Families Fighting Flu: Kendra’s Story

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Families Fighting Flu
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Disclosures

- The planners and presenters do not have any financial arrangements or affiliations with any commercial entities whose products, research or services may be discussed in this activity.

- No commercial funding has been accepted for this activity.
Why Am I Here Today?

• To share my daughter, Kendra’s, story and lessons learned from my personal experience with flu

• To help you understand the seriousness of influenza, the importance of annual flu vaccinations for everyone, and how YOU as a healthcare professional can help us fight flu!

Kendra’s Story
My Daughter, My Friend

It’s “just the flu”

TIME LINE

3/1-Not Feeling Well
3/4-To Urgent Care
3/5-To ER
3/9-Life Flight to St. Luke’s Hospital Kansas City, Mo
“THE PERFECT STORM”

- On ECMO – 2 weeks lungs recovered
- Clotted during procedure – had stroke/s – Not “our Kendra”. Paralyzed
- Developed severe sepsis & immune system turned on her.
- Three surgeries in 4 days on abdomen. Rare fungus “Zygomycota” found in section of intestine removed.
- Passed away exactly 1 month later – April 5, 2012 – Holy Thursday

SAYING GOODBYE
Quick Flu Facts

• A serious disease that kills upwards of 56,000 people every year in the U.S., including ~100 children under the age of 18
• Flu does not discriminate; it can seriously affect even healthy people of all ages
• Flu costs the U.S. economy ~$5.8 BILLION every year
• ~38 million school days are missed every year in the U.S. due to flu
• Vaccination is our best line of defense

Pandemic Flu History

• 1918 – 1919: Spanish flu
  ➢ An estimated 50 million people died, nearly 675,000 in U.S.
• 1957 – 1958
  ➢ A new flu virus from the Far East came to the U.S. and approximately 70,000 people died
• 1968 – 1969: Hong Kong flu
  ➢ Approximately 34,000 people died in the U.S.
• 2009 – 2010: H1N1
  ➢ CDC estimates between 9,000 to 18,000 deaths in the U.S.

Families Fighting Flu (FFF)

- A national, non-profit, volunteer-based organization dedicated to influenza education, outreach, and advocacy
- Founded in 2004 by several families who lost their children to the flu
- Activities include general outreach, educational programs, partnering with other organizations (e.g., CDC)

- **Mission** – To save lives and reduce hospitalizations by protecting all children and their families against influenza.
- **Vision** – That all families understand the seriousness of influenza and the importance of annual vaccination, and as a result all children and their families get vaccinated every year so that no child dies from this vaccine-preventable disease.

Levels of Participation

**Advocate**: Family members who have lost a child to flu or had a child suffer serious medical complications from the flu; as well as individuals who strongly support the goals of FFF, which are to increase flu awareness, increase annual vaccination rates among children and their families, and to reduce the number of childhood hospitalizations and deaths caused by flu.

**Medical advisor**: Includes pediatricians, family practitioners, researchers, and nurses with a special interest or focus on influenza. Medical advisors provide guidance and insight on the latest research and findings in the fight against influenza.

**Partner**: Other non-profit organizations, corporations, medical facilities, and health departments that share common goals.

*Anyone is welcome to join our organization!*
Our Programs

Keep Flu out of School

- 5-year cooperative agreement with the National Association of School Nurses (NASN), National Foundation for Infectious Diseases (NFID), and CDC
- Objective is to elevate flu education in schools in an effort to increase vaccination rates among elementary school children
- Demonstration sites include Springfield, MO; Milton, FL; Tacoma, WA; and Selbyville, Delaware districts

Stay in the Game

- Ongoing, national educational campaign initiated in 2013
- Objective is to keep everyone healthy through annual flu vaccination so that no one misses out – on school, work, sports, or even fun with friends and family
- Currently working on a healthcare provider toolkit that will include infographics, flu fact sheets, family stories, and other tools

Be Informed!

- Visit our website www.familiesfightingflu.org
- Sign up for our quarterly newsletter, Fighting Influenza
- Sign up for Weekly Flu News, which is a weekly email (May – Sept) of the top flu news from a variety of national and local news sources
- Order educational flu materials for your school, office, or home
- “Like” us on Facebook (www.facebook.com/familiesfightingflu)
- Follow us on Twitter (www.twitter.com/famfightflu)
- Read the stories of our member families, whose lives have been permanently altered by the flu
- Visit our YouTube channel for family video testimonials and PSAs
In My Community:
Kendra’s Legacy Foundation
Fashion Forward for Flu Awareness
Raising funds for flu clinics at local schools in KS

Why Are YOU Important in the Fight Against Flu as Healthcare Professionals???
Research shows us:
• There’s a strong link between HCP recommendations and action to get vaccinated
• Questions about whether healthy children need vaccinations may prevent parents from immunizing their child(ren)
• People have concerns about vaccine safety
• People may not realize that vaccination is the most effective way to prevent influenza
• Remind patients about the importance of community immunity (protect your loved ones & those around you)
Help us fight the flu so no more families have to experience a devastating loss…

Contact Us

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Questions?