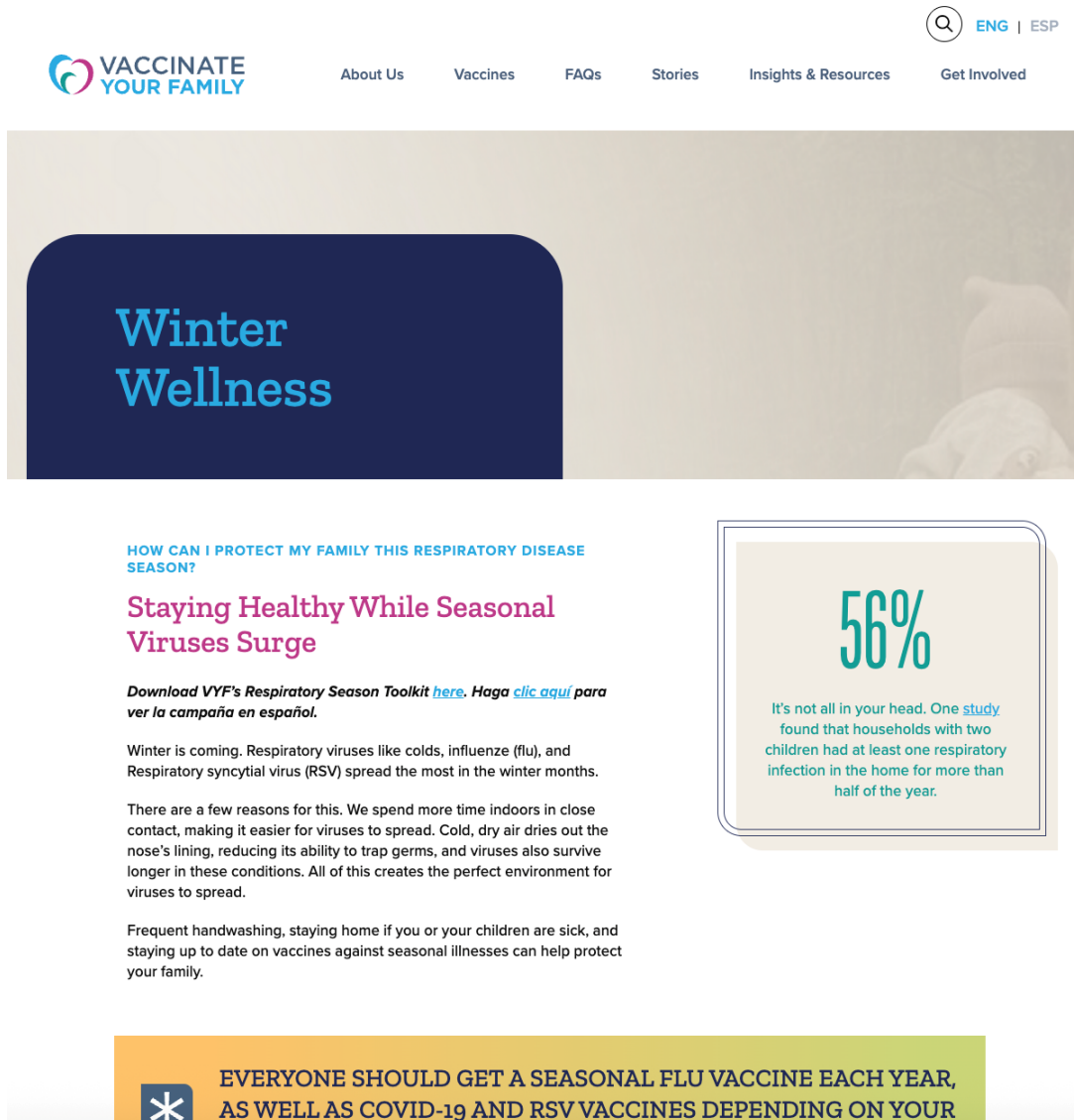




Respiratory Season Campaign 2025-26

Presented to NAIIS October 2, 2025

Winter Wellness Campaign *vaccinateyourfamily.org/respiratory-season*



Starting with the basics

- What are the recommendations?
- Why? Sharing specific studies & explaining them
- Focus on highest risk groups

Reframing “wellness”

- Vaccines are one part of keeping your family healthy during respiratory disease season
- Attempting to depolarize the conversation – think “scrunchy mom”
- Influencer integrations – regular people, not just experts

Real-time communication about access

- Vaccine Intelligence Report, policy initiatives
- Will be gathering stories about access challenges

Winter Wellness Campaign *#RootedInProtection*

Who are we talking to?

Scrunchy = a combination of “crunchy” and “silky”

The **Scrunchy Mom** is the modern mainstream Millennial mom: she balances wellness with convenience. She values other moms’ experiences and advice as much as experts’. She might be easily swayed to lean into natural solutions when it comes to health care, but due to her practical nature, she is open to science-backed options. She is health-conscious but not rigid.



Winter Wellness Campaign #RootedInProtection

Do flu vaccines work to protect kids?

Yes.

Here's how we know:

Data from 28+ studies in babies and children ages 6 months–17 years.



Meta-analysis: Instead of looking at just one study about flu shots, a meta-analysis looks at many studies together to see how well flu shots work overall.

Influenza vaccine effectiveness against influenza-associated hospitalization in children: A systematic review and meta-analysis" by Kalligeros et al., published in Vaccine (2020)

57%

Data from 28 studies combined found flu vaccines cut the risk of hospitalization in kids by 57%

Flu shots keep kids out of the hospital.

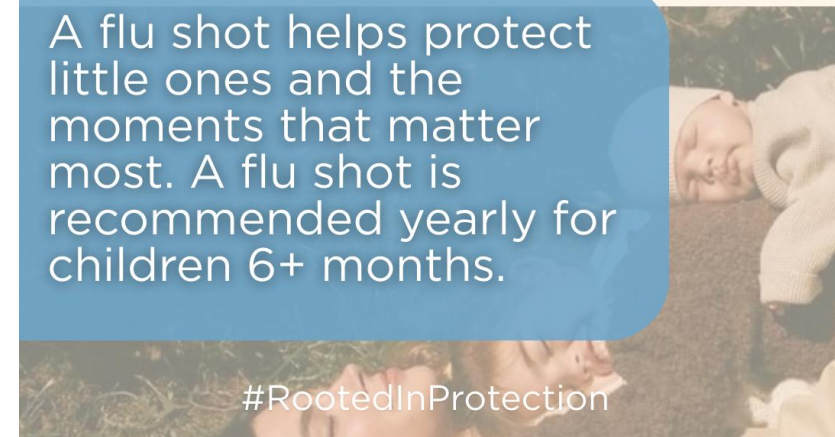
#RootedInProtection

Protection from hospitalization by age:

- Under 5: 62% fewer hospital stays
- Ages 6-17: 54% fewer hospital stays

Source: Kalligeros et al., published in Vaccine (2020)

A flu shot helps protect little ones and the moments that matter most. A flu shot is recommended yearly for children 6+ months.



Winter Wellness Campaign *#RootedInProtection*



dermoffduty
Original audio



dermoffduty Why I vaccinate my kid every year for COVID + flu
🦠 COVID: • ↓ Severe disease & hospitalization • ↓ MIS-C risk (~91% effective in adolescents; MMWR, CDC) • ↓ Long COVID (~35–42% lower odds; Razzaghi et al., 2024) Flu: • ↓ ER visits & hospitalizations (~53% lower; Boddington et al., meta-analysis) Guidance: AAP recommends children ≥6 months stay up to date with both vaccines. Prevention > regret. References: 1. Razzaghi H, 2024 – Vaccine Effectiveness Against Long COVID in Children 2. Zambrano LD, 2022 – Effectiveness of BNT162b2 (Pfizer-BioNTech) mRNA Vaccination Against Multisystem Inflammatory Syndrome in Children Among Persons Aged 12–18 Years 3. Olson SM, 2021 – Effectiveness of Pfizer-BioNTech mRNA Vaccination Against COVID-19 Hospitalization Among Persons Aged 12–18 Years 4. Boddington NL, 2021 – Effectiveness of Influenza Vaccination in Preventing Hospitalization Due to Influenza in Children: A Systematic Review and Meta-analysis
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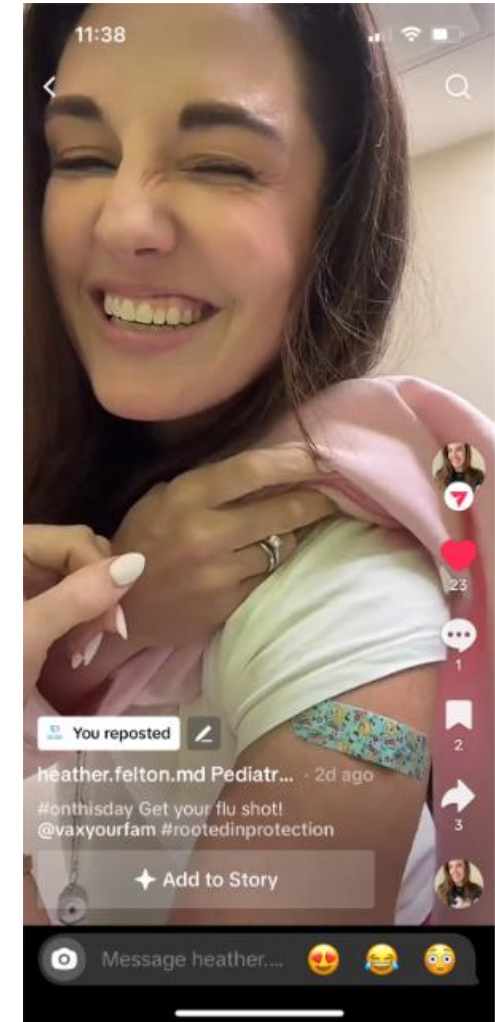


Liked by **ashcbeis** and **others**
5 days ago



Add a comment...

Post



COMING SOON: VIRAL TRUTHS

Viral Truths Initiative

Weekly Newsletter – *The Vaccine Intelligence Report*:

Provides fact-based, nonpartisan updates on vaccine policy, scientific research, and outbreak trends.

Microsite Launching Soon

Will offer real-time information on vaccine safety, policy resources, and curated expert content to counter misinformation and support informed public policy.



CALLS-TO-ACTION

- Amplify our 2025-2026 respiratory campaign using our toolkit:
 - <https://vaccinateyourfamily.org/respiratory-season/>
- Sign up for our weekly *Vaccine Intelligence Report* newsletter:
 - https://secure.everyaction.com/AH_c9yU75EmbCoxrR3Sosw2
- Record a personal video on our Soapboxx platform:
 - <https://vaccinateyourfamily.soapboxx.com/landing>
- Share our personal stories (or yours!) on the VYF website:
 - <https://vaccinateyourfamily.org/why-vaccinate/personal-stories/>
- Share our educational resources (ebooks, autism guide):
 - <https://vaccinateyourfamily.org/news-resources/vaccine-resources/>
- Enroll in our new educational courses at Vaccinate Your Family University:
 - <https://vaccinateyourfamily.org/vyf-university/>
- Join our Vaccination Collaborative:
 - <https://us02web.zoom.us/meeting/register/tZYqcemvqD4vGtaXZY1nX2SgRPWJtdmi1-1r#/registration>