

# Families Fighting Flu

## 2022 – 2023 Flu Season

### Messaging & Campaigns

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**Our goal is to increase vaccine confidence and save lives to prevent more stories like ours.**



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## Vaccinate, Test, and Treat

- Influenza doesn't discriminate; best prevention is to **vaccinate**
- **Test** if showing influenza-like symptoms
- Rapidly prescribe and administer appropriate antiviral **treatment** to reduce symptom duration and lower risk of complications

### 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
- Pregnant people
- People 65+
- People with asthma, heart disease, or diabetes

**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](http://www.familiesfightingflu.org)

**FAMILIES**  
FIGHTING FLU, INC.

### Education is critical to saving lives

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## New Campaigns Expanding Outreach

### FFF InFLUencer Campaign

**Researched**

- Find the right partner(s)

**Objectives**

- Reach diverse audience
- Deliver our message
- Onboard to personalize the message

**Results**

- Identified 11 influencers

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## New Campaigns Expanding Outreach

### FFF InFLUencer Campaign

#### Phase one October - December 2022

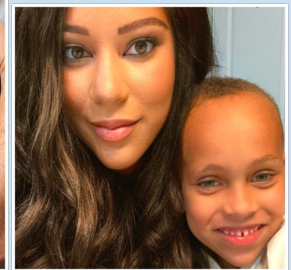
- Garnered nearly 600,000 impressions and 70,000 video views
- Exceeded industry average engagement numbers on Instagram

#### Phase two January – March

- “It’s not too late” messaging
- Early posts resulted in followers vaccinating

Read more on our blog

[The 2022 Families Fighting Flu Influencer Campaign](#)



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## New Campaigns Expanding Outreach

### Healthcare Professional Office Reels

- Six states
- 1,500 HCP offices
- 5,600 HCP’s
- Played on 1,700 devices
- 2 Million Ad Plays
- 10 Million Patient Visits

**Madison Romero was a fun and energetic 8-year-old.**

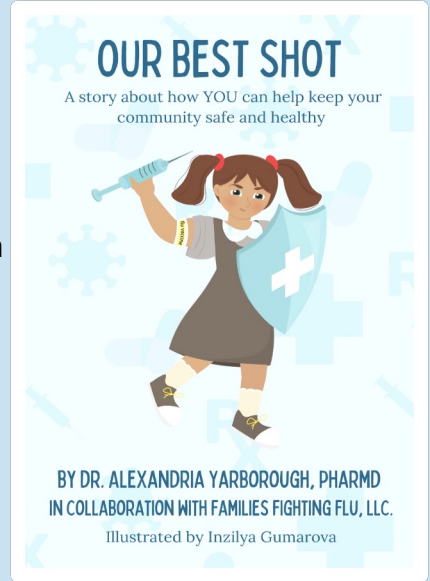


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# New Campaigns Expanding Outreach

## Published "Our Best Shot"

- About a first grader going for her flu shot
- She goes to the pharmacy, not her pediatrician
- Partnered with Dr. Alexandria Yarborough
- Available on Amazon



# FFF Educational Resources Continuously Expanding

## Advocacy Toolkit

## Educational Materials

## Spanish

## Social Media



### DO YOU KNOW the Flu?

Here are three steps to take to help keep your family healthy this flu season.

- The Flu is NO Fun!** - Learn why the flu is a leading cause of death and hospitalization.
- Get the Flu Vaccine** - The best way to prevent the flu is to get vaccinated.
- Get Tested** - If you have flu-like symptoms, get tested to see if you have the flu.

Remember: It's Not JUST the Flu - It's a Serious Disease!

### Childhood Immunization Schedule

Growing Your Family?

- Birth** - Hepatitis B, Hib, Polio, Pneumococcal conjugate vaccine (PCV13), Rotavirus
- 1-2 months** - Diphtheria, tetanus, and pertussis (DTaP), Polio, Hib, PCV13, Rotavirus
- 4 months** - DTaP, Polio, Hib, PCV13, Rotavirus
- 6 months** - DTaP, Polio, Hib, PCV13, Rotavirus
- 12 months** - MMR1 (Measles, Mumps, Rubella), Polio, Hib, PCV13, Tdap (Tetanus, Diphtheria, Pertussis)
- 15-18 months** - MMR2 (Measles, Mumps, Rubella), Polio, Hib, PCV13, Tdap
- 4-6 years** - MMR2, Polio, Hib, PCV13, Tdap
- 11-12 years** - Tdap, MMR1v (Measles, Mumps, Rubella, Varicella)
- 16-18 years** - Tdap, MMR1v

COVID-19 Vaccine: Recommended for all ages 6 months and older.

### PROTECT YOUR CHILD FROM THE FLU

There is a **0% CHANCE OF GETTING THE FLU** from the flu vaccine.

On average, **80% OF CHILDREN WHO HAVE DIED FROM THE FLU WERE NOT VACCINATED** against influenza.

The flu vaccine has a **PROVEN TRACK RECORD**, and has been used in the U.S. since 1945.

If your child shows symptoms, **GET TESTED FOR FLU**. If positive, your doctor may prescribe antivirals that can lessen flu symptoms.

### Stay Healthy. Stay In The Game.

Flu prevention is a team effort! The vaccine helps keep kids healthy and doing the things they love.

### 3 Steps to Fight Flu...

- VACCINATE** - The best way to prevent the flu is to get vaccinated for all people 6 months and older every year.
- TEST** - Get tested if you have flu-like symptoms. If you have the flu, you can help prevent the spread of the virus.
- TREAT** - If you have flu-like symptoms, get tested to see if you have the flu. If positive, your doctor may prescribe antivirals that can lessen flu symptoms.

### ¡Yo lucho contra la gripe!

### Communication 101

Questions About the Flu Vaccination

- I thought the flu isn't serious?** - Influenza is a respiratory virus that can cause serious complications, especially in young children, the elderly, and people with chronic health conditions.
- What if my family doesn't get the flu vaccine every year?** - A single vaccination for your child is not enough to protect them from the flu. Annual vaccination is recommended for everyone 6 months and older.
- Can the flu vaccine cause the flu?** - Absolutely not. The flu vaccine contains a dead (inactivated) or weakened (attenuated) form of the virus, so it cannot cause the flu.

### Know the Different Symptoms

Flu	COVID-19	Common Cold
Fever or chills	Cough	Sore throat
Cough	Shortness of breath	Runny or stuffy nose
Sore throat	Loss of taste or smell	Sneezing
Body aches	Diarrhea or vomiting	Severe fatigue
		Headaches

Available at [familiesfightingflu.org](http://familiesfightingflu.org)

# Contact Information

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