



Respiratory Season 25/26

Flu & RSV Stories



We'll Never Miss a Flu Shot Again

September 29, 2025

I typically stay on top of vaccines. But in 2023 we were late with flu shots—a mistake I will never make again.



I Wish I'd Had the RSV Vaccine

February 12, 2023

I thought my baby just had a cold. Within a matter of hours she was in the PICU because of this virus.

You Still Have Time

My son got RSV at 3 months old. It was the hardest thing I've gone through as a parent.

But you don't have to.



Social Graphics



Influenza put me in
the same nursing
home as grandma.



Flu Season 2018

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Flu took away my
ability to play football.



Flu Season 2023

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You decide
what happens.



Flu Season 2025



Social Graphics



We've previously found success educating about influenza, because as common as it is, there's plenty people don't know.

- Pregnant women in their 3rd trimester are at 5 times the risk of hospitalization.
- Flu starts spreading before a person has symptoms.
- Flu is a significant risk factor for a heart attack.
- Also... 1 in 50 infants is hospitalized by RSV.

