WELCOME TO SUPER NILE: FLU EDITION

Immunize Nevada is a nonprofit 501c3 coalition that is widely recognized as Nevada’s trusted resource for immunization information and community health outreach for all ages. We accomplish this by fostering education and statewide collaboration with a variety of health partners and collaborators.

You may view upcoming web trainings at ImmunizeNevada.org/webinars

Thank you for joining us today!
# HOUSEKEEPING ITEMS

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Shelle Allen
President,
Families Fighting Flu
The Critical Importance of Flu Prevention: Insights from a Mother Whose Daughter Almost Didn’t Survive

Families Fighting Flu

Shelle Allen
President & Parent Advocate

September 25, 2020
Families Fighting Flu is more than just our name – it’s who we are and what we do!

- Member Families
- Board of Directors
- Medical Advisors
- Staff & Volunteers

Education & Advocacy
Some Flu Facts...

2019-2020 season resulted in upwards of 62,000 deaths in the U.S., including 188 children*  

On a global scale, kills ~650,000 people every year  

Majority of the people who are hospitalized or die from flu are NOT vaccinated  

Annual flu vaccination is important for the protection of public health, not just individual health  

CDC recommends flu vaccination for everyone 6 months and older  

*Source = Centers for Disease Control and Prevention
Flu Vaccination Rates: Children

Vaccine confidence is an issue, especially for flu! According to a recent survey we did in May 2020, vaccine myths and skepticism still persist.
2018-2019 Flu Vaccination Rates: Nevada

Nevada is the lowest ranking state for flu vaccination rates

### WHO GETS THE FLU VACCINE

- 43% of respondents got a flu vaccine this past season and the same percentage report they always do while 27% say they never get a flu vaccine.
  - 57% of Hispanics and 53% of African Americans did not get a flu vaccine.
  - 35% of adults with children in the household report rarely or never getting a flu vaccine.
  - 48% of Independents rarely or never get a flu vaccine.

### WHERE AND WHEN THEY GOT/PLAN TO GET THE FLU VACCINE

- Key months for vaccination were October (40%), September (19%) and November (14%).
- Majority got vaccinated at a doctor’s office or drugstore and are likely to get vaccinated at similar places if stay at home orders are in place.
- 13% got vaccinated at place of employment.
- If stay at home orders are in place, 59% are moderately to not at all likely to get a flu vaccine.

### IMPLICATIONS FOR THIS UPCOMING FLU SEASON

- Vaccine myths and skepticism persist, especially among younger, less educated people.
- Education on basic vaccine safety and efficacy has implications for all vaccines and is critical to address.
- People understand that flu and COVID-19 are serious, but about one-third think they personally are not at risk for either.
- Too many (41%) do not agree that it is important to get a flu vaccine so they can stay healthy and not burden the healthcare system this fall.
- At the survey conclusion, there was a 10-point increase in those saying they would get a flu vaccine, which indicates they are open to learning and changing behavior.

### SURVEY METHODOLOGY

- Survey conducted by Remington Research Group May 26 – 28, 2020 via live calls to landlines and cell phones as well as digital panels pushed via SMS to 1,446 adults.
- Weighted survey to match U.S. Census demographics.
- Margin of error: +/-2.5% with a 95% level of confidence.
- Conducted in collaboration with Sanofi.

### COMMUNICATIONS APPROACH

- Target audiences:
  - Younger adults
  - Those without a college degree
  - Moms
  - Hispanics
  - African Americans
- Step One: Educate target audiences on the safety and effectiveness of the flu vaccine; address flu-related myths.
- Step Two: Communicate vaccination benefits such as mitigation of symptom severity and severe flu-related outcomes.
#1: **WHY** should I care about flu (or another VPD)?

#2: **WHAT** are the real risks to me and my family?

#3: **HOW** can I help protect myself & my family?

1) Flu is the deadliest vaccine-preventable disease in the U.S.

2) Everyone is at risk from flu, regardless of age, gender, ethnicity, health status, or lifestyle.

3) Annual flu vaccination, practice healthy habits (wash hands, wear mask), and seek medical treatment if you do fall ill (e.g., take antivirals).
How does FFF reach people?

We reach people “where they are”, at local, regional, state, and national levels.

Social Media  Digital Media (Website)  Earned Media (TV, print)  Stakeholder Networks  Strategic Partners

We try to communicate with people on channels where they are getting their health information!

We believe education leads to empowerment, i.e., informed people will make good health decisions.
Social Media As a Critical Channel

- 69% of People use an average of 3 Platforms
- 2/3 of Adults get News
- 75% of Parents get Advice
- 60% of People get Health Information

Source: Pew Research Center
The Power of Emotional Storytelling

Healthcare decisions can be emotional for most people! People can RELATE to stories and it can change their intention to vaccinate!

We share stories because we want others to know what we didn’t and we want to prevent others from having a similar experience.
“There is nothing more we can do for our daughter, but we feel it is our responsibility to raise awareness about the RISKS of FLU.”

ALISSA KANOWITZ,
Mother of 4-year-old Amanda, lost to influenza on March 1, 2004

READ AMANDA’S STORY

Stories are 22x more memorable than statistics!
Our mission is to save lives and reduce hospitalizations. These stories illustrate that flu does not discriminate.
The Role of Healthcare Professionals

- Trusted resource
- Educate & inform patients
- Protect public health
- Set the example!

A recommendation for flu vaccination from a healthcare professional is critically important for improving vaccination rates!
Our Resources for Healthcare Professionals

Elements in the resource guide:

1. Perspectives from a pediatric nurse practitioner
2. The devastating impact of flu: family stories
3. Talking points on the benefits of annual flu vaccination
4. Test your flu knowledge: flu quiz
5. Key flu-related messages to share with patients
6. Conversation flowchart (Q&A)
7. Various flu facts and statistics
8. Educational infographics to post in offices, exam rooms, etc.

Available in English and Spanish
More Resources for Healthcare Professionals

And more available at FAMILIESFIGHTINGFLU.ORG

Order yours today!
Call to Action

Today, I’m asking you to...

• For HCPs, **make every appointment a vaccine visit** and **keep recommending flu vaccination throughout the season** (into December and even later)

• Work with **community partners** (e.g., schools, employers, community centers) to hold onsite or mobile flu vaccination clinics
  - CDC guidance: [https://www.cdc.gov/vaccines/hcp/admin/mass-clinic-activities/index.html](https://www.cdc.gov/vaccines/hcp/admin/mass-clinic-activities/index.html)

• **Make a Promise** to get vaccinated through our Flu Vaccination Promise program [https://www.familiesfightingflu.org/promise/](https://www.familiesfightingflu.org/promise/)

• You can also sign up for our **texting program** or **Flu Champion** program

• **Share our educational resources** with your patients, friends, and/or families

• Share your **#FluShotSelfie** with us!

• **Share our stories!**

#FightFlu
Contact Information

Serese Marotta
Chief Operating Officer
(703)203-4335
smarotta@familiesfightingflu.org

Website:
www.familiesfightingflu.org

Social media:
www.facebook.com/familiesfightingflu
www.twitter.com/famfightflu
www.linkedin.com/company/families-fighting-flu
@familiesfightingflu