



FAMILIES

FIGHTING FLU

Social Media Report Flu Season Campaigns

Social Media Trends

- ❖ Playing to a Channels Strengths
- ❖ Tailoring your message to the audience
- ❖ Using trends to your advantage
- ❖ Being relevant & spontaneous
- ❖ Collaboration & Reposting
- ❖ Don't be afraid to pivot
- ❖ Story Telling/Putting a face to flu



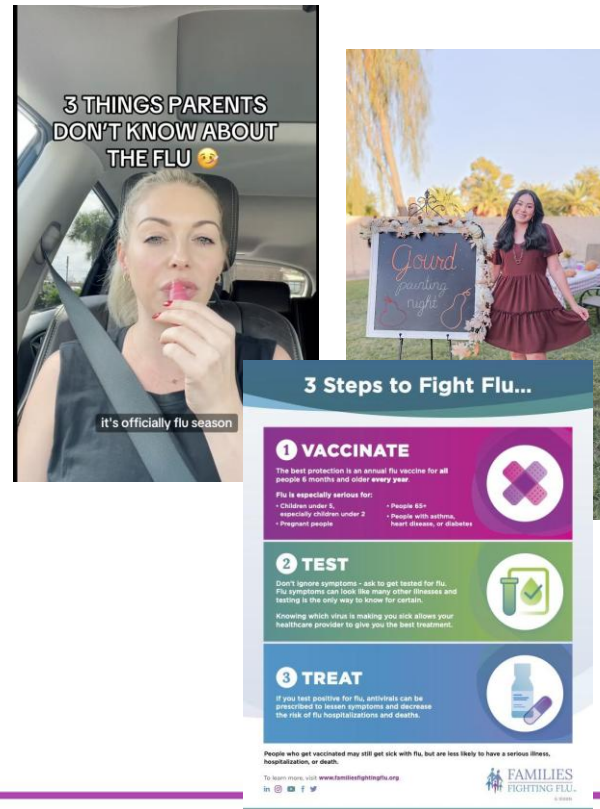
FFF Campaigns 2025/26 Respiratory Season

❖ Vaccinate Test Treat

- Encourage everyone to get vaccinated
- Remind people to get tested if they are feeling any symptoms
- Access in addition to prevention

❖ Influencer Campaign

- 4th Consecutive year
- Build upon results year after year
- New Influencer Strategy this year



3 THINGS PARENTS DON'T KNOW ABOUT THE FLU 🤔

it's officially flu season

3 Steps to Fight Flu...

- 1 VACCINATE**
The best protection is an annual flu vaccine for all people 6 months and older every year.
Flu is especially serious for:
 - Children under 5, especially children under 2
 - People 65+
 - People with asthma, heart disease, or diabetes
 - Pregnant people
- 2 TEST**
Don't ignore symptoms - ask to get tested for flu. Flu symptoms can look like many other illnesses and testing is the only way to know for certain.
Knowing which virus is making you sick allows your healthcare provider to give you the best treatment.
- 3 TREAT**
If you test positive for flu, antivirals can be prescribed to lessen symptoms and decrease the risk of flu hospitalizations and deaths.

People who get vaccinated may still get sick with flu, but are less likely to have a serious illness, hospitalization, or death.

To learn more, visit www.familiesfightingflu.org

FAMILIES FIGHTING FLU

FFF Campaigns 2025/26 Respiratory Season

❖ Tailoring the Message

- Looking at Demographic, age, lifestyle
- Being Strategic with the messenger
- Indigenous Resources, Spanish Resources

❖ Amplify Family Stories

- Sharing Family Stories in Unique Ways
- Putting a Face to Flu
- Story Telling 22x more effective

¿SABES LO QUE ES LA GRIPE?

Te presentamos tres pasos para que cuidés de tu salud esta temporada de gripe...

La gripe NO es ningún chiste

Te contamos por qué

La gripe es una enfermedad muy peligrosa que se transmite de persona a persona. Puede ser grave y causar la muerte, especialmente en personas mayores, personas con enfermedades crónicas y personas que viven en hogares de ancianos.

Las otras cosas más probables de contagiarse de gripe y resaca.

Prepara un plan de vacunación antigripal

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Ten hábitos saludables

Antes de recibir la vacuna antigripal, asegúrate de tener hábitos saludables. Esto incluye comer bien, dormir bien, hacer ejercicio regularmente y evitar el estrés. También es importante evitar el contacto con personas enfermas y evitar lugares con mucha gente.

Las otras cosas más probables de contagiarse de gripe y resaca.

Take the Flu Seriously

Amiah MorningStar Houseman's Story
YANKTON SIOUX TRIBE

Amiah was a 4-year-old from South Dakota when she tragically lost her life to influenza B.

Her mother, Bethany, deeply regrets that Amiah was not vaccinated against the flu that year and now advocates for everyone to get their annual flu vaccine and seek prompt testing for influenza at the first signs of illness, so treatment can begin as early as possible.

Vaccinate. Test. Treat.

EXCITE

FAMILIES FIGHTING FLU.

Con salud, el juego no para.

STAY IN THE GAME

Todas las personas mayores de 6 meses deben recibir la vacuna antigripal una vez al año.

No puedes dar lo mejor de ti si tienes gripe y debes quedarte en casa.

Take the Flu Seriously

Amiah MorningStar Houseman's Story
YANKTON SIOUX TRIBE

When Amiah began feeling sick and developed a fever her mother took her to the ER right away, but doctors sent her home after telling them that she likely had a viral infection.

After returning to the ER for a 3rd time, Amiah was finally tested and diagnosed with influenza B. However, at that point doctors told Amiah's mom that it was too late in the illness for antiviral medication to be effective.

On a 4th trip to the hospital, the doctors realized that her illness was now affecting her kidneys. She was flown to a larger hospital in Sioux Falls and died just 12 hours later. Amiah had pneumonia and developed sepsis, brought on by the influenza B virus, that killed her.

Unfortunately, Amiah did not get a flu vaccine that year and that is something that her mother, Bethany, will question for the rest of her life. Bethany encourages everyone to get their annual flu vaccine and get tested for influenza at the first signs of the illness so that treatment can be started at an early stage.

To watch a video of Bethany tell Amiah's story, scan the QR code or visit: www.familiesfightingflu.org/the-deep-sea-family

Vaccinate. Test. Treat.

EXCITE

FAMILIES FIGHTING FLU.

WHEN TO BE ON THE LOOKOUT FOR RESPIRATORY INFECTIONS:

	COVID-19	STREP THROAT	RSV
FLU	+	+	+
COVID-19	+	+	+
STREP THROAT	+	+	+
RSV	+	+	+

Timing of Covid-19 surges vary.



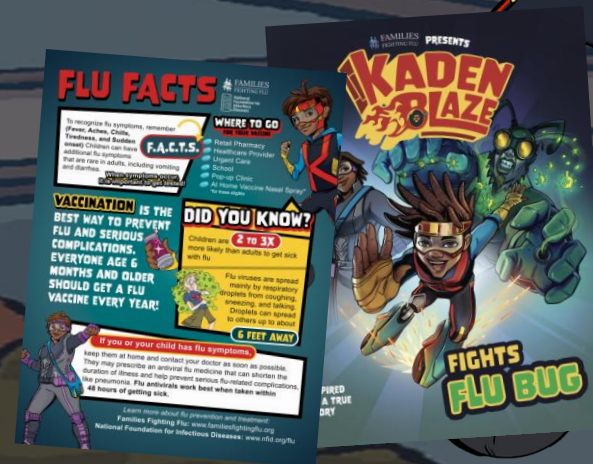
Storytelling Is Powerful

Kaden Stevenson aka

Kaden Blaze

Kaden Stevenson - A Real Story

Kaden Blaze Fights Flu Bug Comic Book

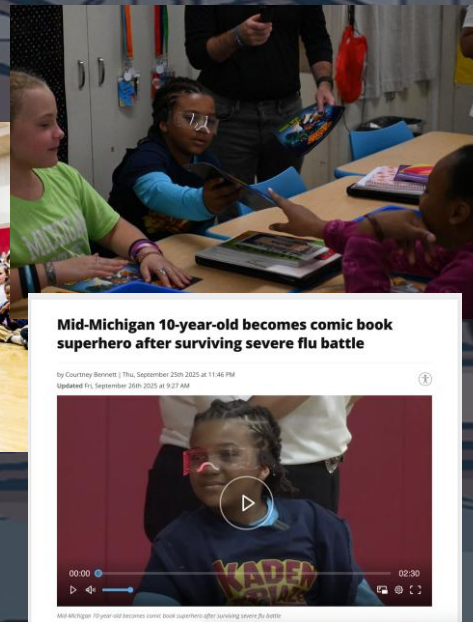




Kaden Blaze Campaign

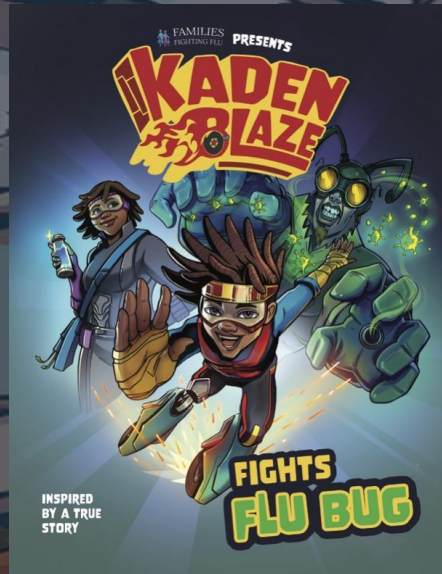
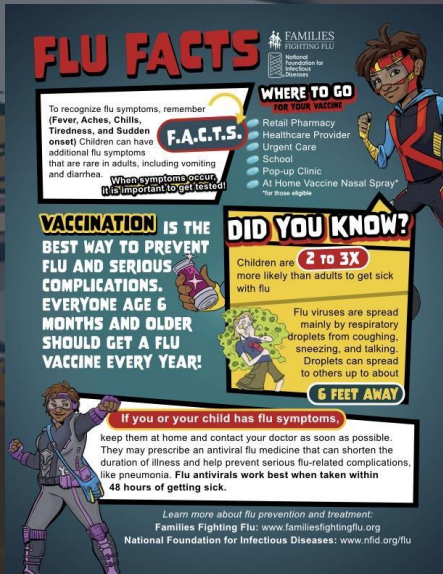
❖ Kaden Blaze Campaign

- Comic book based off a real family story
- All new resources and videos
- Strong Earned Media Push with Launch





Kaden Blaze Resources



Postcards

One-Pagers

Comic Book

JOIN US!

❖ **Upcoming Events and Campaigns**

- NIVW - First week of December
- Kaden Blaze Campaign
- Tailored Resources
- Follow Us on Socials
- Earned Media

Contact Us



FAMILIES
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Visit Families Fighting Flu to Learn More

FamiliesFightingFlu.org



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Scan for Families Fighting Flu website