



InFLUencing Healthy Choices in the Fight Against Influenza

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Welcome & Introduction

- **Families Fighting Flu (FFF)** is a **nonprofit**, volunteer-based advocacy organization **dedicated to educating people about the severity of influenza and protecting the lives of children**
 - Members include families whose children have suffered serious medical complications or died from influenza, as well as health care practitioners and advocates committed to flu prevention



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Mission

To protect all children against influenza and save lives

Vision


That all families understand the seriousness of influenza and the importance of annual vaccination, and as a result all children get vaccinated every year so that no child dies from this vaccine-preventable disease.



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Why We're Here Today

- Understand the serious, unpredictable nature of influenza and its impact on children
- Discuss the benefits of vaccination in preventing influenza and protecting yourself and your patients' health
- Explore how together we can make flu prevention a reality for our nation's children




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Nate's Story




Your Charge—Start the “Influenza Dialogue” with Patients

<i>What Research Shows Us</i>	<i>How Can We InFLUence Change?</i>
Strong link between physician recommendation and action to get vaccinated	Don't leave the decision up to your patients; take every opportunity to share the benefits of vaccination
Questions about whether healthy children need vaccination may prevent mothers from immunizing child(ren)	Remind patients that every season is unpredictable, and that all kids 6 months and older need to get vaccinated annually
Concerns about vaccine safety	Highlight long-term safety of the vaccine and provide resources where your patients can find more information (familiesfightingflu.org)
Lack of knowledge that vaccine is most effective way to prevent influenza	Remind patients methods such as hand washing are good, but not enough to stop airborne diseases like influenza



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Why is Influenza Vaccination so Important?

- Influenza is the leading cause of vaccine-preventable death in the U.S.
- 5-20 percent of Americans are infected with influenza annually
 - 3,300 to 49,000 deaths each year, depending on the severity of the circulating viruses
 - Approximately 100 children die annually from influenza
 - 200,000 hospitalizations every year, including more than 20,000 children under the age of 5
- Even healthy people can get very sick from influenza, develop serious complications and infect others

Vaccination is safe; it is the most effective preventive health action with potential benefits for all populations



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A Little History



PERSONAL GHOST
Benjamin Franklin's son, Franky, died of smallpox

"In 1736 I lost one of my sons, a fine boy of four years old, by the small-pox, taken in the common way," he wrote. "I long regretted bitterly, and still regret that I had not given it to him by inoculation."

"This I mention for the sake of parents who omit that operation, on the supposition that they should never forgive themselves if a child died under it, my example showing that the regret may be the same either way and that, therefore, the safer should be chosen."
--Benjamin Franklin in his Autobiography



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How Does Influenza Impact Children?

- Anyone can get influenza, but rates of infection are highest among school-aged children
 - 2010-2011 influenza season claimed the lives of 116 children, many of whom were previously healthy
- Younger children—infants and toddlers— are at increased risk of serious complications, including hospitalization and even death
- Preschool age children are "great transmitters" of influenza to others in their community, including family members




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Who Should Get Vaccinated?

- *Everyone* 6 months of age and older

That means **YOU!**



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Think about this...

- Influenza vaccination among health care providers (HCP) has increased slowly over the past decade, and reached **63.5%** in the 2010-2011 influenza season
 - Coverage in 2010-2011 was similar to influenza vaccination coverage among HCP in the 2009-2010 season (62%)
 - Still well below the Healthy People 2020 target of 90%
- Coverage was highest among physicians, HCP working in hospital settings, and older HCP
- Near universal coverage (98.1%) was achieved among HCP who reported being subject to an employment requirement for vaccination; however, a small percentage of U.S. HCP (13%) reported being subject to such a requirement

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Why is Vaccination Important for You?

- HCPs provide care to patients at high-risk for complications of influenza
- Other non-medical employees are around patients and families, too
- Influenza is readily transmitted for 24 hours before a person develops influenza symptoms
 - That means symptom-free, unvaccinated employees can transmit influenza virus to patients and others before developing symptoms!
- Achieving high rates of vaccination among your facility will reduce disease burden and health care costs


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Be FLUent with These 5 Flu Facts...

- Even healthy kids can be hospitalized or die because of influenza
- Nobody is naturally immune; the influenza vaccine works with your immune system to build resistance
- Hand washing helps stop germs from spreading, but it's not enough for airborne diseases like influenza; vaccines are needed
- Influenza vaccines are thoroughly tested each year and provide safe and effective protection
- Keep kids in school and yourself at work this season.


Do your part: vaccinate yourself for influenza!



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So, today I want you to promise to do three things...



1. Continue to educate your patients and others about the seriousness of influenza and the need for children 6 months and older to get vaccinated every year
2. Urge all family members to get vaccinated, particularly now with universal recommendation
3. Be a role model by protecting yourself and everyone around you by getting vaccinated!



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As a result we will...

- Protect more people from getting the flu
- Help decrease the number of children hospitalized due to the flu each year
- Save more children from dying from a vaccine-preventable disease



Families Fighting Flu Resources

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Contact Us


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Questions & Answers



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