



**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



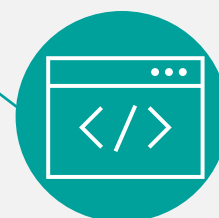
## Education

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:

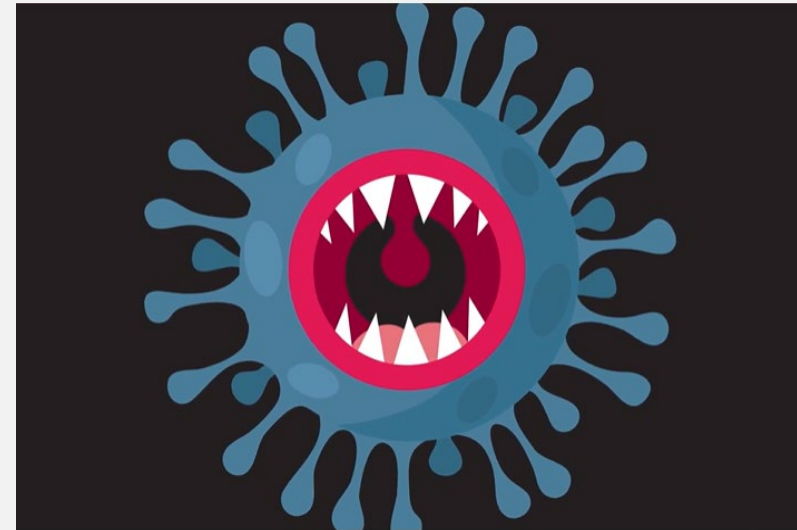
- Audience: 30- to 55-year-old parents and guardians of teens
- Reach: 26,541,042



# 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](https://www.texasflu.org).

Every dose matters.

# Approach to Partnerships

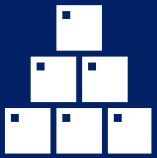
## Goals

### MEET PARTNERS



Solicit feedback, identify vaccination barriers

### MATERIALS



Develop tailored solutions with shared input

### CONTACT

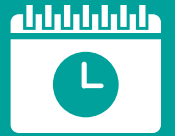


Sustained contact minimum quarterly

## Partnerships

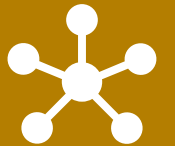
### SEASONAL

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](https://www.immunizetexasorderform.com).

Catalog ▾ | Guest User ▾ | Log In Cart 🛒 (0) | Search Catalog...



## TEXAS

Health and Human  
Services


**Texas Department of State  
Health Services**

If your ordering needs exceed the stated quantity limits, contact PIET Team via email at [piet@dshs.texas.gov](mailto: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

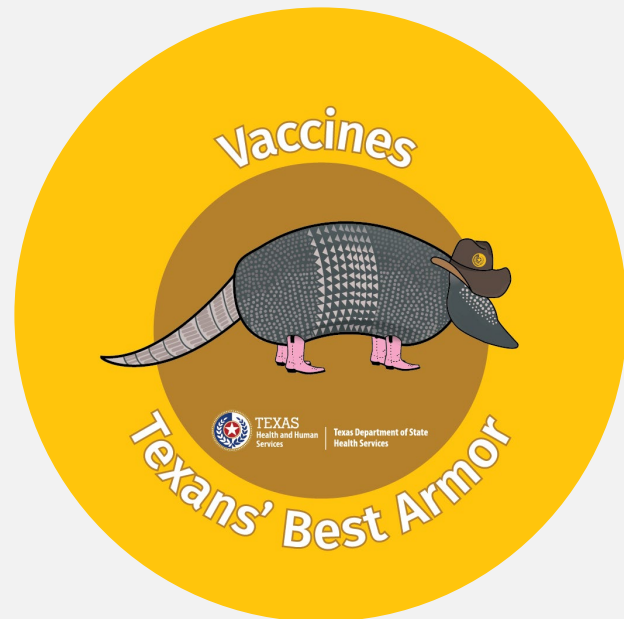
Campaign: Texas stickers

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.

**Emily Lastinger**  
2001 - 2004  
Colleyville, TX

**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

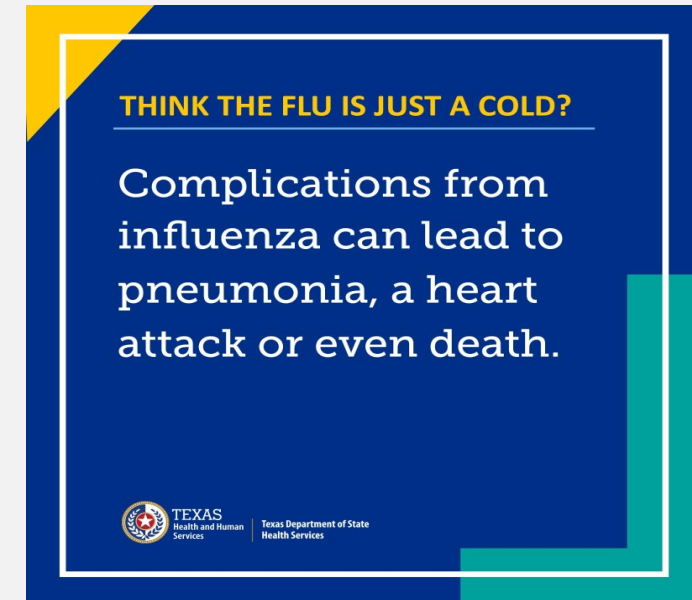


ARE YOU READY FOR FLU SEASON?

Anyone six months and older can get a seasonal flu vaccine.


Prevent your friends and family from catching the flu by scheduling to get your flu vaccine today.

 TEXAS Health and Human Services | Texas Department of State Health Services



THINK THE FLU IS JUST A COLD?

Complications from influenza can lead to pneumonia, a heart attack or even death.

 TEXAS Health and Human Services | Texas Department of State Health Services

# Seasonal Campaigns

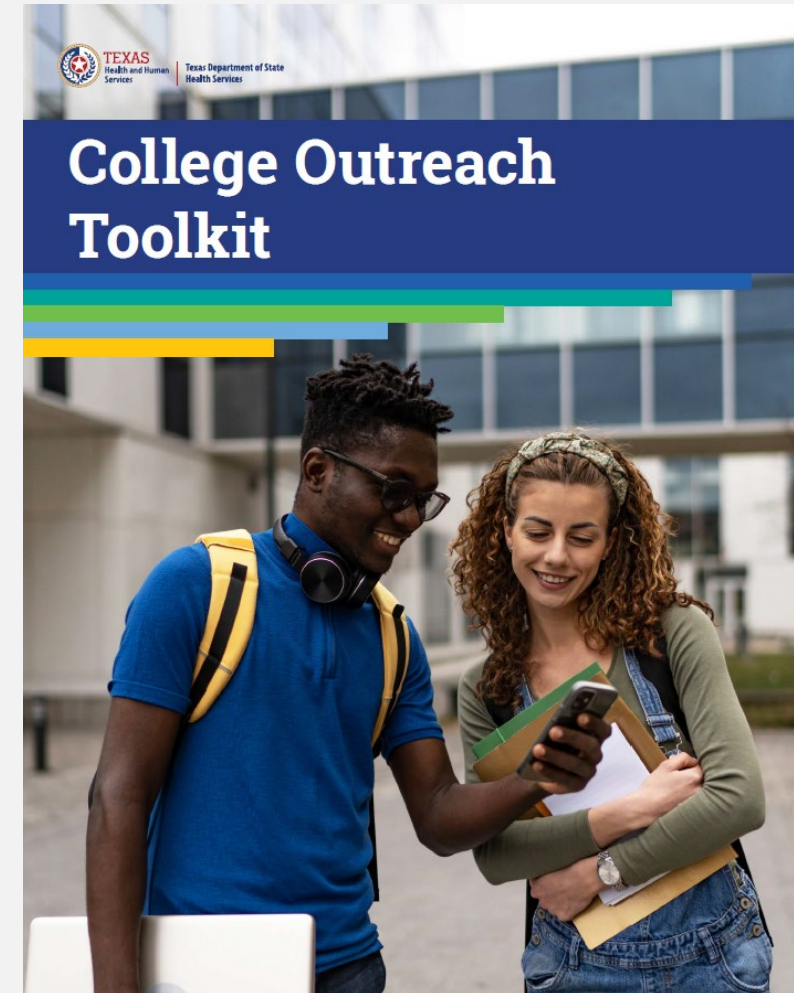
## College Outreach Toolkit

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



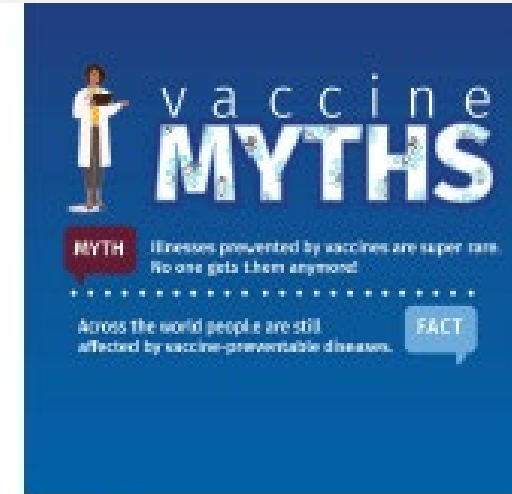
**2024  
NATIONAL  
IMMUNIZATION  
AWARENESS MONTH**

Childhood vaccination prevents 4 million deaths each year

There are more than 25 safe and effective vaccines

Vaccines are one of the cheapest and most effective public health tools

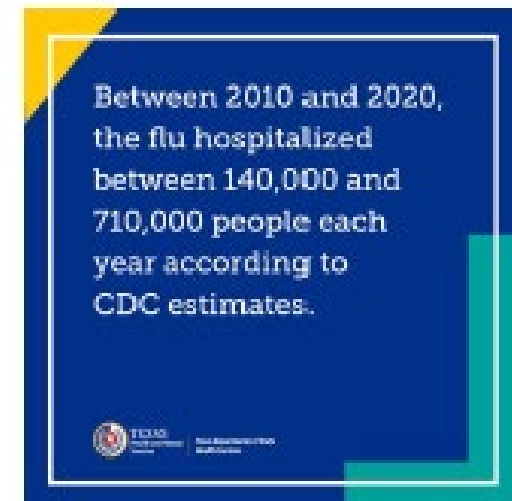
It is always better to prevent a disease than to treat one after it occurs. Vaccination is safe, highly effective and keep you and your family healthy.



**vaccine  
MYTHS**

**MYTH** Illnesses prevented by vaccines are super rare. No one gets them anymore.

Across the world people are still affected by vaccine-preventable diseases. **FACT**



Between 2010 and 2020, the flu hospitalized between 140,000 and 710,000 people each year according to CDC estimates.

TEXAS  
DEPARTMENT OF  
HEALTH SERVICES

# 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](mailto:Piet@dshs.texas.gov)