



FAMILIES

FIGHTING FLU

A Father's Story

*Jeb Teichman, MD FAAP
BOD Families Fighting &
Chair Medical Advisory Board*

March 12, 2024

Agenda

- **A Father's story**
- **Why do we need vaccines?**
- **2023 - 2024 Flu season**
- **Vaccine Mandates at Risk**
- **Families Fighting Flu, who we are and what we do**
- **Motivational Interviewing for Vaccines**
- **Q&A**

Disclosures:

- I have no financial relationships, or any other relationships that would create a conflict of interest, with any vaccine manufacturers mentioned in the presentation.
- No other planners or presenter have disclosed any relevant financial relationships with any commercial entities whose products, research or services may be discussed in this activity.
- No commercial funding has been accepted for this activity.





A Father's Story

Brent Teichman
1990-2019



Brent's Story

- Brent was a healthy 29 years old
- He had been sick for 5 days before notifying family, too late to start antivirals
- He was referred to urgent care on day 7 for difficulty breathing
- He died in his sleep 4 hours after returning from urgent care



Influenza Doesn't Discriminate

- Brent was not vaccinated
- Getting vaccinated had been on Brent's to-do list, but life got busy



Brent's Vital Signs

Temp: 37.9

Pulse: 157

Resp: 28

Sat: 85%

Labs:

WBC 14,000 Gran 87%



SIRS criteria

- **Body temperature over 38 or under 36 degrees Celsius**
- **Heart rate greater than 90 bpm**
- **Respiratory rate greater than 20 breaths per minute**
- **Partial pressure of CO₂ less than 32 mmHg**

WHY DO WE NEED VACCINATIONS?

- Measles Kills 350 people/day
 - 128,000 deaths per year
- Hepatitis B 820,000 deaths/year
 - 25% of infections become chronic and result in Hepatic Cancer
- Tetanus 73,000 cases/year worldwide
 - 100% fatal in areas where ICU care is unavailable
- Pertussis
 - 2.116 cases nationwide in 2021
 - 3 deaths nationwide 2022

We Take the Importance of Vaccines For Granted



Vaccine Rates Decreasing

TABLE. Estimated* coverage[†] with measles, mumps, and rubella; diphtheria, tetanus, and acellular pertussis; poliovirus; and varicella vaccines; grace period or provisional enrollment[‡]; and any exemption^{¶, **} among kindergartners, by immunization program — United States, ^{††} 2021–22 school year

Immunization program	Kindergarten population ^{§§}	Surveyed, ^{¶¶} %	2 Doses MMR, ^{***} %	5 Doses DTaP, ^{†††} %	4 Doses polio, ^{§§§} %	2 Doses VAR, ^{¶¶¶} %	Grace period or provisional enrollment, %	Any exemption, %	Percentage point change in any exemption, 2020–2021
National estimate ^{****}	3,835,130	92.2	93.5	93.2	93.6	92.8	2.4	2.6	0.4
Median ^{****}	—	—	92.9	92	92.7	92.6	1.9	2.7	0.2

* Estimates adjusted for nonresponse and weighted for sampling where appropriate.

[†] Estimates based on a completed vaccination series (i.e., not vaccine specific) use the “≥” symbol. Coverage might include history of disease or laboratory evidence of immunity. In Kentucky, public schools reported numbers of children up to date with specific vaccines, and most private schools reported numbers of children who received all doses of all vaccines required for school entry.

[‡] Some programs did not report the number of children with exemptions, but instead reported the number of exemptions for each vaccine, which could count some children more than once. Lower bounds of the percentage of children with any exemptions were estimated using the individual vaccines with the highest number of exemptions. Estimates based on vaccine-specific exemptions use the “≥” symbol.

[§] A grace period is a set number of days during which a student can be enrolled and attend school without proof of complete vaccination or exemption. Provisional enrollment allows a student without complete vaccination or exemption to attend school while completing a catch-up vaccination schedule. In states with one or both of these policies, the estimates represent the number of kindergartners who were within a grace period, were provisionally enrolled, or were in a combination of these categories.

^{**} Exemptions, grace period or provisional enrollment, and vaccine coverage status might not be mutually exclusive. Some children enrolled under a grace period or provisional enrollment might be exempt from one or more vaccinations, and children with exemptions might be fully vaccinated with one or more required vaccines.

^{††} Includes five territories and three freely associated states.

^{‡‡} The number surveyed represents the number surveyed for coverage. Exemption estimates are based on 29,010 kindergartners for Kansas, 58,276 for South Carolina, and 92,265 for Virginia.

^{***} Most states require 2 doses of MMR; Alaska, New Jersey, and Oregon require 2 doses of measles, 1 dose of mumps, and 1 dose of rubella vaccines. Georgia, New York, New York City, North Carolina, and Virginia require 2 doses of measles and mumps vaccines and 1 dose of rubella vaccine. Iowa requires 2 doses of measles vaccine and 2 doses of rubella vaccine.

^{†††} Pertussis vaccination coverage might include some DTP doses if administered in another country or by a vaccination provider who continued to use DTP after 2000. Most states require 5 doses of DTaP for school entry, or 4 doses if the fourth dose was received on or after the fourth birthday; Maryland and Wisconsin require 4 doses; Nebraska requires 3 doses. The reported coverage estimates represent the percentage of kindergartners with the state-required number of DTaP doses, except for Kentucky, which requires ≥5 but reports ≥4 doses of DTaP.

^{§§§} Most states require 4 doses of polio for school entry, or 3 doses if the fourth dose was received on or after the fourth birthday; Maryland and Nebraska require 3 doses. The reported coverage estimates represent the percentage of kindergartners with the state-required number of polio doses, except for Kentucky, which requires ≥4 but reports ≥3 doses of polio.

^{¶¶¶} Most states require 2 doses of VAR for school entry; Alabama, Arizona, New Jersey, Oklahoma, and Oregon require 1 dose. Reporting of VAR status for kindergartners with a history of varicella disease varied within and among states; some kindergartners were reported as vaccinated against varicella and others as medically exempt.



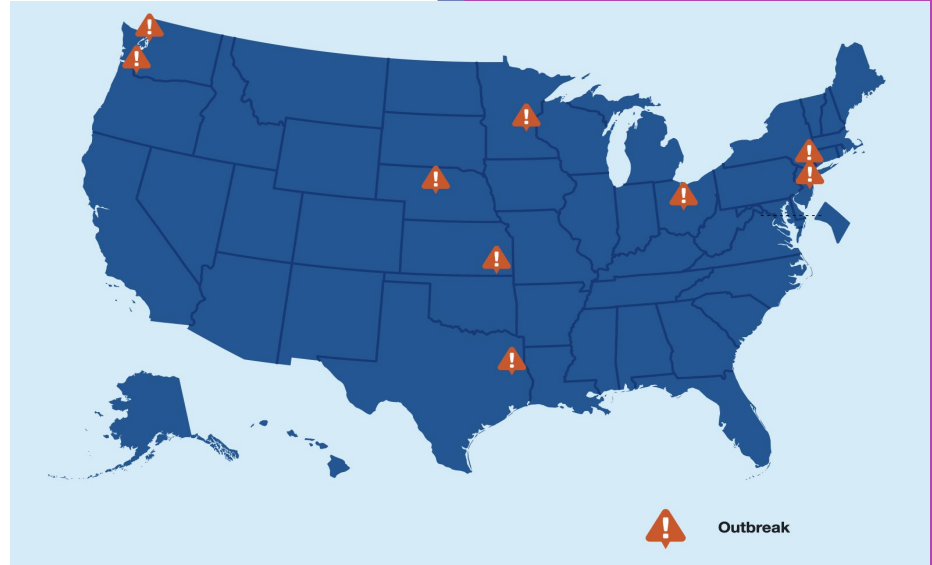
Arizona Childhood Vaccination Rates

American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN®

[Link to State Specific Data](#)



National Vaccine Data

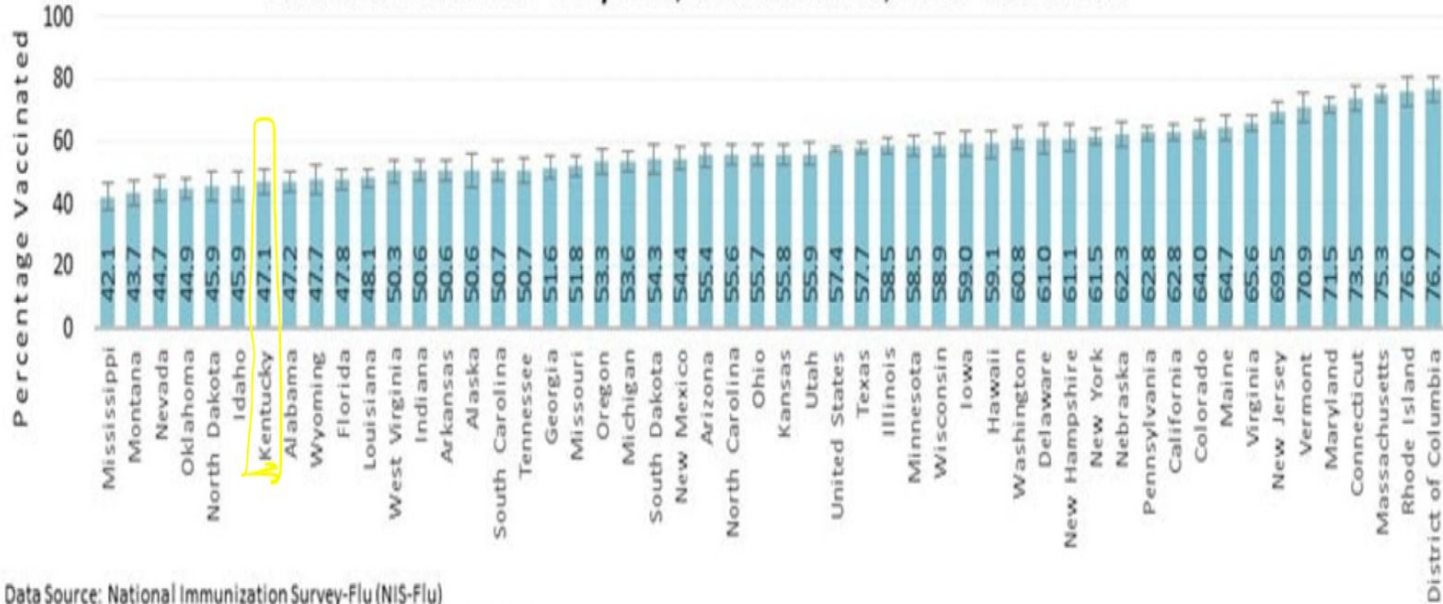
- **Vaccine rates 2023-2024 flu season as of March 16, 2024**
 - **51.8 % for 6 months - 17 years old**
 - **2.8% lower than last season**
 - **9.8% lower than pre-pandemic rates**
 - **48.3% for adults 18 years and older**
 - **2.1% higher than last season**
 - **78.8% for adults 75 yo and above**
 - **38% for pregnant persons**
 - **2.8% lower than last season**
- **Per CDC, for the 2022-2023 season influenza vaccine was 71% effective at preventing symptomatic Influenza A in patients less than 18 years of age**

[CDC Weekly Flu Vaccination Dashboard](#)



Arizona Vaccine Data

Figure 2. Flu Vaccination Coverage by State,
Children 6 months—17 years, United States, 2022–23 Season

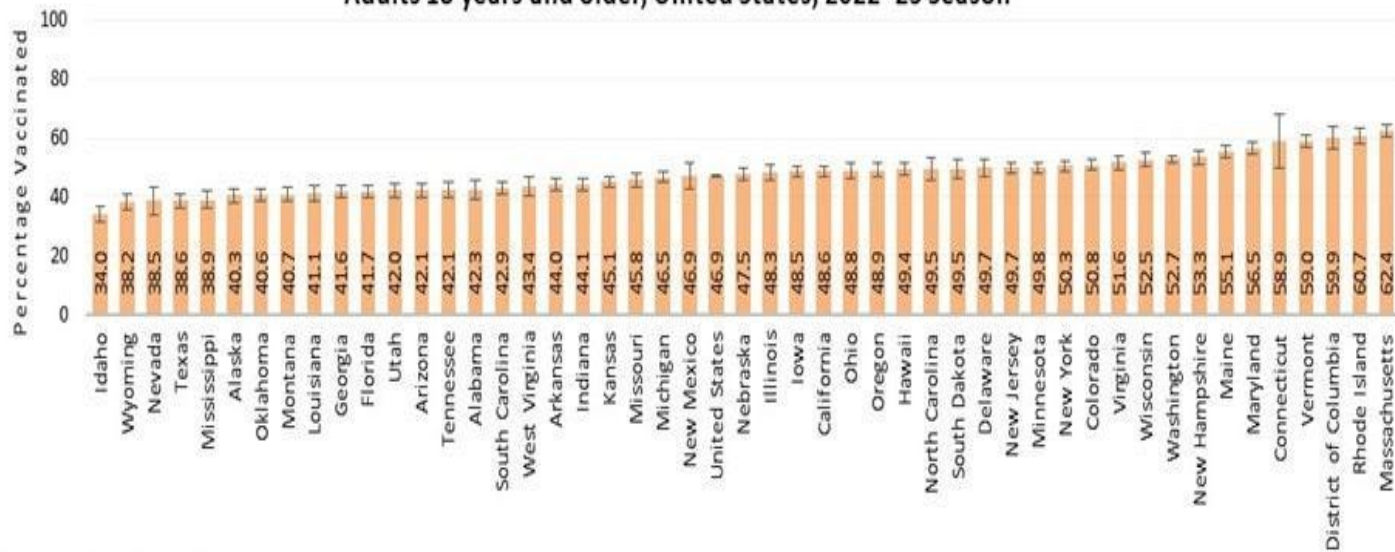


Data Source: National Immunization Survey-Flu (NIS-Flu)

Error bars represent 95% confidence intervals around the estimates.

Arizona Vaccine Data

Figure 7. Flu Vaccination Coverage by State,
Adults 18 years and older, United States, 2022–23 Season



Data Source: Behavioral Risk Factor Surveillance System (BRFSS)

Error bars represent 95% confidence intervals around the estimates.

Coverage estimates for Kentucky, North Dakota, and Pennsylvania were 35.8%, 38.2%, and 53.5%, respectively, but are excluded from the figure because these estimates represent vaccinations only through November 2022.

2023-2024 INFLUENZA SEASON



FLU SEASON 2023-2024

CDC estimates* that, from October 1, 2023 through March 23, 2024, there have been:

31 – 58 million
flu **illnesses**



14 – 27 million
flu **medical visits**



350,000 – 720,000
flu **hospitalizations**



22,000 – 63,000
flu **deaths**



National Influenza Statistics

2023-2024 Season

(as of March 23, 2024)

31 million Illnesses
350,000 hospitalizations
22,000 deaths
126 pediatric deaths



Arizona Influenza Statistics

2023-2024 Season

(as of March 23,2024)

45,327 lab confirmed cases
632 deaths due to influenza*
3 pediatric deaths

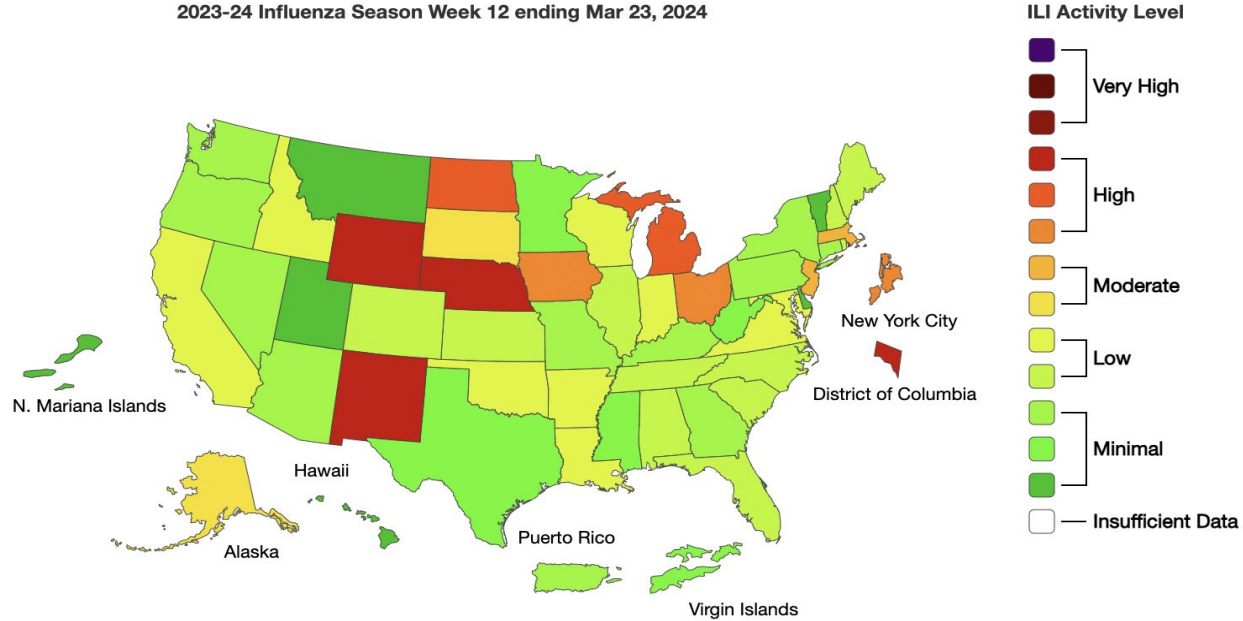
***Influenza-associated deaths in
adults are not reportable in Arizona**



Influenza Surveillance

2023-2024 Flu Season

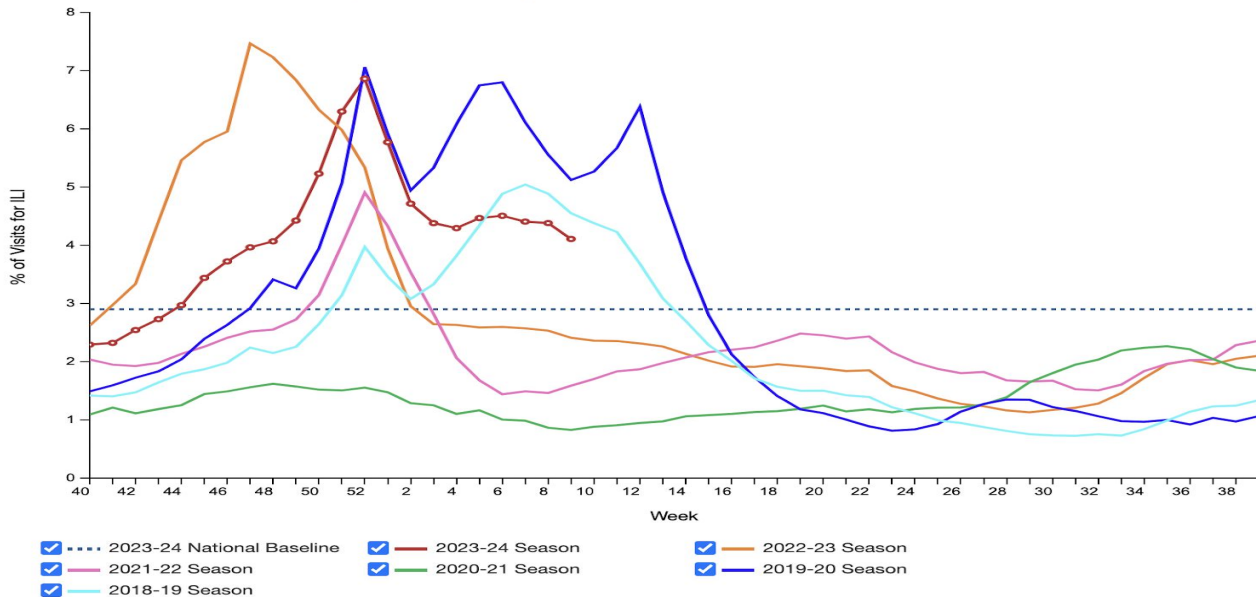
2023-24 Influenza Season Week 12 ending Mar 23, 2024



[Surveillance Map History](#)

It's Not Just The Flu

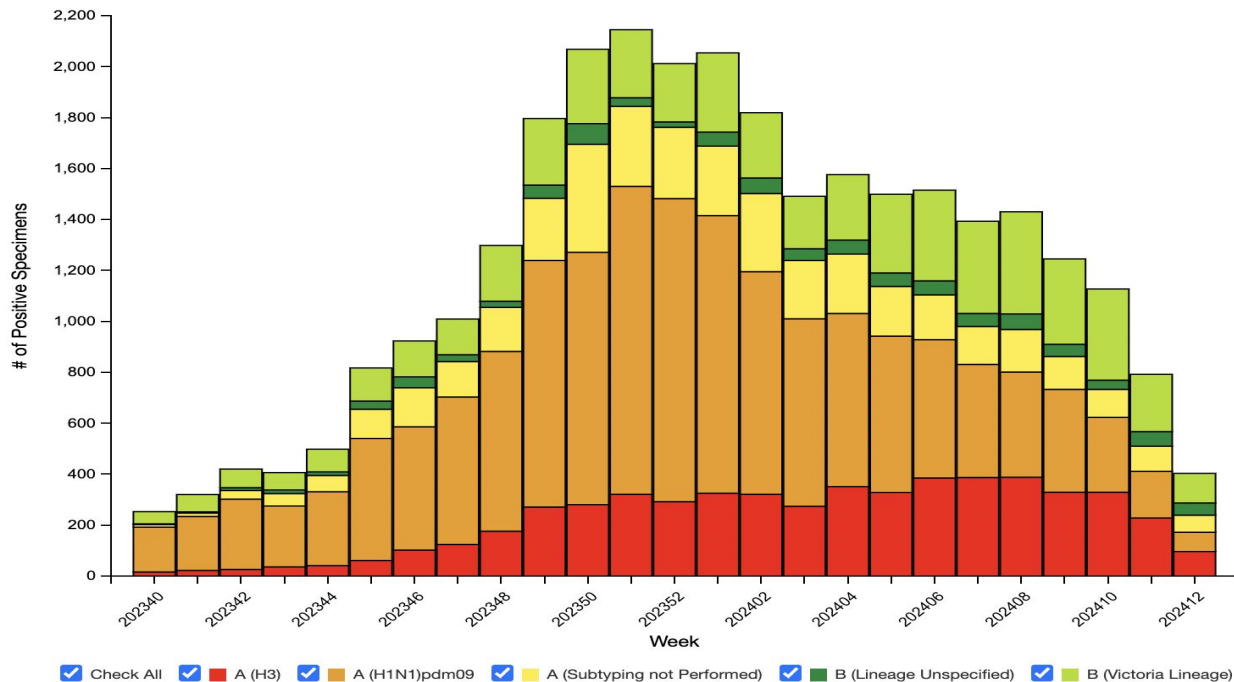
Percentage of Outpatient Visits for Respiratory Illness Reported by
The U.S. Outpatient Influenza-like Illness Surveillance Network (ILINet),
Weekly National Summary, 2023-24 Season and Selected Previous Seasons



- 183 National Pediatric Deaths 2022-2023 Flu Season as of September 30, 2023
- 126 National Pediatric Deaths 2023-2024 Flu Season as of March 29, 2024

It's Not Just The Flu

Influenza Positive Tests Reported to CDC by Public Health Laboratories,
National Summary, 2023-24 Season, week ending Mar 23, 2024



It's Not Just The Flu

Divergent Pathogenesis and Transmission of Highly Pathogenic Avian Influenza A(H5N1) in Swine

Abstract

Highly pathogenic avian influenza (HPAI) viruses have potential to cross species barriers and cause pandemics. Since 2022, HPAI A(H5N1) belonging to the goose/Guangdong 2.3.4.4b hemagglutinin phylogenetic clade have infected poultry, wild birds, and mammals across North America. Continued circulation in birds and infection of multiple mammalian species with strains possessing adaptation mutations increase the risk for infection and subsequent reassortment with influenza A viruses endemic in swine. We assessed the susceptibility of swine to avian and mammalian HPAI H5N1 clade 2.3.4.4b strains using a pathogenesis and transmission model. All strains replicated in the lung of pigs and caused lesions consistent with influenza A infection. However, viral replication in the nasal cavity and transmission was only observed with mammalian isolates. Mammalian adaptation and reassortment may increase the risk for incursion and transmission of HPAI viruses in feral, backyard, or commercial swine.

Vaccines Mandates at Risk



Arizona Legislation

13 states have passed legislation that ban vaccine mandates for employees

Arizona:

- **Ban applies to all employers except healthcare.**
- **Healthcare institutions are permitted but not mandated to require vaccinations.**
- **However, they must provide “reasonable accommodation” for any who are unvaccinated.**

Vaccines Mandates at Risk

In Arizona

A child is exempt from applicable immunization requirements in R9-6-702 for personal beliefs, religious beliefs or medical exemption as allowed by A.R.S.15-873(A) (1) due to immunity if the child's parent submits to a school or child care a statement of exemption from immunization for personal beliefs

Vaccines are on the Ballot in 2024.

- A national platform for misinformation
- Organizations are working together
 - Elections
 - Legislation
 - Litigation
 - Constitutionality
- Inflating support and getting headlines
- New tactic: Deceptive terminology
 - Raising concerns about vaccine/medication safety

The Washington Post

Vaccine politics may be to blame for GOP excess deaths, study finds

Yale University researchers found that registered Republicans had a higher rate of excess deaths than Democrats in the months following when...

Jul 24, 2023

UNTANGLING DISINFORMATION

Vaccines used to be apolitical. Now they're a campaign issue

NOVEMBER 2, 2022 · 12:08 PM ET

HEARD ON ALL THINGS CONSIDERED

PBS

How the pandemic made it difficult for Americans to separate politics from public health

Just over 15 percent of American adults have gotten the latest COVID booster. Demand for the vaccine has dropped sharply since it was first...

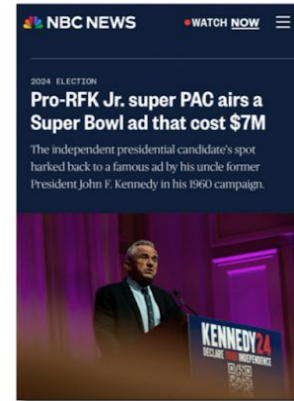
Dec 6, 2023

kffhealthnews.org

How Fringe Anti-Science Views Infiltrated Mainstream Politics — And What It Means in 2024 - KFF Health News

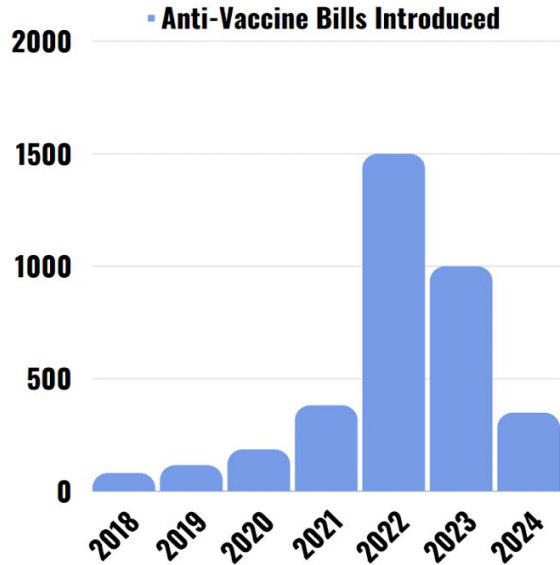
Opposition to vaccines and other public health measures backed by science has become politically charged.

2 weeks ago



Anti-Vaccine Bills Increasing

We Need a National Pro-Vaccine Movement.



B | Foreign Policy
at BROOKINGS

**FROM ANTI-VAXXER MOMS TO MILITIA MEN
INFLUENCE OPERATIONS, NARRATIVE
WEAPONIZATION, AND THE FRACTURING OF
AMERICAN IDENTITY**

POLITICO

Anti-vaxxers are now a modern political force

The once-fringe movement is now seeing an influx in cash after the Covid pandemic.

The New York Times Magazine

**The Anti-Vaccine
Movement's New Frontier**

A wave of parents has been radicalized by Covid-era
misinformation to reject ordinary childhood immunizations —
with potentially lethal consequences.

Stay Educated and Be Aware



SAFE
COMMUNITIES
COALITION

The State of Anti-Vaccine Organizations: 2023-2024

The New York Times

How a Rare Myocarditis Death Caught the Attention of the Anti-Vaccine Movement

The Birth of an Anti-Vaccine Story: A 24-year-old's sudden death devastated his family — and caught the attention of the movement of vaccine...

4 weeks ago



NBC News

How Mississippi's biggest public health success was stolen by the anti-vaccine movement

Mississippi began granting religious exemptions for childhood vaccines after activists sued over the state's strict vaccination requirement...

3 weeks ago

The high cost of DeSantis's presidential bid? Vaccine misinformation.

Analysis by **Philo Burtis**
National Observer
January 4, 2024 at 10:31 a.m. EST

MSNBC News

RFK Jr.'s communications director is taking anti-vax extremism to a new level

Since announcing his presidential campaign, Robert F. Kennedy Jr. has at times tried to downplay his history as an anti-vaccine activist.

5 days ago



The Challenges

Children's Health Defense

- Founded by RFK Jr in 2007
- 501(c)3
- Fundraised \$22.5 million in 2022
- Large and organized source of disinformation
- Works closely with ICAN, NVIC, Stand for Health Freedom
- Traveling the country
 - 19 established state chapters to impact policies



Sign Up Now to Tell Your Story on the CHD Bus

Thursday Jan. 25 Chattanooga
Saturday Jan. 27 Johnson City



Thursday Feb. 1 Knoxville
Saturday Feb. 3 Jackson

Stand for Health Freedom

- 501(c)4
- Fairly new to the scene
- \$400k in 2022
- Heavily focused on elections
- Focusing on federal policy
- Continuing to work in state policy
 - School based health clinics



TAKE ACTION RESOURCES ABOUT US OUR IMPACT JOIN

OUR VOTING BLOC IS
ACTIVE & WINNING

None of this work would have been possible without your support.
Thank you for joining us in standing for health freedom!

OVER
5
MILLION
ACTIONS TAKEN



The Challenges

Informed Consent Action Network: ICAN

DEL BIGTREE, CEO

- On the scene in state legislatures since 2016
- Online program The High Wire had 174,000 subscribers at its peak
- New RFK Jr presidential campaign Comms Director
- Excels at fundraising (\$13.4 million in 2022)

AARON SIRI, ATTORNEY

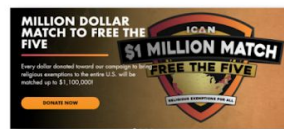
- Giving “expert” testimony across US

501(C)4 FORMED IN 2023

- Confirmed source of “model bills”
 - Talking points developed
- Deceptive “medical liberty” pledge
- Proposed Constitutional Amendment

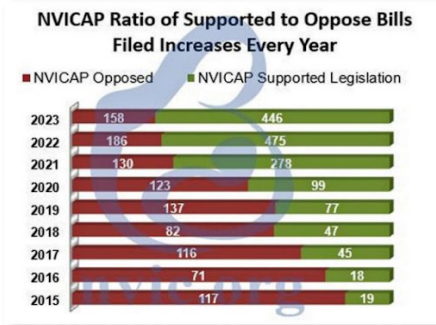
LITIGATION

- Responsible for MS adding a religious exemption
- “Free the Five” Campaign
- Co-opting constitutionality
 - Revisionist version of Jacobson v. Mass



National Vaccine Information Center: NVIC

- Founded by Barbara Loe Fisher in 1982 in response to the DPT vaccine
- 501(c)3
- \$2 million in 2022
- Annual State of Vaccine Legislation 2023
- Advocacy Portal featured on CHD TV
- Calls to Action
- Del Bigtree features Barbara Loe Fisher
- Policy lens:
 - Pro-parental rights
 - Pro-health freedom
 - Opposed to pharmacist bills
 - Opposed to IIS
 - Opposed to school-based health clinics
 - Overlap with Moms for Liberty



WHY LEGISLATIVE HEARINGS MATTER

ADVOCACY LIFELINE
with Dawn Richardson CHD TV

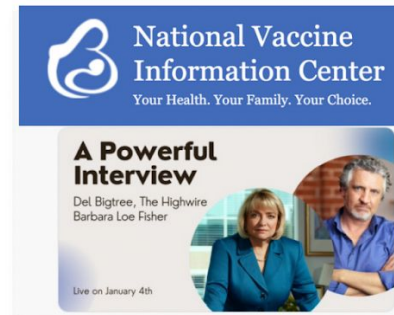
2/14/2023 > EPISODE 5
ADVOCACY LIFELINE WITH DAWN RICHARDSON
Why Legislative Hearings Matter + Bills
With Hearings This Week in AR, AZ, ME, NE, NH, SD + TN



National Vaccine Information Center
Your Health. Your Family. Your Choice.

A Powerful Interview
Del Bigtree, The Highwire
Barbara Loe Fisher

Live on January 4th



Other Organizations

- **AMERICA'S FRONTLINE DOCTORS (FREE SPEECH FOUNDATION)**

- 501(c)3
- \$13 million in 2022
- Affiliated with Tea Party Patriots
- Currently: Infighting and lawsuits
- Some statehouse committee appearances
- Mostly focused on national policy
- FL Surgeon General

- **FRONT LINE COVID 19 CRITICAL CARE ALLIANCE INC**

- “Ivermectin is a miracle cure”
- 501(c)3
- \$8 million in 2022
- “Expert witnesses” in state and federal hearings



The Washington Post
Democracy Dies in Darkness

Florida surgeon general calls for halt on mRNA covid vaccines, citing debunked claim

By Dan Diamond, Lauren Weber and Josh Dawsey
January 3, 2024 at 6:37 pm EST

FLCCC[®]
ALLIANCE



 **FAMILIES**
FIGHTING FLU

Advocating With Partners



SAFE (Science and Families Engaging) is the nation's first pro-vaccine political advocacy organization.

SAFE Communities Coalition supports pro-vaccine legislation and lawmakers. We empower everyday people, the often silent pro-vaccine majority, to advocate for health and safety alongside medical and public health professionals. As a 501c4 advocacy organization and a political action committee, SAFE is an organized bipartisan political force opposing the anti-vaccine agenda in statehouses across the country.



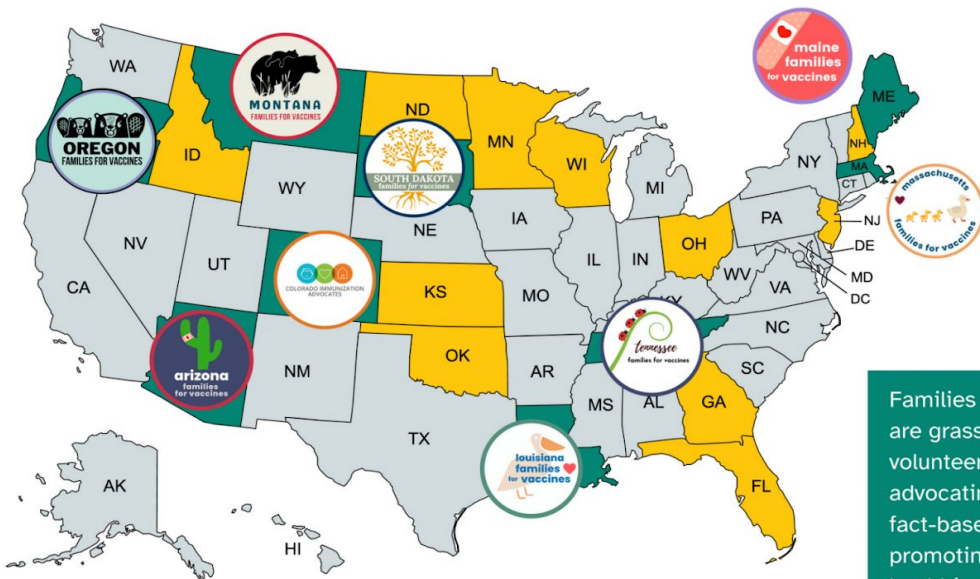
Why Work with Partners Like SAFE

What does SAFE do?

- Invest in real people on the ground in chapter states
- Build pro-vaccine community momentum and capacity
- Innovative, highly targeted communications resources
- Deep understanding of anti-vaccine goals, messaging, and tactics
- Policy experience and legislative analysis
- Sustainable growth model
- Well-networked and respected
- Nimble, accessible, and responsive



SAFE
COMMUNITIES
COALITION



FAMILIES FOR VACCINES CHAPTERS
 MONITORING AND BUILDING



Families for Vaccines chapters are grassroots networks of volunteers dedicated to advocating for public health and fact-based public policy and promoting immunizations for healthier kids and communities.

Working Together is Essential

Working together now and into the future

- Always available to help develop strategy and talking points
- Eager to engage in new states
- Committed to partnership
- Tracking 343 bills as of today
- Capacity is a function of resources

State discussion

- 2024 Targets
 - Pro-vaccine: CO, MA, OR
 - Defense: AZ, TN, LA
- Build: MT, OH, NH, FL?



Working Together



We have real experience and real wins.

- Integrity & credibility
- We've done it, and we're doing it
- We understand what it takes to get involved, stay engaged, and be effective as advocates
- We put in the time to build the real relationships that motivate and sustain the work
- We're building a culture of active participation that feels meaningful and rewarding



Community Advocates

We're still working in our home communities.

Mainers Vote Against Religious, Philosophical Exemptions For School-Mandated Vaccinations

Maine Public | By Patty Wright
PUBLISHED MARCH 8, 2020 AT 4:22 PM EST



Health News Health care Local & State

Maine's childhood vaccination rate goes from one of nation's lowest to one of the highest

Only medical exemptions to school required vaccinations are permitted under the law that eliminated religious and philosophical opt-outs 2 years ago.

PHOTO: JIM LANTIER
MARCH 27, 2022



Maine Families for Vaccines



Maine Families for Vaccines is a volunteer-led network that educates voters about public health, advocates for evidence-based public policy, and promotes immunization for healthier kids and communities.

Calling all parents, medical providers, community health professionals, educators, advocates, and fans of science:

You're Invited!

Join Maine Families for Vaccines, the Maine Immunization Coalition, and our partners for a day of learning, celebrating Maine's leadership in public health, and making a difference.

Day of Advocacy for Vaccines

Tuesday, February 13 2024
9:00 am - 2:00 pm
Maine State House Hall of Flags

Register now:
mainefamiliesforvaccines.org/2024dayofadvocacy

Reason to celebrate:
Maine's childhood vaccine law is working.

'No' vote - to keep vaccine law - wins by overwhelming margin

The proposed to rescind Maine's new childhood vaccination law was being held back with nearly everyone choosing the 'no' vote leading 75% to 25%.

BY JIM LANTIER 2:47 PM EST

On March 3, 2020, Maine was the first state in the nation to vote on a vaccine issue. LD 788 sought to eliminate non-medical exemptions to vaccine requirements for school attendance, closing the loopholes that threaten community immunity and leave children at risk for contagious infectious disease.

As a bill, LD 788 passed the legislature in 2019 with broad support from parents, physicians, legislators, and the governor. After a veto effort brought the question to our ballot boxes, the state of



Families for Vaccines Chapters

- Aligned with the state's culture and norms
- Attuned to unique legislative landscapes
- Days of advocacy
- Relationships with lawmakers
- Community engagement and actions
- Tabling, legislative postcard writing
- Advocate trainings and learning opportunities
- Engaging new partners
- Diverse, non-traditional partnerships
- District and lawmaker specific resources



thank you, lawmakers.



got questions?
the vaccine hotline connects lawmakers and staff with a medical provider in tennessee.

It's never been more important to get the facts straight from the experts on vaccine health and safety. We're here to answer questions so you can be sure you're sharing accurate information as you respond to constituents. The hotline is free, confidential, and happy to help lawmakers and staff.

615-703-9792
info@nfamiliesforvaccines.org

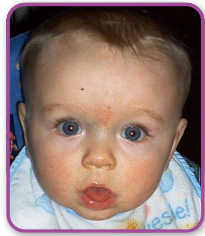
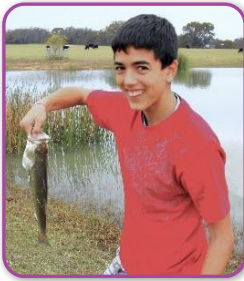
Tennessee Chapter
 American Academy of Pediatrics
 Tennessee Academy of Family Physicians
 Tennessee Pharmacists Association



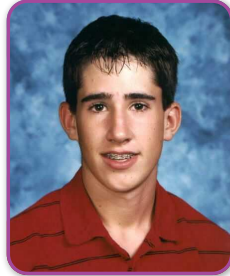
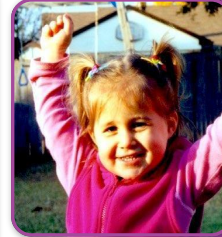
Families Fighting Flu

Who We Are and What We Do





We put a
face



On the *flu.*



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



Families Fighting Flu - Our Story

A Mother's Story



Jessica Stein
1997 - 2002

A Father's Story



Brent Teichman
1990-2019

A Survivor's Story



Kaden Stevenson
Flu Survivor December 2022

The Power Of Storytelling



In 2004
there was no flu
recommendation for
children over age 2

▶ 🔊 0:00 / 1:13



**Advocating
Makes A
Difference**

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!*

Stories are 22x more memorable than statistics!

We share stories because we want others to know what we didn't and we want to prevent others from having a similar experience.



We share Our Family Stories

Educating with Videos



[Madison Romero's Story](#)

[Madison Romero's Video](#)



[Latasha 'Tash' Hayne's Story](#)

[Tash Hayne's Video](#)

The Power Of Storytelling



In the fall of 2014, Jessica Richman got her FLU vaccine. Her daughter, Cayden, had a cold at the time, so her vaccination had to be rescheduled.

**Cayden Smith
was 3 years
old**

Vaccinate. Test. Treat.

When to be on the lookout for respiratory infections:

	FLU	COVID-19	STREP THROAT	RSV
OCT	•			•
NOV	•			•
DEC	•			•
JAN	•		•	•
FEB	•		•	•
MAR	•	<i>Timing of Covid-19 surges vary</i>	•	•
APR	•		•	•
MAY	•			•
JUN				•
JUL				
AUG				
SEP				

Kaden Stevenson

Kaden Stevenson was an active and healthy seven-year-old who enjoyed sports and spending time with his friends. Just before Christmas 2022, Kaden came down with what his mother assumed was a common cold or possibly a stomach bug. Kaden's symptoms progressed over a couple of days, resulting in his local hospital airlifting him to a pediatric intensive care unit about 2 hours away.



As a complication of the flu, Kaden experienced toxic shock from bacteria that entered his bloodstream. Kaden's legs were amputated as a result of this flu complication.

Kaden's mother now urges everyone to get vaccinated in order to protect themselves and their loved ones from the flu.

The Power Of Storytelling

Kaden Stevenson Postcard

www.familiesfightingflu.org



G2022C



How We Reach All Audiences

- **Educating and advocating**
 - Grassroots
 - Social, digital, and media channels
- **Sharing our family stories**
- **Providing educational materials and resources**
- **Collaborating with trustworthy messengers and partners**
 - Peer-to-peer
 - Flu Clinics
 - Webinars
 - Events



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

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

Education is critical to saving lives



Vaccinate. Test. Treat.
When to be on the lookout for respiratory infections:

	FLU	COVID-19	STREP THROAT	RSV
OCT	*		*	*
NOV	*		*	*
DEC	*		*	*
JAN	*		*	*
FEB	*		*	*
MAR	*	Timing of Covid-19 surges vary	*	*
APR	*		*	*
MAY	*		*	*
JUN	*		*	*
JUL	*		*	*
AUG	*		*	*
SEP	*		*	*

Kaden Stevenson
Kaden Stevenson was an active and healthy seven-year-old who enjoyed sports and spending time with his friends. Just before Christmas 2022, Kaden came down with what his mother assumed was a common cold or possibly a stomach bug. Kaden's symptoms progressed over a couple of days, resulting in his local hospital admitting him to a pediatric intensive care unit about 2 hours away. As a complication of the flu, Kaden experienced toxic shock from bacteria that entered his bloodstream. Kaden's legs were amputated as a result of this flu complication. Kaden's mother now urges everyone to get vaccinated in order to protect themselves and their loved ones from the flu.

www.familiesfightingflu.org
in @ y t f w

FAMILIES FIGHTING FLU.
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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
in @ y t f w

FAMILIES FIGHTING FLU, INC.

We Share Our Family Stories

Educating with Print & Digital Resources

Story Postcard & Warning Signs

Flu Can Be Dangerous

The best way to protect yourself and your family from this serious disease is to get an annual flu vaccination.

Emergency warning signs of flu symptoms in adolescents

If an adolescent becomes sick with the flu, his or her condition can easily deteriorate if any of the following critical symptoms, as it

- Ribs pulling in with each breath
- Chest pain
- Severe muscle pain
- Not alert or interacting when awake
- Seizures
- Fever above 104°F

any of these symptoms, attention right away.

Blake Crane

Blake was a healthy 16-year-old that loved baseball, fishing, playing Xbox, reading, and his family. Flu attacked his body and he stopped breathing. He went into cardiac arrest and died on February 17, 2020, with his mom whispering in one ear and his dad in the other.

Blake's parents urge you to learn the warning signs of flu to know when to seek medical attention.

FLU FACTS

- Children have the most flu infections of any age group
- 80% of pediatric flu deaths are among children who were not vaccinated against flu
- Among healthy children, flu vaccination reduces risk of death from influenza by 65%
- The flu vaccine cannot cause the flu



For more information, please visit: www.familiesfightingflu.org



Social Media Graphics

Flu almost took their lives. Don't let it take yours.
Get vaccinated.



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JJ was a healthy 2-year-old who died from the flu less than a day after first showing symptoms.



His parents share his story to educate about the importance of flu vaccination and the potential dangers of flu.



The flu can be deadly.
Learn the warning signs and get vaccinated every year.



Amiah was just 4 years old when she died from the flu.

Her mother will always wonder if getting Amiah vaccinated could have saved her life.



The flu can be deadly.
Learn the warning signs and get vaccinated every year.



FFF Educational Resources Continuously Expanding

Toolkits

Educational Materials

Spanish

Social Media

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People who are vaccinated may still get sick with flu, but are less likely to have a serious illness, hospitalization, or death.

For more info, visit www.familiesfightingflu.org

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

Flu is a leading cause of death in the United States.

It can be especially serious for children under 5, pregnant women, and people with chronic health conditions.

Get a Flu Vaccine

Get a flu vaccine every year. It's the best way to protect yourself and your family.

Flu vaccines are safe and effective.

Practice Healthy Habits, Too

Wash your hands often with soap and water for at least 20 seconds.

Avoid close contact with people who are sick.

Cover your nose and mouth when you cough or sneeze.

Childhood Immunization Schedule

Knowing Your Family?

- 1-2 months:** Hepatitis B (HB), Rotavirus (RV), Diphtheria, Tetanus, and Pertussis (DTaP), Polio (IPV), Hib (Hib), PCV13 (PCV)
- 4 months:** Hepatitis B (HB), Polio (IPV), Hib (Hib), PCV13 (PCV)
- 6 months:** Hepatitis B (HB), Polio (IPV), Hib (Hib), PCV13 (PCV)
- 12-15 months:** MMR2 (MMR), Hib (Hib), PCV13 (PCV), Polio (IPV), Hepatitis A (HepA), Tdap (Tdap), Varicella (Var)
- 18 months:** Hib (Hib), PCV13 (PCV), Polio (IPV), Hepatitis A (HepA), Tdap (Tdap), Varicella (Var)
- 2-6 years:** Hib (Hib), PCV13 (PCV), Polio (IPV), Hepatitis A (HepA), Tdap (Tdap), Varicella (Var)
- 11-12 years:** Tdap (Tdap), Polio (IPV), Hepatitis A (HepA), Meningococcal (MenACWY), HPV (HPV)
- 16-18 years:** Polio (IPV), Hepatitis A (HepA), Meningococcal (MenACWY), HPV (HPV)

FLU VACCINE
The CDC recommends getting a flu vaccine every year. It's the best way to protect yourself and your family.

COVID-19 VACCINE
Get a COVID-19 vaccine every year. It's the best way to protect yourself and your family.

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.

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.

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 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.

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.

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

FAMILIES FIGHTING FLU, INC.

Stay Healthy. Stay In The Game.

Everyone six and older should get a flu vaccine every year.

STAY IN THE GAME

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

¡Yo lucho contra la gripe!

FAMILIES FIGHTING FLU, INC.

The Role of Healthcare Professionals

Trusted resource

Educate & inform patients

Protect public health

Set the example!



A recommendation for all vaccinations from a healthcare professional is critically important for improving vaccination rates!

Trusted Resource - Always Educating

- Always educate
- A story does resonate
Families Fighting Flu's Family Stories
- Share your own story, or someone else's, either can make an impact
- Stories are 22x more memorable than statistics!



KNOCK OUT THE FLU
GET THE SHOT

#4BRENT

Brent Teichman,
29 year-old son of Dr. Jeb Teichman, founder and long-time pediatrician of Jeffersonville Pediatrics (now Clark Pediatrics), passed away on November 3, 2019 due to influenza complications. Brent was an otherwise healthy young man with his future ahead of him.

Please help us honor his memory by getting your flu vaccine today.

#4BRENT

CLARK PEDIATRICS

Norton Healthcare and LifePoint Health

Motivational Interviewing



Motivational Interviewing

- **Evidence-based** and **culturally sensitive** way to speak with unvaccinated patients about getting vaccinated
- The goal is to help people **manage mixed feelings** and move toward healthy behavior change consistent with their values and needs
- Ideal for situations for **concerned patients** or **patients with questions**
- Studies using MI with vaccination decisions demonstrate **increased intent to vaccinate** and **improved vaccination rates**

Motivational Interviewing Quickly Builds Trust and Partnership

- Four steps to applying rapidly (1-5 minutes)

1 Be empathetic

2 Ask permission

3 Apply interviewing techniques

4 Respond to questions

Step One

Step 1: Be an Empathetic Partner

- Be compassionate and **show empathy**.
- Be **sensitive** to culture, family dynamics, and circumstances that may influence how patients view vaccines.
- Do **not** argue or debate.



Step Two

Start by asking permission to discuss vaccines.

- **Start by asking permission to discuss vaccines.**
- **Example:**
“If it is okay with you, I would like to spend a few minutes talking about COVID-19 vaccines and your family.”

Step Two

If the patient indicates they do NOT want to talk about vaccines:

- Probe about why they don't want to talk about vaccines
 - *“Can you tell me more about the reasons you don't want to discuss vaccination today?”*
- Respect the patient's decision
 - *“You're not ready to talk about vaccines today, and that's okay.”*
- Ask if they would be willing to talk about vaccines at their next visit
 - *“Because I care about your overall health, maybe we could talk about the vaccine at your next visit?”*

Step Three

Apply Interviewing Techniques

- **Open the conversation**
 - Use open-ended starters to explore
 - Avoid yes/no questions, which stop the conversation
- **Affirm positive behaviors**
 - *“That’s great that you’ve gotten your flu vaccine. Now lets discuss some other vaccines.”*
- **Reflect what you hear**
 - *“It sounds like you have questions.”*
- **Summarize the conversation**
 - *“Let me see if I understand what you’ve said so far [summarize in your own words].”*

Step Three

- **Example: Ask the patient a scaled question.**
 - *“On a scale of 1 to 10, how likely are you to get a COVID-19 vaccine?”*
- **Keep exploring and reflectively listen.**
 - *“Why did you choose this number?”*
 - *“Why wasn’t it lower?”*
 - *“Why wasn’t it higher?”*
 - *“What would take to get to a higher number?”*

The goal is to help the patient become more open to moving toward high numbers (i.e., getting vaccinated).

Step Four

Respond to Questions

- If a patient asks a question about vaccine safety, vaccine risks, or their health or mental health, respond within the boundaries of your competence, ethics, and scope of practice.
- Most data on safety and risk is population based. Practice reframing safety as individual risk.
 - *“Based on your health, you are at an increased risk of getting very sick, and in the group the vaccine will most benefit.”*
- If you do not know the answer to a question, discuss how to find a good source of information.

Contact Us



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Visit Families Fighting Flu to Learn More

FamiliesFightingFlu.org



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