



A Brother's Story

Why We do This!

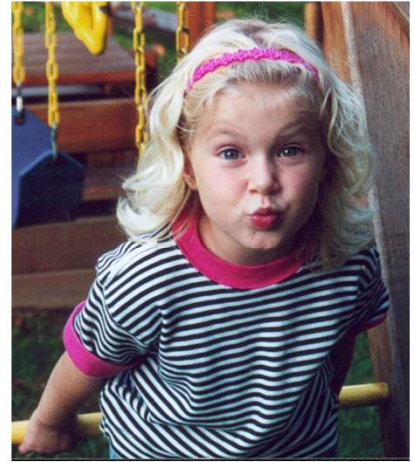
A Brother's Story



A Brother's Story



Jessica Stein
1997 - 2002



A Family Story



Jessica Stein
1997-2002

**We honor Jessica's legacy
by increasing flu
awareness and
vaccinations to save lives.**



Who Is Families Fighting Flu

- ❖ Founded in 2004
 - Brought together after the loss of a child under the age of five to influenza.
 - First story shared at ACIP meeting October 2004
 - Instrumental in recommendation changes
- ❖ Wanted to make a difference.
- ❖ Helped change flu vaccine recommendations.
- ❖ Support and honor our families and loved ones.



The Mission

Our Mission is to honor our loved ones!

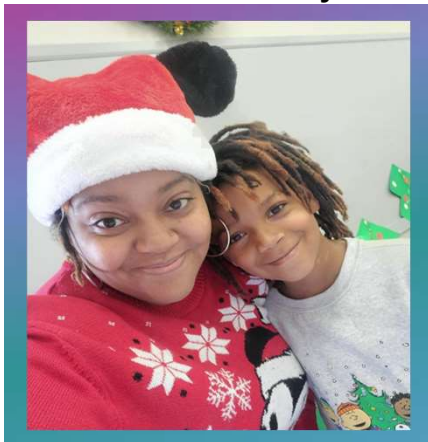


In sharing personal stories, FFF strives to **increase awareness** about the seriousness of the flu, **reduce** the number of hospitalizations and deaths each year, **drive up vaccination rates** for everyone six months and older, and **encourage** symptomatic individuals to get tested and receive appropriate treatment.



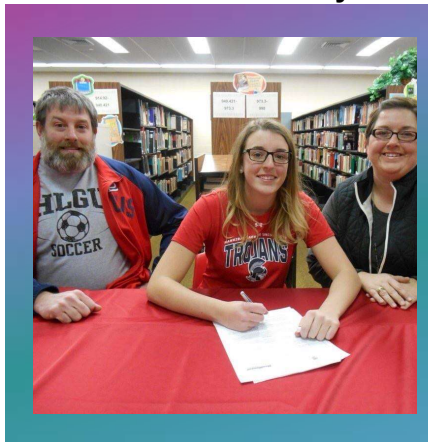
Families Fighting Flu - Our Stories

A Parent's Story



Kaden Stevenson
Flu Survivor December 2022

A Survivor's Story



Madi Allen
Flu Survivor February 2011

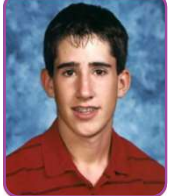
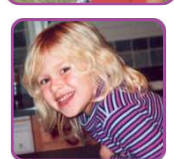
A Sibling's Story



Amanda Kanowitz
1999 - 2004



**We put
a face
on the
FLU!**

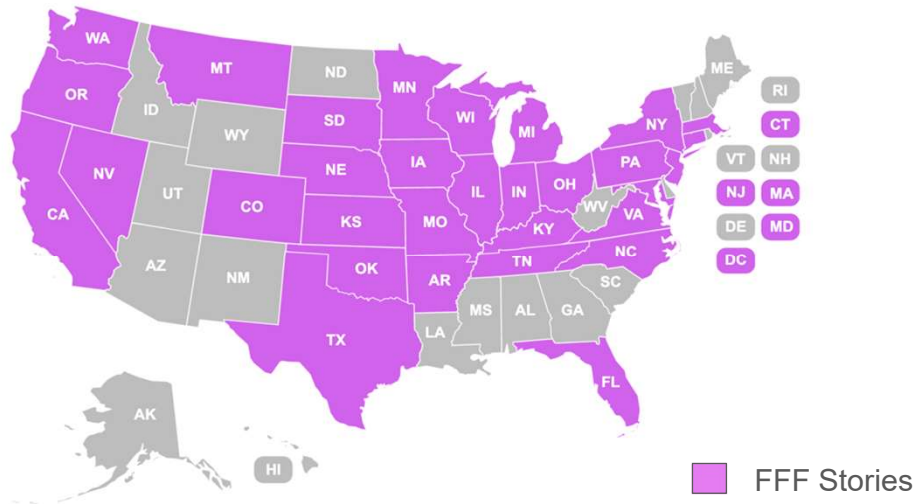


**Our goal is to increase
vaccine confidence!**



**We aim to save lives to
prevent more stories
like ours.**

The Stories of Influenza Are Everywhere



The Power of Emotional Storytelling



Healthcare decisions can be emotional for most people!



Stories are 22x more memorable than statistics!

We share stories to help prevent others from experiencing what our families have.

People can *RELATE* to stories and it can change their intentions to vaccinate!

Families Fighting Flu's 20th anniversary is a testament to our dedication and enduring efforts to protect families.

<https://drive.google.com/file/d/1PIE736351a2TF0VcC5io1xud0r9OYwZi/view>



The Future

Our stories are a sobering reminder that

OUR WORK IS NOT DONE YET!



Contact Us



FAMILIES
FIGHTING FLU

Visit Families Fighting Flu to Learn More

[FamiliesFightingFlu.org](https://familiesfightingflu.org)



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Scan for Families Fighting Flu website