 HCP’s
- Played on 1,700 devices
- 2 Million Ad Plays
- 10 Million Patient Visits
New Campaigns Expanding Outreach

Published “Our Best Shot”

- About a first grader going for her flu shot
- She goes to the pharmacy, not her pediatrician
- Partnered with Dr. Alexandria Yarborough
- Available on Amazon

FFF Educational Resources Continuously Expanding

Advocacy Toolkit  Educational Materials  Spanish  Social Media

Available at familiesfightingflu.org
Contact Information

**Michele Slafkosky**
*Executive Director*

mslafkosky@familiesfightingflu.org

Familiesfightingflu.org