The Importance of Flu Awareness & Prevention

Sevse Marotta
Chief Operating Officer
Families Fighting Flu
September 11, 2019

Who We Are

Advocates From Around the Globe

Member Families
Medical Professionals & Advisors
Staff & Volunteers
Partners
The Power of Personal Stories

What We Do

Our Goal: Reduce flu-related hospitalizations and deaths like those we witnessed with our loved ones.
Objectives

- Discuss the disease burden of influenza.
- Learn how to advocate for annual flu vaccination using techniques and resources from the CDC and Families Fighting Flu.
- Learn how to use personal stories to communicate the dangers of flu and importance of vaccination.

Let's Start with Some Facts...

- 2017-2018 season resulted in 80,000 deaths in the U.S.
- 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

National Flu Vaccination Statistics: Adults

- Figure 1. Flu Vaccination Coverage Among Adults, by Season, United States, 2010–2018
- Sources: CDC, VACCINE, 2013
- Note: national and regional estimates may differ.
National Flu Vaccination Statistics: Children

Figure 1. Flu Vaccination Coverage by Age Group and Season, Children 6 Months—17 years, United States, 2010–2018

North Dakota Flu Vaccination Statistics

The Role of Healthcare Professionals

- Trusted resource
- Educate & inform patients
- Protect public health
- Set the example!
The Critical Role of HCPs

HCP recommendation is critically important to improving flu vaccination rates!

Limiting Factors:
- Patients are misinformed about flu & flu vaccination
- Failure to communicate (HCPs ↔ patients)
- Passive vs. presumptive vaccine recommendation
- Missed opportunities for vaccination

CDC’s SHARE Approach

1. Share

Share the reasons why flu vaccination is the right choice for your patient

<table>
<thead>
<tr>
<th>Considerations:</th>
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<tbody>
<tr>
<td>Age</td>
<td>Health Status</td>
<td>Lifestyle</td>
<td>Occupation</td>
<td>Other Risk Factors</td>
</tr>
</tbody>
</table>
2. Highlight

Highlight positive experiences with flu vaccination (professional or private) to reinforce benefits

- "I always get myself (and my family) vaccinated every year because..."
- "I know flu vaccination isn’t just about protecting myself..."
- "I had a patient who fell ill with influenza, but their illness was mild because they were vaccinated."

Share scientific studies that have demonstrated how flu vaccines have been found to save lives and reduce hospitalizations.

2. Highlight (cont’d)

Scientific studies:

- Flu vaccination was shown to reduce pediatric deaths by 65% in healthy children (Flannery et al., Pediatrics 2017)
- Flu vaccination in pregnant women reduces their risk of being hospitalized from flu by 49% (Thompson et al., Clinical Infectious Diseases 2018)
- Flu vaccination in pregnant women reduces newborn flu risk by 70% (Shakib et al., AAP 2016)
- Repeated flu vaccination in older adults prevents ICU hospital admissions and death by 74% and 70%, respectively (Casado et al., CMAJ 2018)

3. Address

Address patient questions using clear, understandable language

- Why should your patient care about flu?
- Potential side effects from vaccination
- Vaccine safety
- Vaccine effectiveness
4. Remind

Remind patients why flu vaccination is so important

- Helps prevent medically-attended illness
- Helps reduce flu-related hospitalizations & deaths
- Remind patients it’s not just about them! (Community Immunity)
- Debunk myths and focus on facts (refer to CDC and/or FFF websites)

5. Explain

Explain the potential costs of flu

<table>
<thead>
<tr>
<th>Serious health effects</th>
<th>Missed school/work</th>
<th>Financial costs</th>
</tr>
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<tbody>
<tr>
<td>• Hospitalization</td>
<td>• 38M school days/yr</td>
<td>• Medical expenses</td>
</tr>
<tr>
<td>• Death</td>
<td>• 17M work days/yr</td>
<td>• Missed work</td>
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<tr>
<td>• Long-term effects</td>
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The CDC estimates the annual economic burden of flu in the U.S. is $87 billion!
Elements of FFF’s HCP Resource

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 for free download on the FFF website!

Personal Stories

Flu Q&A

Provides a conversation flowchart to assist HCPs with answering important patient questions about flu and flu vaccination
Educational Infographics

DO YOU KNOW the Flu?

- Prevention tips
- Symptoms of the flu
- Importance of vaccination

Get to Know the Flu Vaccine: You'll Be Glad You Did!

- Benefits of vaccination
- Flu vaccine types
- How to get vaccinated

Other FFF Resources

- Posters
- Social Media Graphics
- Public Service Announcements
- School Workbooks
- Family Video Testimonials

The Power of Personal Stories

- Patient Conversations
- Social Media
- Digital Media
- Earned Media

Awareness & education leads to empowerment!
Personal Stories Move People To Action

FFF’s Digital Stories

Personal stories make up ~50% of FFF’s web traffic!

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
In Conclusion...

- Elevate awareness by focusing on disease burden
- Focus on benefits of flu vaccination
- Use various communication channels to reach target audiences
- Include personal stories as part of the narrative

Call-to-Action

1. Be a superhero – promote annual flu vaccination!
   - Set the example!
2. Use FFF’s educational resources to educate & inform your audiences!
   - Share FFF’s flu materials (available for download on website)
   - Share our key messages
   - Share our stories (print, videos, PSAs)
   - Encourage people to share their stories with us
3. Stay up-to-date on flu news:
   - Sign up for FFF’s newsletter and Weekly Flu News (through FFF website)
   - Follow us on social media

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North Dakota Immunization Program

North Dakota Immunization Program Staff

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• Post-test
  – Nurses interested in continuing education credit, visit
  – Successfully complete the five-question post-test to receive your certificate
  – Credit for this session available until October 8, 2019
• This presentation will be posted to our website: www.ndhealth.gov/immunize