

Serese Marotta
Advocacy and Education Director
Vaccinate Your Family

Serese joined Vaccinate Your Family as Director of Advocacy and Education in June 2021 to build, maintain, and empower a diverse network of patient advocates and oversee the development of educational programs. She engages with individuals, families, communities, strategic partners, and key stakeholders to highlight the seriousness of vaccine-preventable diseases such as influenza (flu), COVID-19, and pertussis to increase immunization rates across the lifespan. These efforts include the sharing of personal stories and development of educational programs, campaigns, and resources aimed at increasing public awareness and continuing education opportunities.

Advocacy is personal to Serese because she lost her healthy five-year-old son, Joseph, to influenza during the 2009 H1N1 pandemic. Since then, she has made it her mission to help support other families that have been personally affected by vaccine-preventable diseases and amplify the importance of immunizations. Prior to joining the public health advocacy world over a decade ago, Serese spent over 16 years as a senior environmental scientist at a global consulting firm managing complex, multi-pathway quantitative and qualitative human health and ecological risk assessments.