



**TEXAS**  
Health and Human  
Services

Texas Department of State  
Health Services



# Immunization Ambassador Toolkit



# Introducing Immunization Ambassadors:

An Immunization Ambassador is an individual who serves as a local representative of the Texas Department of State Health Services (DSHS) through Local Health Departments (LHDs). An ambassador promotes public health education and creates authentic relationships with community partners. LHD staff who advocate in their local communities for ACIP-recommended vaccines are ambassadors.

## What is the Immunization Ambassador Toolkit?

LHDs use and share the DSHS Immunization Ambassador Toolkit with community partners as appropriate. The toolkit is designed for LHD staff and key partners.

This toolkit includes information about the role of Immunization Ambassadors and comprehensive materials that can be used to educate the public on various topics.

Resources included in the toolkit:

1. Overview of information on the Immunization Ambassadors program
2. Responsibilities of an Immunization Ambassador
3. Informational PowerPoint presentations
4. Public health calendar
5. Catalog of audience-specific materials



## 1 Overview

In 2019, the DSHS immunization program established the Immunization Ambassador program to support collaborations between Centers for Disease Control and Prevention (CDC) identified essential and underserved communities and LHDs.

Participation in the Immunization Ambassador program is a suggested activity for LHDs, as listed in the DSHS Immunization Contractors Guide<sup>1</sup> under “Community Partnership” (7.4.14). The program is supported by the DSHS Immunization Section, regional DSHS offices and the Responsible Entities (RE) for Texas Vaccines for Children (TVFC) and Adult Safety Net (ASN) provider oversight.

<sup>1</sup> <https://www.dshs.texas.gov/sites/default/files/LIDS-Immunizations/pdf/FY24-DSHS-Immunization-Contractors-Guide.pdf>

## 2 Responsibilities of an Immunization Ambassador

Immunization Ambassadors are:

**Leaders** – The ambassador navigates and follows the many moving parts of public health, tracking what is happening, setting priorities and ensuring coordination between audiences.

**Facilitators** – The ambassador convenes and facilitates discussions within their core audience, seeking fresh collaboration outside of traditional stakeholders.

**Messengers** – The ambassador shares and receives information from other ambassador groups, establishing a strong distribution system across audiences.

**Points of Contact** – The ambassador collects and communicates insights into the needs and priorities of their audience. Through relationships, the ambassador can effectively identify opportunities and share resources and tools.



## 3 Informational PowerPoints

To meet required activity 7.4.14 in the DSHS Immunization Contractors Guide, ambassadors can utilize the template presentations below to educate their target audience.

These PowerPoints discuss basic immunization content including important definitions, safety, TVFC, requirements, diseases associated and other resources. The content of the presentations is designed to be presented by an immunization coordinator to the public. The information is not clinical-heavy, but instead focuses on general immunization content.

- 15-minute presentation on vaccine basics: [https://www.dshs.texas.gov/sites/default/files/LIDS-Immunizations/ppt/Official\\_Ambassador\\_Program\\_15\\_Minute\\_Presentation.pptx](https://www.dshs.texas.gov/sites/default/files/LIDS-Immunizations/ppt/Official_Ambassador_Program_15_Minute_Presentation.pptx)
- 30-minute presentation on vaccine basics: [https://www.dshs.texas.gov/sites/default/files/LIDS-Immunizations/ppt/Official\\_Ambassador\\_Program\\_30\\_Minute\\_Presentation.pptx](https://www.dshs.texas.gov/sites/default/files/LIDS-Immunizations/ppt/Official_Ambassador_Program_30_Minute_Presentation.pptx)

! Note: If LHDs amend the PowerPoints, DSHS is no longer responsible for the content within.

## 4 Public health calendar

This calendar keeps ambassadors up-to-date on health topics that are highlighted during the calendar year. Ambassadors can select topics to discuss in their presentations and select corresponding print materials to distribute to the public.

The public health events below are based on the 2023 calendar year.

### JANUARY

National Poverty in America Awareness Month

### FEBRUARY

International Prenatal Infection Prevention Month

Back to School Preparation #1 (target school nurses and administrators)

**Feb 27–Mar 5**  
Shingles Awareness Week

### MARCH

**Mar 4** HPV Awareness Day

**Mar 20**  
National Native American HIV and AIDS Awareness Day

**Mar 24** World Tuberculosis Day

### APRIL

National Minority Health Month

**Apr 3-9**

National Public Health Week

**Apr 7** World Health Day

**Apr 22-30** National Infant Immunization Week

**Apr 24-30**  
World Immunization Week

### MAY

Hepatitis Awareness Month

Older Americans Month

Mental Health Awareness Month

**May 12-18**  
National Women's Health Week

### JUNE

**Jun 10-16** Men's Health Week

### JULY

Back to School preparation #2 (target students and their families)

**Jul 28** World Hepatitis Day

### AUGUST

National Immunization Awareness Month

### SEPTEMBER

Healthy Aging Month

**Sept 18** HIV and AIDS Awareness Day

### OCTOBER

Health Literacy Month

**Oct 1** Texas Flu Day

**Oct 5** World Meningitis Day

**Oct 13-19** International Infection Prevention Week

**Oct 24** Polio Awareness Day

### NOVEMBER

American Diabetes Month

**Nov 12** World Pneumonia Day

### DECEMBER

**Dec 1** World AIDS Day

**Dec 4-8** National Influenza Vaccination Week

## 5 Catalog of audience-specific materials

The recommended materials for each target audience are sorted accordingly.

Go to <http://www.immunizetexasorderform.com/> and register to order materials.

Shipping is free unless expedited shipping is requested. Delivery takes approximately two weeks.

### Infants, pre-K and childcare facilities/K-12 schools

- Stock #6-13: “Vaccinate Through Life” Coloring Book
- Stock #6-14: Texas Minimum State Requirements for Students K-12
- Stock #6-15: 2023=24 Texas Vaccine Requirements for Child-Care Facilities – Bilingual
- Stock #6-105: ACIP Recommended Immunization Schedule for Persons 0–18 years – English
- Stock #11-11965P: Let’s talk immunizations (Childhood)/Hablemos de inmunizaciones (Infancia) Poster – Bilingual
- Stock #11-12812: Flu Fact Sheet for Child-Care Settings – Bilingual
- Stock #11-13175M: “Baby/Bebe” Immunization Schedule Photo Frame Magnet – Bilingual
- Stock #11-13338: Flu Fighters Activity Book - Bilingual
- Stock #11-13710P-3: “Fight the Flu” Poster (Childhood) – English
- Stock #11-14450P: Pre-Teen Vaccine Poster
- Stock #11-14453P: “Help Them Stay Healthy. Protect them from Whooping Cough” – Bilingual
- Stock #11-15705: Total Doses Required for Childcare and Pre-K Facilities

### Secondary education/adolescents and young adults:

- Stock #11-13708P: “ImmTrac is for you, too” Poster (Young Adult) – Bilingual
- Stock #11-13710: “Fight the Flu” Brochure – English
- Stock #11-13710A: “Fight the Flu” Brochure – Spanish
- Stock #11-13710P-1: “Fight the Flu” Poster (Adults)
- Stock #11-13711: “Halt HPV” Brochure – English
- Stock #11-13711A: “Halt HPV” Brochure – Spanish
- Stock #11-13712: Meningitis Brochure – English
- Stock #11-13712A: Meningitis Brochure – Spanish
- Stock #11-15317: “Vaccinate Through Life” Adult Activity Book
- Stock #11-15064: “A Lifetime of Vaccines” Texas Immunization Registry (ImmTrac2) Brochure (Parents)– Bilingual
- Stock #11-13710P-2: “Fight the Flu” Multi-Generation Poster – Bilingual
- Stock #11-16533: “The Junior Disease Detectives: Operation Outbreak” Graphic Novel
- Stock #11-12853P-1: Every Dose Matters Vaccines Aren’t Just for Kids – Bilingual
- Stock #11-15086: “Who’s at risk for pneumococcal diseases?” – Bilingual
- Stock #11-14202: “Adults Need Vaccine Too” Adult Safety Net (ASN) Program Brochure – Bilingual

## Senior citizens:

- Stock #11-13710P: “Fight the Flu” Seniors Poster – Bilingual
- Stock #11-1370-2: “Fight the Flu” Senior Brochure
- Stock #11-13712: Meningitis Brochure – English
- Stock #11-13712A: Meningitis Brochure – Spanish
- Stock #11-15086: “Who’s at risk for pneumococcal diseases?” – Bilingual
- Stock #C-111: “Recombinant Zoster (Shingles) Vaccine: What You Need to Know” – English
- Stock #C-111A: “Recombinant Zoster (Shingles) Vaccine: What You Need to Know” – Spanish
- Stock #C-109: “Tdap (Tetanus, Diphtheria, and Pertussis) Vaccine- What You Need to Know”
- Stock #11-14202: “Adults Need Vaccine Too” Adult Safety Net (ASN) Program Brochure – Bilingual



## Contact information

If you have any questions or concerns, please contact the Immunization program at [immunizations.info@dshs.texas.gov](mailto:immunizations.info@dshs.texas.gov).



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