



Innovative Ways for Sustaining and Building Coalitions

Michele Slafkosky, Executive Director

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Families Fighting Flu - Our History

- ❖ Founded in 2004
- ❖ By parents who all lost a child under the age of five.
- ❖ Came together to advocate and educate.
- ❖ To support changing flu vaccine recommendations.
- ❖ Today - we continue to advocate, educate, and promote the importance of vaccinating, access, and need to test and treat

Families Fighting Flu Mission



Our Mission is to honor our loved ones!

In sharing personal stories, FFF strives to increase awareness about the seriousness of the flu, reduce the number of hospitalizations and deaths each year, drive up vaccination rates for everyone six months and older, and encourage symptomatic individuals to get tested and receive appropriate treatment.



Families Fighting Flu - Our Stories

A Mother's Story



Amanda Kanowitz
1999-2004

A Father's Story



Brent Teichman
1990-2019

A Survivor's Story



Kaden Stevenson
Flu Survivor December 2022

Our Stories Are Impactful!



**Advocating
Makes A
Difference**

The Power of Emotional Storytelling



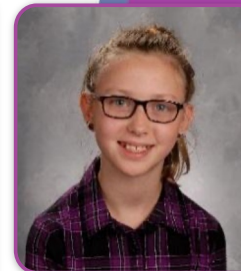
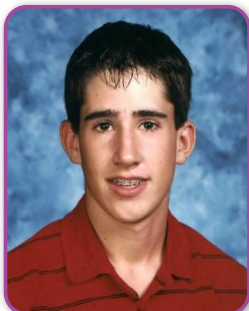
Healthcare decisions can be emotional for most people!



Stories are 22x more memorable than statistics!

We share stories to help prevent others from experiencing what our families have.

People can *RELATE* to stories and it can change their intentions to vaccinate!



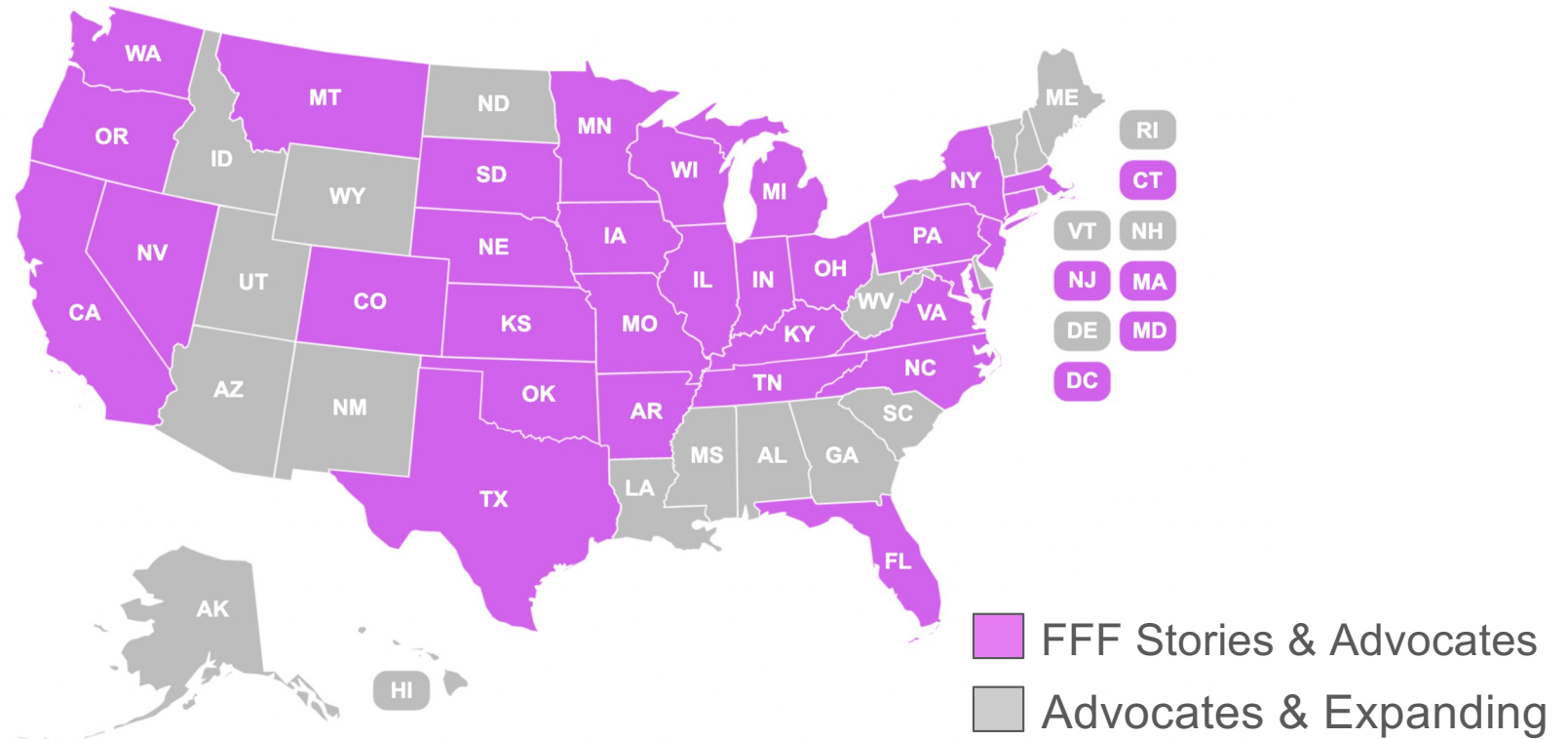
We put
a *face*
on the
FLU!

Our goal is to increase
vaccine confidence!



We aim to save lives to
prevent more stories like
ours.

Families Fighting Flu



Who are our advocates?

Families personally impacted by the flu

Healthcare professionals

National

Regional

Local

Partners

- Community organizations
- Immunization coalitions
- Health departments
- Others

Individuals who support flu awareness

Our Reach Is Expanded with Partnerships & Collaborations

How We Reach People

- Educating and advocating
 - Grassroots
- Sharing our family stories
 - Events, social, earned, and digital media, educational resources, and webinars
 - Participation at advocacy days
- 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*

Expanding Our Mission

Families Fighting Flu Junior Board

- Includes family stories, individual survivors, and young advocates
- The future decision makers
- Young adults and college students

The voice of our Junior Board

- Peer-to-peer messaging
- Live and print media Interviews
- Community outreach
 - Newly created FFF High School Club
 - Supported three pop-up clinics
 - Administered over 500 vaccines



*Lexi Kanowitz, Co-president, and FFF HS Club
Receive a Proclamation from Mayor for their
support of three flu clinics in their community.
December 2023*

Meeting People Where They Are

Common Questions We Ask

How do people get their information?

- Social media
- From those they trust and peers

What resonates and will be most impactful?

- Message from someone they trust
- A personal story they can relate to

Where can we find our target audience and make a difference?

- We need to go to them

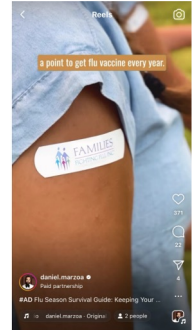


Meeting People Where They Are Expanding Our Message and Access

- Influencer Campaign (social media)
 - Expanded reach to targeted audiences
 - Diverse influencers
 - Messaging with personal stories
 - 1.5 Million Impressions
 - 141,200 video views
- New Vaccine Clinics
 - USA Boxing
 - The Grange at the Big E
 - College Campus University of MN
 - Scarsdale, NY pop-ups



“Great awareness campaign! I think more people would get the flu shot if they had more info about it so kudos for doing this!”



Why We Continue



The Future

Our 20th anniversary is a testament to our dedication and enduring efforts to protect families.



Charlie Hinderliter, flu survivor, and Family

It is also a sobering reminder that we are not done yet!



Contact Us



FAMILIES
FIGHTING FLU

Visit Families Fighting Flu to Learn More

FamiliesFightingFlu.org



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