FAMILIES FIGHTING FLU™

AVAC ADULT VACCINE ACCESS COALITION

GLOBAL HEALTHY LIVING FOUNDATION

BRIDGING ECONOMIC BURDEN AND LIVED EXPERIENCE TO STRENGTHEN INFLUENZA POLICY

New economic data highlights the substantial financial burden of influenza during the 2023–2024 US flu season, estimated at **$29 billion**, including $16 billion in direct medical costs and $13 billion in lost productivity. Modeling suggests that improved vaccination coverage could have **prevented nearly 8,000 deaths** and reduced economic losses by $3 billion in 2024.

MONEY TALKS: ECONOMIC BURDEN $29 BILLION

FFF integrates the data with real patient stories to translate economic evidence into compelling advocacy tools. Through a partnership with AVAC and GHLF, FFF elevates lived experiences—like those of

Allison Miller

Charlie Hinderliter

Shari Hall

—to demonstrate the long-term financial and societal consequences of severe influenza, including ongoing medical expenses, lost wages, and caregiver burden.

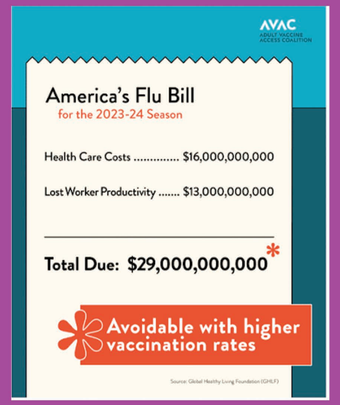
By combining data with narrative

- **Adult Vaccine Acces Coalition (AVAC) equips policymakers with facts**
- **Families Fighting Flu effectively supports advocates to reach wide audiences**
- **Both reach public health leaders with relatable, evidence-based messaging to support vaccination uptake**
- **Both support policies that reduce health and economic impacts of influenza**

Amplifying stories with data to initiate policy change

- OpEds and pitches by AVAC, GHLF, and FFF (published in CBC Health Braintrust Broadsheet)
- Outreach by each organization through podcasts, social media, Hill Briefings **(50+ attendees)**, partner webinars, and educational events
- Various resources were created for multi-purpose use and for partners

Charlie Hinderliter at Capitol Hill Press Briefing



GHLF RESOURCES