



TEXAS
Health and Human
Services

**Texas Department of State
Health Services**

PIET Overview

Public Information, Education, and Training
Immunizations Section
Texas Department of State Health Services

Who is PIET

Community Engagement

Conducts extensive outreach and education activities, including media ads and conferences



Training

Hosts and manages all internal webinars and facilitates external training requests



Print and design

Disseminates more than four million educational materials, maintains brand style across section



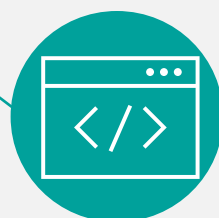
Education

Creates and maintains modules for trainings, helps programs develop materials



Web

Redesigned and relaunched the Immunizations website, maintains web presence



Sherry Matthews Group

BY5 media campaigns
(June 2023–July 2024).

Pediatric Campaign:

- Audience: Mothers of newborns to 4-year-old children
- Reach: 77,941,287

Flu Campaign:

- Audience: Texans
- Reach: 46,747,259

Teen Campaign:

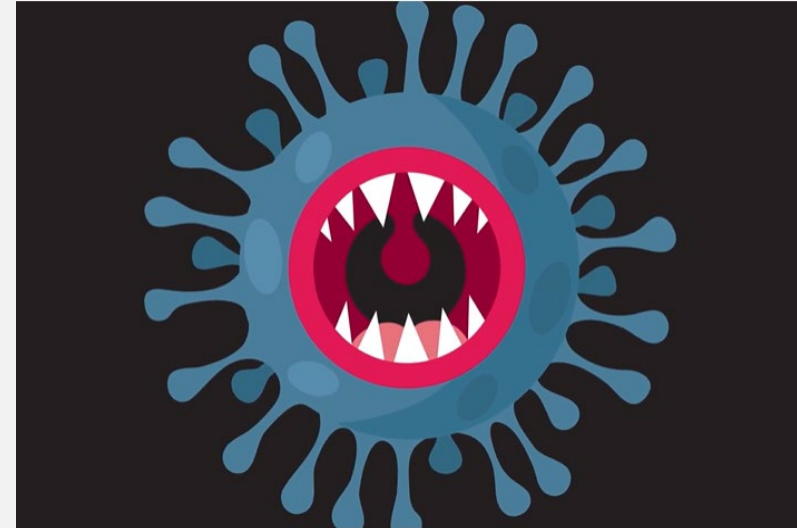
- Audience: 30- to 55-year-old parents and guardians of teens
- Reach: 26,541,042



Sherry Matthews Group

Continued

- Collaborating on more than six campaigns, including:
 - People living in public housing and people living with HIV
 - Hispanic population
 - Native American population
 - College students
 - Pediatric
 - General Texans for Flu



Find shot locations at
TexasFlu.org.

Every dose matters.

Approach to Partnerships

Goals

MEET PARTNERS



Solicit feedback, identify vaccination barriers

MATERIALS



Develop tailored solutions with shared input

CONTACT

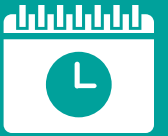


Sustained contact minimum quarterly

Partnerships

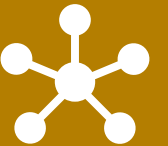
SEASONAL

Campaigns focused on back-to-school, flu, college



OUTREACH

Education initiatives to reach the public



WEBINARS

Training for stakeholders and health professionals



External Stakeholder

Meetings

Immunization Communication and Coalition Coordinators (ICCC):

- Members: Local health departments (LHDs) and public health regions (PHRs)
- Purpose: Communication strategies and important vaccine information
- Cadence: Monthly

Texas Immunization Stakeholder Work Group (TISWG):

- Members: External public health entities stakeholders
- Purpose: Communication strategies and important vaccine information
- Cadence: On hold for restructuring in 2025

Print Materials

- Print materials are available with free shipping.
- We recently re-organized to make it easy to find materials by categories.
- Go to ImmunizeTexasOrderForm.com.

Catalog ▾ | Guest User ▾ | Log In

Cart (0) | Search Catalog...



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If your ordering needs exceed the stated quantity limits, contact PIET Team via email at piet@dshs.texas.gov with your requests. Please allow up to 7-10 business days for delivery.

NOTE: The order form is undergoing maintenance and some publications and materials will become temporarily unavailable. We will make them available again as quickly as possible.

View: ▾ Items per page: 12 Displaying 1-12 of 137 Page 1 / 12

ASN

Back to School

Flu

HPV

Immtrac2

Kids

Meningococcal

Misc

Posters

Pregnant Woman

Providers

Strep Pnuemo

TVFC

Vaccine Schedule

VIS

Waiting Room Material

11-14015P: "Flu Wants You" - Ways to Prevent the Flu Poster (Bilingual).

Description: [Download](#) REVISION DATE: 09/2024. 18" x 24". Maximum Limit: 50

Qty:
Minimum: 1
Maximum: 50

[Add to Cart](#)

6-14: Texas Minimum State Vaccine Requirements for Students Grades K – 12 (Bilingual) 2024-2025

Description: [Download](#) Texas Minimum State Vaccine Requirements for Students Grades K – 12" (Englis

Qty:
Minimum: 1
Maximum: 250

[Add to Cart](#)

6-13: "Vaccinate Through Life" Coloring Book (Bilingual) Rev:03/20)

Description: [Download](#) REVISION DATE: 3/2020. 8.5" x 11". 16 Pages. Maximum Limit: 250

Qty:
Minimum: 1
Maximum: 250

[Add to Cart](#)

6-26P: Vaccine Management - Recommendations for Storage and Handling of Selected Biologicals Poster (English)

Description: [Download](#) Revision Date: 7/2019. 17.0" X 33.5" Poster. Maximum Limit: 15

Qty:
Minimum: 1
Maximum: 15

[Add to Cart](#)

Special Projects

Stickers

Campaign: Texas stickers

When: Summer 2024

What: Designed and disseminated stickers

Who: School nurses, Texas libraries, and LHDs

- All 200,000 were ordered within the first week
- Restock in progress



Seasonal Campaigns

Annual Back to School and Childcare

Campaign: Annual back-to-school digital toolkit

Who: 33 internal and external stakeholders

What: Social media posts, e-newsletter guide, vaccine reminder cards, required vaccines for school entry

Campaign: Childcare flu

Who: Childcare facilities across Texas

What: Legislatively mandated information about stopping the flu in childcare centers.



Little Kids Get the Flu Too

Essential Tips for Keeping Your Little Ones Healthy During the Flu Season



We Can Prevent Flu

After the tragic passing of 3-year-old Emily Lastinger from flu complications, the Texas Legislature passed the Emily Lastinger Act in 2007. This law says childcare facilities must share vaccine information publicly. Since young children are at higher risk of developing flu complications, it's important that parents and guardians vaccinate their children. You should also keep your child at home from school if your child does get sick. The flu is detectable one day before symptoms appear and up to seven days after becoming sick. Young children may be contagious for even longer.



How can I prevent flu?

- Get a yearly flu vaccine.
- Avoid close contact with people who are sick.
- Stay home from work or school when you are sick.
- Sneeze or coughing into your elbow or a tissue.
- Wash your hands often using soap and water for at least 20 seconds.

If you or your child gets flu, seek medical attention if symptoms get worse.

Flu symptoms

Fever	Headache	Tiredness	Dry cough
Sore throat	Runny/stuffy nose	Muscle aches	Chills



Seasonal Campaigns

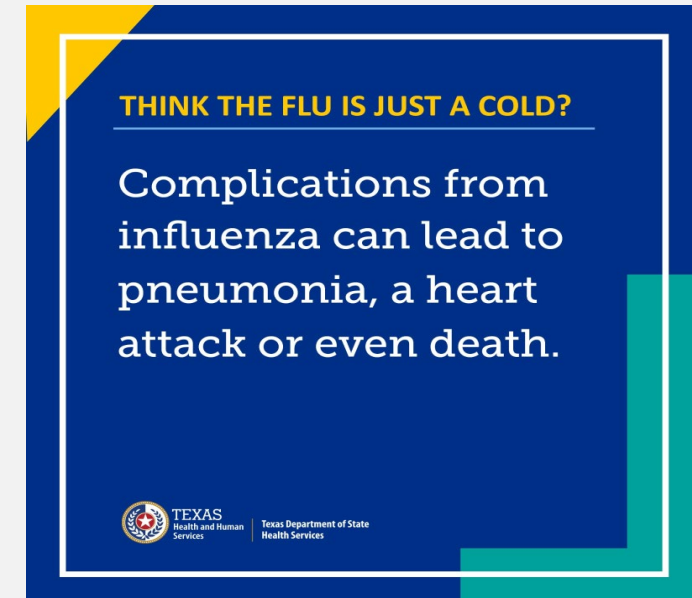
Flu Digital Toolkit

Campaign: Flu digital toolkit

When: September and October

Who: Forty-seven partners; PHRs and LHDs

What: Toolkit with social media and template captions, as well as recommended print materials



Seasonal Campaigns

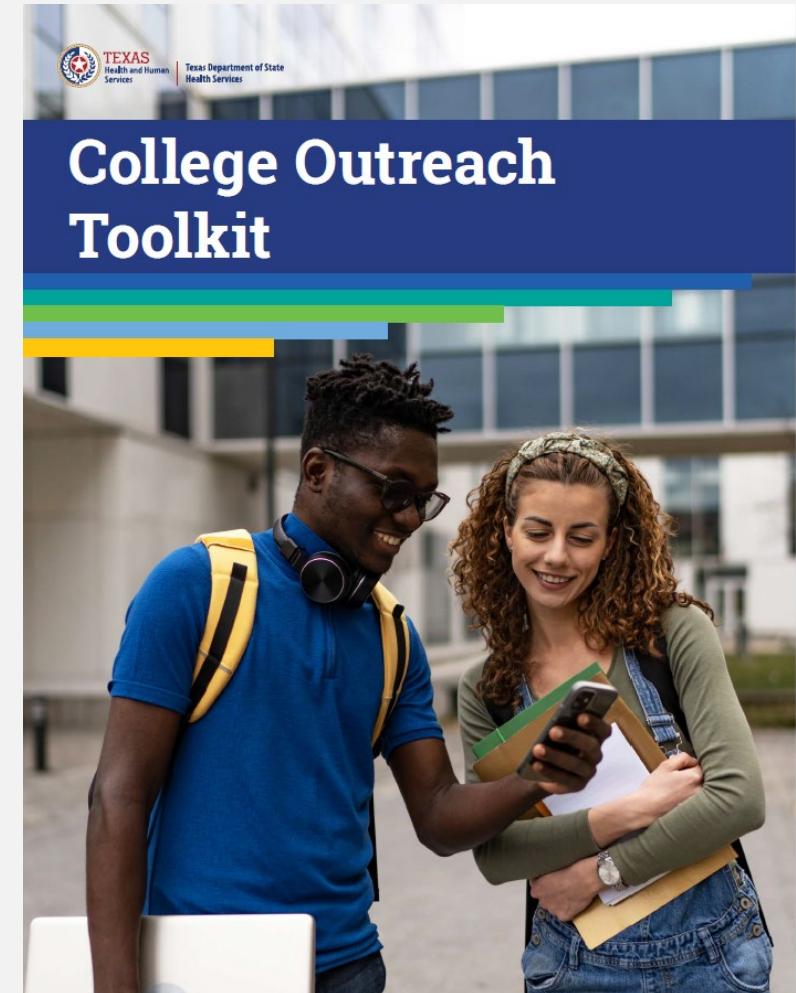
College Outreach Toolkit

Campaign: College Outreach toolkit

When: October

Who: Eight partner colleges and
20 stakeholders

What: Toolkit to empower and inform college
students to make informed health decisions



Seasonal Campaigns

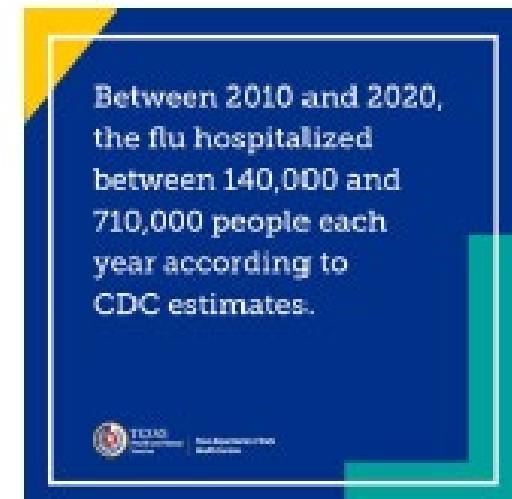
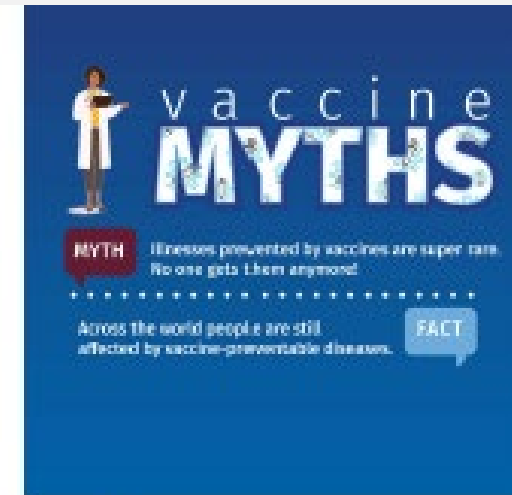
Social Media

Campaign: National Immunization Awareness Month (NIAM)

When: August

Who: Stakeholders and partners

What: A variety of social media posts for Instagram and Facebook including myth graphics and flu-specific graphics



Webinars



The Training team hosts webinars using GoToWebinar, offering guidance, planning assistance, and logistical support to ensure a successful event.



Webinars provide the opportunity for program areas to present important information for outreach.



The Training team sends out an updated weekly webinar schedule and is posted on Immunizations website.

Modules

TVFC/ASN Re-Enrollment Module

- 2025 TVFC/ASN Provider Policy Training

TVFC/ASN Modules

- Fourteen modules in progress

Contractors Guide Modules

- Eight modules in progress

Sam Houston State University Modules

- Motivational Interviewing
- Texas Vaccination Landscape



Modules

Contractor's Guide Trainings

What: This training will detail the requirements of the seven sections of the Contractor's Guide, and helpful additional information.

Purpose: Provide standardized training specific to the Contractor's Guide.

When: Completion and rollout for this training will go into effect by FY26.



Thank you!

Piet@dshs.texas.gov