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Updated Families Fighting Flu Web site provides innovative tools and resources to help educate about the importance of childhood flu vaccination

New section features Dr. Jon Abramson's innovative book, "Families Fighting Flu: A Guide for Parents," to help parents protect their children from influenza

Washington, DC, September 24, 2008 – Families Fighting Flu (FFF) is excited to announce today the expansion of its Web site, www.familiesfightingflu.org. Equipped with new resources and tools, the updated site will continue to educate parents, families, physicians and members of the media about the seriousness of influenza in children as well as the importance of increasing influenza vaccination rates in all children six months through 18 years of age, as outlined by the Centers for Disease Control and Prevention's (CDC) Advisory Committee on Immunization Practices (ACIP) new influenza vaccination recommendations.

The fresh features of the site include Flu Fact vs. Fiction, a section outlining common misperceptions about the flu and the influenza vaccine, downloadable materials for parents and physicians with helpful information on how to stay healthy during flu season and the impact influenza has on children. The site will also offer informational posters and flyers that can be posted in doctor's offices, schools or child care centers. In addition, the site will continue to provide helpful information about the flu and tips for vaccination and prevention.

"The new and improved Web site is now a more robust resource for parents in search of information about the flu," said Richard Kanowitz, president of Families Fighting Flu. "With these new tools, we can better educate the public about the seriousness of influenza in children in the hope that no one else will have to experience what my wife and I did when we lost our beautiful daughter, Amanda, to the flu in 2004."

One of the most dynamic new resources on the site is a book titled, *Families Fighting Flu: A Guide for Parents* written by Dr. Jon Abramson of the Department of Pediatrics at Wake Forest University School of Medicine, and his daughter, Rebecca. This book will be exclusively featured on the site to allow FFF visitors to be among the very first readers; new chapters will be rolled out over the course of the next year. The site also

features a podcast with Dr. Abramson and Rebecca talking about the book and upcoming highlights from various chapters.

“I am excited about rolling out this new book on the Families Fighting Flu Web site. My hope is that this book will serve as a great resource for many parents to learn more about the seriousness of the flu and what they can do to help protect themselves and their children against influenza in both epidemic and pandemic outbreaks,” said Jon Abramson, M.D. “I will use the individual Families Fighting Flu members’ stories in each chapter to highlight certain points about influenza disease, treatment and prevention.” Dr. Abramson is the former chair of both the American Academy of Pediatrics (AAP) Committee on Infectious Diseases (Red Book committee) and the CDC’s ACIP, and currently serves as member of the American Academy of Pediatricians Task Force on Immunizations. He has also been a medical advisor for Families Fighting Flu since October 2007.

Anyone who wants to reduce their risk of becoming ill with influenza or of spreading it to others can get vaccinated. However, the CDC recommends that all children 6 months through 18 years of age get vaccinated against the flu every year.

About Families Fighting Flu, Inc.

Families Fighting Flu is a non-profit, volunteer-based organization established in 2004 that is made up of families and healthcare practitioners. Each family has experienced first-hand the death of a child due to the flu or has had a child experience severe medical complications from the flu. FFF is dedicated to educating people about the severity of influenza and the importance of vaccinating children against the flu every year. Through education and advocacy, we hope to improve the rates of childhood flu vaccinations and help reduce the number of childhood illnesses and deaths caused by the flu each year. For more information, visit www.familiesfightingflu.org.

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