



FAMILIES

FIGHTING FLU

Patient Advocacy & Stories

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The Climate Has Changed

Advocating and Storytelling is more important than ever!

- **The personal story doesn't always have to be the worst scenario**
 - Connecting with the audience is critical
 - The right advocate and story can matter

- **Considerations when working with advocates and sharing stories**
 - Who is the audience?
 - What is most important for the audience?
 - Who is the most impactful advocate or story to share?

Advocates Make An Impact?

EVERY advocate heard can make a difference!

Local, Regional, and National

- ❖ Through campaigns
- ❖ Speaking opportunities
- ❖ Hill Days



Social Channels

- ❖ Influencers
- ❖ Advocates



News Media Channels

- ❖ Statements
- ❖ OpEds
- ❖ Interviews

USA TODAY
Influenza (Flu) [Add Topic +](#)

Our Children Died of the Flu. Rolling Back Vaccine Policy Will Kill More Kids.

Their healthy teens died of the flu. They have a warning for other parents.

Sara Moniuszko USA TODAY
Jan. 25, 2026, 7:00 a.m. ET

HUFFPOST
Cases Of This Highly Contagious Winter Virus Are 'Worse Than Previous Seasons.' Here's What You Need to Know.

Jillian Wilson
Tue, 19 January 2026 at 7:00 am GMT-5

[Add Yahoo on Google](#)

The Impact of Advocate Stories

New Economic Impact Report - Tangible and Relatable Global Healthy Living Foundation and Adult Vaccine Access Coalition

Leveraging Advocate Stories

Severe case; Shari Hall, Charlie Hinderliter, and others

- The loss of family income
- The need to redesign a house
- The ongoing cost of medications

Less severe but real for most

- Temporary loss of income
- Missed days from work or school
- The cost of medication, food, household items, etc.



America's Flu Bill for the 2023-24 Season

Health Care Costs \$16,000,000,000
Lost Worker Productivity \$13,000,000,000

Total Due: **\$29,000,000,000***

 Available with higher
vaccination rates

Bill Hall, Shari's dedicated husband, shared that their income had dropped 50 percent, and Bill needed to pay more than \$60,000 out of pocket for a wheelchair accessible van, a ramp for the house, and construction materials to widen doorways.



Contact Us



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Visit Families Fighting Flu to Learn More

FamiliesFightingFlu.org



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