

# FAMILIES FIGHTING FLU: Key Messages and Takeaways

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**Our mission is to save lives and reduce hospitalizations by protecting children, families, and communities against influenza.**

# 2021-2022 Flu Messaging & Communication



Families Fighting Flu worked to get ahead of the flu season by sharing a new message with its community: **“Vaccinate, Test, and Treat.”**

While we always have included this language, for 2021-2022 and future flu seasons, FFF continues to focus on prominent language about testing and treatment.

1.  
**Vaccinate**

2.  
**Test**

3.  
**Treat**

# Examples from the 2021-2022 flu season

## 5 ways to stay healthy during flu season

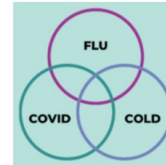
Taking the flu seriously is an act of kindness to protect yourself and others.

- 1 Get an annual flu vaccine
- 2 Wash hands often
- 3 If you think you have the flu, get tested
- 4 Take flu antivirals if they're prescribed to you
- 5 Get plenty of rest



## Flu and COVID-19 Antiviral Treatments

January 18, 2022 - Once you've taken a diagnostic test and have been diagnosed with COVID-19 or flu, what can you do? You don't have to just sit at home and wait it out - instead, there are treatment options! Below, we outline how flu and COVID-19 antivirals compare: Similarities: How they work: antivirals work to stop the virus [...]



## Is it Flu, Omicron, or a Cold?

January 10, 2022 - The Omicron COVID-19 variant is considered a milder version of the virus. Because Omicron symptoms might be milder than the original Coronavirus, they could be easily confused with flu. Omicron Symptoms Include: Cough Fatigue or tiredness Congestion or runny nose Sore throat Headache Flu Symptoms Include: Cough Fatigue or tiredness Congestion or runny nose Sore [...]



## Getting Tested For Flu Is Critical During COVID-19 Pandemic

October 6, 2021 - This flu season, it may be hard to know if you are experiencing symptoms of influenza or COVID-19. That's why we recommend that anyone who gets sick during the 2021-2022 flu season ask to be tested for both flu and COVID-19. Flu vs. COVID-19 symptoms: According to the CDC, common symptoms that flu and COVID-19 [...]

# New Educational Materials

## 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)




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3 Steps to Fight Flu

## 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



A flu vaccination is the best way to help prevent the flu.


To learn more, visit [www.familiesfightingflu.org](http://www.familiesfightingflu.org)




Pediatric Poster

## Know the Different Symptoms


### Flu




Fever or chills



Cough




Sore throat




Body aches


### COVID-19




Fever or chills



Cough




New loss of taste or smell




Shortness of breath


### Common Cold




Runny or stuffy nose



Sneezing



Sore throat




Mild to moderate chest discomfort

This list is not exhaustive, and other symptoms may be present or overlapping.

If you have any of the symptoms above, please bring it up with your provider.

Getting an annual flu vaccine is an important preventative measure to help protect against influenza this season. **Get your flu vaccine today!**

To learn more, visit [www.familiesfightingflu.org](http://www.familiesfightingflu.org) in @ f



Symptoms Poster

# New Educational Materials

This school year, protect the ones you love.



Make sure your child is up to date on all required vaccines before the school year starts!



Let's keep schools safe from diseases like measles, chickenpox, polio, whooping cough and hepatitis.

## FLU

All children 6 months and older need a flu vaccine every year. Flu vaccines can reduce the chances of getting sick with the flu by up to 60%. Even if you still get sick, people who are vaccinated have less severe flu symptoms and are less likely to be hospitalized or die from flu complications.

## COVID-19

All eligible individuals, including children, should receive the recommended doses of COVID-19 vaccine.



Schedule an appointment to make sure your child is up to date on all vaccines and receives their annual flu vaccine by the end of October!

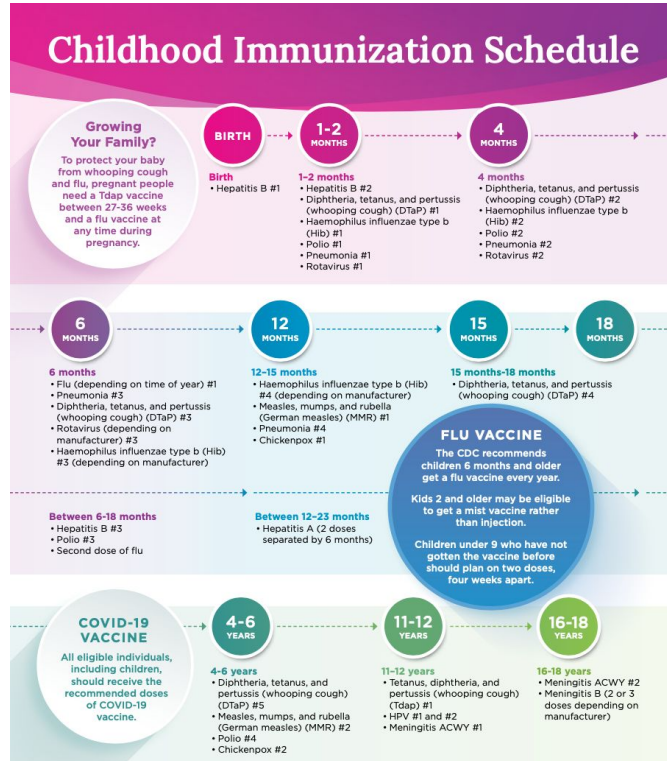
## Be an inFLUencer.

Protect yourself, your family, and your school.  
It's worth a shot.



Back To School Postcard

## Childhood Immunization Schedule



Childhood Immunization Schedule

# Revised Educational Materials

## DO YOU KNOW the Flu?

Here are three steps to take to stay healthy this flu season . . .

### The Flu is NO Fun

**Know the Facts**

Flu is a highly-contagious disease that easily spreads via droplets created when someone coughs, sneezes, or talks.

Children are most likely to get and spread the flu.

Most children who die from the flu had not received their annual flu vaccine.

### Have a Flu Vaccination Game Plan

Annual flu vaccination for everyone 6 months of age and older is the best way to protect against the flu.

**Make flu prevention a priority. HERE'S HOW:**

- Get an annual flu vaccine
- If you have flu symptoms, get tested and take antivirals.

Getting your annual flu vaccination and practicing healthy habits protects you AND everyone around you, too!

### Practice Healthy Habits, too

In addition to an annual flu vaccination, it's also important to:

- Wash hands often
- Stay home if you don't feel well
- If you suspect you have the flu, get a flu test
- Take antivirals if prescribed to reduce the spread of flu
- Clean and disinfect surfaces at home, work or school, especially when someone is sick

Getting your annual flu vaccination and practicing healthy habits protects you AND everyone around you, too!

**Remember: It's Not 'JUST' the Flu – It's a Serious, but Preventable, Disease!**

For more information visit: [www.familiesfightingflu.org](http://www.familiesfightingflu.org)

Do You Know The Flu? Poster

## Flu Fact Sheet

**Did you know...**

- Everyone 6 months and older needs a flu vaccine every year.
- The flu vaccine is our best defense against the flu.
- You cannot get the flu from the flu vaccine!
- The flu is a serious disease that kills thousands of people each season.
- Take flu symptoms seriously – get a flu test and take antivirals if prescribed to reduce the spread of flu.

**Flu and Children**

- Children are most likely to get and spread the flu, so vaccination can decrease flu among children and adults.

**Flu and Pregnant Women**

- The flu shot is safe for pregnant women to receive during any trimester of their pregnancy.
- Pregnancy causes changes in the immune system, heart, and lung function, which makes pregnant women more susceptible to flu-related complications.
- Because babies cannot get their own flu vaccine until they are 6 months old, flu vaccination during pregnancy helps protect pregnant mothers and their babies from hospitalization and death.

**65%**

The flu vaccine has been found to prevent death by as much as 65 percent in otherwise healthy children.

**Flu and Seniors**

- Because our immune systems become less effective as we age, seniors are especially susceptible to flu complications.

**There are flu vaccines that are specially designed for seniors!**

**65+**

**Flu and People With Chronic Health Conditions**

- People with diabetes are six times more likely to be hospitalized with flu and have a **three times higher risk of flu-related death.**
- Those diagnosed with heart disease are at a **ten times increased risk of heart attack** following a flu infection.
- People with asthma are at a greater risk of getting hospitalized with flu and developing pneumonia.

**3X**

**10X**

**It's Not 'JUST' the Flu - It's a Serious, but Preventable, Disease!**

Get Your Flu Vaccine Today!

To learn more, visit [www.familiesfightingflu.org](http://www.familiesfightingflu.org). [in](#) [ig](#) [f](#) [t](#)

Flu Fact Sheet

## Communication 101

Questions About Flu & Flu Vaccination

**I thought the flu isn't serious?**

Thousands of healthy people die of flu each year. People who are vaccinated are less likely to be hospitalized or die from the flu.

**What if I am healthy?**

Anyone can be affected by flu no matter their age, health status, gender, or lifestyle. Practicing healthy habits is a must, but is not a replacement for annual flu vaccination.

**Why do I need to get a flu vaccine every year?**

There are many different strains (types of flu) that can make people sick, and these can change from year to year as flu viruses evolve. In order to keep up with this change, flu vaccines are updated annually.

**When should I get myself and my family vaccinated?**

It takes approximately two weeks following vaccination for your body to build up protection against the flu, so it's ideal to get vaccinated before flu starts spreading. Getting vaccinated any time before or during flu season is better than never.

**Can the flu vaccine cause the flu?**

Absolutely not! The flu vaccine contains a dead (inactivated) or weakened (attenuated) form of the flu virus, or sometimes even no flu virus at all, so it's impossible for it to give you the flu.

**What can I do if I have flu symptoms?**

Get a flu test! If the test is positive, your provider may prescribe flu antivirals that make symptoms less severe and reduce your risk of hospitalization.

**Remember: It's Not 'Just' the Flu – It's a Serious, but Preventable, Disease!**


For more information, visit [www.familiesfightingflu.org](http://www.familiesfightingflu.org)

Communication 101 Sheet

# Revised Educational Materials


FLU VACCINE BENEFITS
KNOW THE POSITIVE IMPACT OF FLU VACCINATION

**The flu vaccine is proven to be safe and effective.**



There is a **0% CHANCE OF GETTING THE FLU FROM THE VACCINE**

Flu vaccines are made with killed or weakened virus that cannot make you sick with the flu.




**FLU VACCINATION PREVENTS MILLIONS OF ILLNESSES AND FLU-RELATED DOCTOR'S VISITS** each year

**The flu vaccine can help reduce the severity of the flu.**

PEOPLE WHO ARE VACCINATED ARE LESS LIKELY TO BE HOSPITALIZED OR DIE FROM FLU.

Even if you do get sick, **FLU VACCINATION REDUCES THE SEVERITY OF SYMPTOMS, HELPING YOU RECOVER FASTER.** If you have flu symptoms, get tested. Your provider may prescribe antivirals to treat the illness.




PROTECT YOURSELF AND YOUR LOVED ONES BY GETTING AN ANNUAL FLU VACCINE

To learn more, visit [www.familiesfightingflu.org](http://www.familiesfightingflu.org)


## Flu Vaccine Benefits Sheet

FLU FACTS FOR PEOPLE WITH CHRONIC CONDITIONS

People with cardiovascular disease who get sick with the flu are:



**~6-10X** MORE LIKELY TO SUFFER A HEART ATTACK within the first 3-7 days after getting the flu



**~8X** MORE LIKELY TO SUFFER A FIRST STROKE in the first 3 days after getting the flu


People with diabetes who get sick with the flu have:

**3X** THE RISK OF HOSPITALIZATION


**4X** THE RISK OF ICU ADMISSION

**2X** THE RISK OF DEATH


People with lung disease who get sick with the flu risk:



ASTHMA ATTACKS



COPD FLARE-UPS



PNEUMONIA

If you have flu symptoms, get tested. Your provider may prescribe antivirals to treat the illness. Prompt treatment is especially important for people with chronic conditions who have a higher risk of flu complications.

GET VACCINATED TO HELP REDUCE COMPLICATIONS CAUSED BY THE FLU VIRUS

To learn more, visit [www.familiesfightingflu.org](http://www.familiesfightingflu.org)

## Chronic Conditions Sheet

Flu can be dangerous for children

The best way to protect your child from this serious, but preventable, disease is to get an annual flu vaccination.

**Emergency warning signs of flu symptoms in children**

- Dehydration (no urine for 8 hours, dry mouth, no tears when crying)
- Fever or cough
- Fast breathing or trouble breathing
- Bluish lips or face

- Chest pain
- Severe muscle pain (child refuses to walk)
- Not eating or interacting when awake
- Fever about 104°F


In addition to the signs listed for children, you should help bring any caregiver who has:

- Double-breasting
- Significant fever and appears this normal
- Children less than 12 weeks, any fever
- Child under 2

**5 ways to stay healthy during flu season**

Taking the flu seriously is an act of kindness to protect yourself and others.

- 1 Get an annual flu vaccine
- 2 Wash hands often
- 3 If you think you have the flu, get tested
- 4 Take flu antivirals if they're prescribed to you
- 5 Get plenty of rest



For more information, please visit [www.familiesfightingflu.org](http://www.familiesfightingflu.org)

Communication 101

Common Questions About Flu & Flu Vaccination

**Can the flu vaccine cause the flu?**

The flu vaccine cannot cause the flu. If you feel sick after vaccination, it may mean your body is immune system is working as it fights off these infections.

**Why do I need to get the flu vaccine every year?**

There are many different strains of flu that can make people sick, and these can change and reappear you. From the strains that stay for more than one year, the vaccine can protect effectively.

**I thought the flu went away!**

Thousands of people die from the flu each year. Annual flu vaccination is the best defense against flu hospitalizations and deaths. If you have symptoms, get tested to receive prompt treatment and reduce the spread of flu.


**Remember: It's Not "Just" the Flu - It's a Serious, but Preventable, Disease!**

**5 ways to stay healthy during flu season**

Taking the flu seriously is an act of kindness to protect yourself and others.

- 1 Get an annual flu vaccine
- 2 Wash hands often
- 3 If you think you have the flu, get tested
- 4 Take flu antivirals if they're prescribed to you
- 5 Get plenty of rest

Everybody deserves to stay healthy this flu season. Be kind to others - get vaccinated and don't ignore the symptoms!



For more information, please visit [www.familiesfightingflu.org](http://www.familiesfightingflu.org)

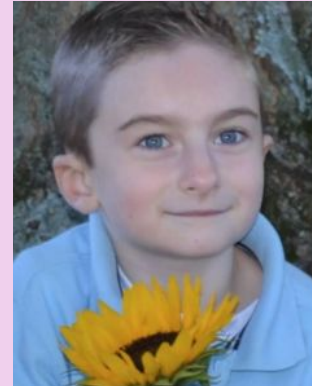
## Communication 101 and Emergency Warning Signs Postcards

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# Family Stories

- Added 5 new family stories to the website gallery for a total of 70+
- Includes 4 deaths and 1 survivor
- Range in ages from 12 to 58 years old
- Garnered significant engagement on social and earned media

Flu education is critical to our mission and our personal stories put a face to the disease.



## Sharing family stories

Families Fighting Flu was featured in USA Today as a centerfold insert on December 29, 2021 to share the story of brother and sister Kayauna and Josiah to help increase awareness of flu during the holiday season.

### How Flu Led to the Death and Near-Death of Two Siblings

You may have forgotten about the flu, but one family has been living with the devastating consequences of the virus for almost two years.



**D**uring the 2019-20 flu season, 400,000 people were hospitalized and 22,000 died from the flu. Kayauna and her younger brother, Josiah, are two of the faces behind those statistics.

Twenty-year-old Kayauna worked in an elementary school classroom and had recently married. When she first got sick with the flu, she stayed home for a few days. However, her symptoms returned and then got much worse.

She was hospitalized with pneumonia and sepsis, a blood infection. Her skin was purple and her heart stopped three times. She died after a week in the hospital.

#### Missed funeral

The day after his sister died, 18-year-old Josiah went to urgent care for evaluation of his own flu symptoms. Like his sister, he got worse and was too sick to attend Kayauna's burial. His father took him to the hospital where he was immediately put on a ventilator. Doctors created a hole in his chest to allow fluid to drain and keep infections out of his lungs.

A month later, as the country went into lockdown for COVID-19, his mom was no longer allowed to be at her son's bedside while he fought for his life in the ICU. She was told she might never see him alive again.

Fortunately, after many weeks in the hospital, Josiah

recovered and was sent home with continued follow-up care. He is currently recovering from the surgery that closed the window in his chest.

Kayauna and Josiah's stories might have had a happier ending if they had been vaccinated against the flu. Like COVID-19 vaccines, flu vaccination may not prevent all infections, but can drastically decrease the risk of hospitalization and death.

Don't let your story end with "What if I had gotten vaccinated?" In memory of those who are not with us to celebrate the holidays, get vaccinated against the flu and COVID-19. ■

Families Fighting Flu

# Youth and Adolescent Education: Junior Board

## Activities:

- Youth/adolescent education
- Instagram Live
- Brand Ambassadors
- NIVW
- Fundraising (Twitch, bake sales, Facebook, local efforts)
- Children's education
- Rock Out The Flu event

## Profile:

- Ages 13-23
- 2 flu survivors
- 7 family members (siblings and cousins) of people affected by flu
- 14 individuals across 10 states



# Partner Collaboration: InFLUencer program

- K-8th grade educational program at the University Y In Minneapolis, Minnesota
- 5 week educational program conducted during Fall 2021 and Spring 2022
- Included FFF comic books, quizzes, worksheets, and other educational materials



**“Hands on flu activities are one of the best ways to learn and have fun! Learning about flu prevention can be just as fun for the educator and learner.”**

-Zenab, University Y staff member

# Flu's Clues

- Partnership with University of Iowa Biology Department & Iowa City Booster Club
- The virtual game covers:
  - How flu spreads
  - Flu symptoms
  - The difference between flu and other viruses
  - How flu vaccines are made
  - How flu vaccines can save lives



**“The quest is about figuring out which countries are experiencing an influenza outbreak and then designing a vaccine that can effectively treat the strains of influenza that are affecting these countries.”**

# Plans for 2022-23 Flu Season

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- Continued collaboration with key leaders, trustworthy messengers, and partners
- Virtual library of quizzes, webinars, and video modules for people of all ages
- Patient videos on importance of maternal vaccines
- Collaborating with school nurses
- Focus on targeted advertising to U.S. cities with low vaccination rates and health disparities
- Launch a back to school vaccination campaign and partnership with school nurses
- Create new materials with a health literacy and health equity focus
- Translating materials to Spanish
- Expand blogs to include the most current & relevant trending topics
- Continue to build our stories and emphasize flu severity through family stories



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