



Dear EZIZ Users,

See below for an invitation to the next California Immunization Coalition Education Hour on September 22nd from 12-1pm (PST).

Guest speakers will discuss the importance of utilizing personal stories, social media, and community partnerships to reach various populations in order to increase influenza vaccine uptake.

Register now as space is limited. If you are unable to join the live event, this webinar will be recorded for on-demand viewing.

Families Fighting Flu: More Important Than Ever

[Invitation for CIC's Education Hour](#)

Tuesday, September 22, 2020 from 12:00pm to 1:00pm PST



Featured Speaker

Serese Marotta CEO, Families Fighting Flu

Serese Marotta is the Chief Operating Officer for Families Fighting Flu, a national non-profit 501(c)(3) organization dedicated to saving lives and reducing hospitalizations by protecting children and their families against influenza through education and advocacy. Serese originally came to Families Fighting Flu in 2010 following the loss of her five-year old son, Joseph, to the flu in 2009. Serese served on the Board of Directors for the organization for six years before coming on-staff in

May 2016 as the COO.

Prior to joining Families Fighting Flu, Serese worked as an environmental scientist for 16 years at a consulting firm conducting ecological and human health risk assessments for hazardous waste sites. She now works tirelessly to raise awareness about the seriousness of flu and the critical importance of annual flu vaccination for everyone six months and older.

The September Education Hour will also feature a guest speaker from the Immunization Branch, California Department of Public Health (CDPH).

Overview:

Over the last several months you have heard public health experts repeatedly discuss the importance of 'flattening the curve' for fear of what could happen if we overwhelm our healthcare system due to COVID-19 disease. Now as we head into the fall, we enter a time of the year where we frequently see an influx of cases of influenza and pneumonia with hundreds of thousands of hospitalizations from both diseases annually.

As healthcare systems begin to prepare for continued outbreaks of COVID-19 and now influenza season, many fear these overlapping diseases could exasperate the healthcare system. Fortunately, we have a safe and effective vaccine to prevent influenza. As public health attempts to provide influenza vaccine to as many Americans as possible the question now becomes not, "What can we do?" but "How can we do it?" and how to make a stronger impact with our messages.

This webinar will discuss the importance of utilizing personal stories, social media as well as community partnerships to reach various populations in order to increase Influenza Vaccine uptake. The California Department of Public Health will also touch on what specifically our state health department is planning to ensure all Californians have access to influenza vaccine.

Objectives:

- Describe the Mission of Families Fighting Flu
- Discuss the impact of personal stories
- Identify best practices for communicating about importance of flu vaccination all year long

Education Hour will also feature Nisha Gandhi, MPH and Anya Gutman, MPH who will discuss CDPH IZ Branch communication plans around influenza vaccination campaign.

[Register Today](#)