



TEXAS
Health and Human
Services

Texas Department of State
Health Services

RSV Outreach Toolkit



Overview

The Texas Department of State Health Services (DSHS) has developed an immunization toolkit to help local health departments and public health regions promote vaccine information about respiratory syncytial virus (RSV).

This toolkit equips LHDs and PHRs with custom resources to effectively promote RSV vaccines, including:

- A letter template to parents from childcare facilities
- A letter template for nursing homes or long-term care facilities
- An informational flyer for RSV in infants
- An informational flyer for RSV in older adults
- A postcard for pregnant women
- A postcard for older adults
- A RSV poster for childcare facilities
- An informational flyer about ordering immunization print materials
- An immunization web page and campaign





Letter Template - Childcare Facilities

The [Help protect infants from RSV](#) letter template is for childcare facilities to send to parents of infants and young children advocating for immunization of infants.



Letter Template - Long-term Care Facilities

The [Don't get caught unprepared, get the RSV vaccine this winter](#) letter template is a letter from long-term care facilities to residents and family members to educate them on the recommendations for RSV vaccination.



Immunization Print Materials

DSHS offers a variety of free immunization materials such as posters, brochures, and activity books at immunizetexasorderform.com. Shipping is free unless expedited shipping is requested.

To create an account and order materials, please follow the directions outlined in [How to Order Print Materials sheet](#).

Recommended materials not included in toolkit:

- **Stock #6-104:** “Recommended Adult Immunization Schedule for ages 19 years or older, United States, 2024” (English)
- **Stock #6-105:** “Recommended Child Immunization Schedules, United States, 2024
- **Stock #11-13708:** “A Lifetime Registry for Everyone” – Texas Immunization Registry (ImmTrac2) Brochure (English)
- **Stock #11-13708P:** “A Lifetime Registry for Everyone” – Texas Immunization Registry (ImmTrac2) Poster (English)



Online campaign

DSHS has launched a dedicated web page for RSV and flu; this page is also being used in a new respiratory ad campaign. Find more info at dshs.texas.gov/rsv-flu.

Childcare Facilities Letter Template

Description

DSHS has created a template letter to reach parents of infants. DSHS recommends childcare centers use this template via email or as a letter sent home to parents to share information about RSV, flu and other respiratory illnesses that occur in the fall and winter months. The headings and content included in this template are suggestions. DSHS encourages facilities to edit or change the content to speak to their audience.

Letter Title or Email Subject Line:

Help protect infants from RSV

Content

Keeping our little ones healthy and happy is a top priority, especially in a childcare setting with respiratory syncytial virus (RSV) and flu season approaching. We wanted to take a moment to stress the importance of protecting infants against fall and winter respiratory illnesses.

RSV can be particularly tough on infants, leading to serious respiratory issues. The good news is that there are immunizations available that can help protect infants from severe illness.

It is OK to have questions; you play a crucial role in helping make informed decisions about your child's health.

The Texas Department of State Health Services has materials available to help understand RSV.

These materials include:

- Benefits of immunizing infants and young children
- Resources for parents and caretakers on RSV, flu and other respiratory diseases
- Information about illnesses that occur during the fall and winter

Visit dshs.texas.gov/rsv-flu or cdc.gov/rsv to learn more.

By fostering these conversations, you're not just promoting health; you're also building a community of informed parents who can make the best choices for their children.

Let's work together to keep our little ones healthy this RSV season!

Long-Term Care Facilities Letter Template

Description

DSHS has created a template letter to reach at-risk individuals. DSHS recommends long-term care facilities use this template in an email or a letter to share information about RSV, flu and other respiratory illnesses that occur in the fall and winter months. The headings and content included in this template are suggestions. DSHS encourages facilities to edit or change the content to speak to their audience.

Letter Title or Email Subject Line:

Don't get caught unprepared, get the RSV vaccine this winter

Content

Dear Residents and Families,

As we approach the colder months, it is important to talk about the respiratory syncytial virus (RSV) vaccine for older adults.

RSV is often thought of as a virus that primarily affects young children, but it can also pose serious risks for older adults, especially those with underlying health conditions. According to the CDC, RSV can lead to severe respiratory illness, hospitalizations and even more serious complications in older adults. This is why getting vaccinated is so crucial.

Here are some key points about the RSV vaccine for older adults:

1. **Protection Against Severe Illness:** The RSV vaccine helps protect older adults from severe RSV-related illnesses, which can lead to hospitalization and other serious health issues.
2. **Community Immunity:** When more people get vaccinated, it helps create a protective barrier in our community, reducing the overall spread of the virus. This is especially important in long-term care settings where many residents may be at higher risk.
3. **Consult Your Health Care Provider:** It's always a good idea to discuss vaccination options with your health care provider. They can provide personalized advice based on your health history and needs.
4. **Stay Informed:** The CDC provides valuable resources and updates about RSV and the vaccine. Staying informed can help you make the best decisions for your health.

All residents and their families should consider the RSV vaccine as part of their health plan this season. For more information about RSV and older adults, visit [cdc.gov/rsv/vaccines/older-adults.html](https://www.cdc.gov/rsv/vaccines/older-adults.html).

If you have any questions or would like more information about the RSV vaccine, please don't hesitate to reach out to our staff.



What is RSV

Respiratory Syncytial Virus

What Is RSV?

RSV is a highly contagious virus that affects the respiratory system, which includes the lungs and breathing passages. Most people who get RSV recover quickly but it can be serious for infants and older adults. RSV is the most common cause of hospitalization in U.S. infants.

What Is Nirsevimab?

Nirsevimab (Beyfortus) is an immunization designed to help prevent RSV in infants through their first RSV season.

The immunization is recommended for all infants younger than eight months who are born during or entering their first RSV season.

Where Can Infants Get Nirsevimab?

Nirsevimab is covered by the Texas Vaccines for Children (TVFC) program, a state funded program that provides vaccines at a low administrative cost to those who qualify.

When Should Infants Get Immunized?

Infants should get nirsevimab during the RSV season. This starts in the fall and peaks in the winter. Talk to your child's health care provider about the right time for your child to be immunized based on your community's RSV season.





Who Should Get Vaccinated?

Nirsevimab is recommended for all infants younger than 8 months born during RSV season.

Infants younger than 8 months who were born before or after the RSV season should receive nirsevimab before the start of their first RSV season.

Infants and young children 8 through 19 months of age who are at risk for severe RSV disease should receive the immunization before the start of their second RSV season.

Those Who Are Most At Risk:

-  Premature or have chronic lung disease
-  The severely immunocompromised
-  Severe cystic fibrosis
-  American Indian or Alaskan native



Immunization Timeline Example

If your child is born in December, a single dose of nirsevimab is recommended within one week after birth.

If your child is born in June, it is recommended a single dose be given to infants (younger than eight months) before the start of their first RSV season.



What is RSV

Respiratory Syncytial Virus

What Is RSV?

Respiratory Syncytial Virus Infection (RSV) is a highly contagious virus that affects the respiratory system, which includes the lungs and breathing passages. Most people who get RSV recover quickly but it can be serious for infants and young children, pregnant women, and older adults.

What RSV Vaccines Are Available?

- Abrysvo is recommended for pregnant women in weeks 32-36 during pregnancy.
- Any FDA-licensed RSV vaccine is recommended for all adults ages 75 and older and adults ages 60-74 with increased risk of severe illness.

When Should Adults Get Vaccinated?

RSV vaccines are typically administered before or during the RSV season, September – January. Consult healthcare providers about vaccine eligibility, timing, and any potential risks or side effects.



Protect yourself and others, find more information on where to get vaccinated. Scan the QR code to learn more

Who Should Get Vaccinated?

RSV can lead to severe illness and hospitalizations in vulnerable populations.

Adults ages 75 and older: This population is at higher risk of severe RSV complications.

Adults ages 60-74 with underlying medical conditions.

Those Who Are Most At Risk:

- ⚠️ Chronic heart or lung disease
- ⚠️ The severely immunocompromised
- ⚠️ Underlying health conditions
- ⚠️ Living in nursing homes



RSV And Pregnancy

RSV is especially dangerous to infants. Pregnant women between 32-36 weeks of pregnancy should be vaccinated during RSV season.

This passive immunity helps protect the baby during the critical first few months of life, when they are most vulnerable to severe RSV infections and not old enough to get vaccinated against RSV.



Immunizations Section
Stock # 11-16853
Rev. 11/2024

It may be time for your Respiratory Syncytial Virus (RSV) vaccine

Our records indicate it may be time for your RSV vaccine. The CDC recommends the RSV vaccine for all adults 75 and older. In addition, adults 60-74 with high risk of severe RSV should get the RSV vaccine.

Puede ser tiempo para vacunarse contra el Virus Respiratorio Syncytial (VRS)

Nuestros records indican que puede ser el momento de vacunarse contra VRS. CDC recomiendan que todos adulto mayor de 75 años reciban la vacuna contra VRS. Adultos entre 60 y 74 años quien tienen un riesgo elevado do VRS severo tambien se deben de vacunar contra VRS.



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Immunizations Section
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It may be time for your Respiratory Syncytial Virus (RSV) vaccine

Our records indicate it may be time for your RSV vaccine.

The CDC recommends pregnant women receive the RSV to protect their infants between 32-36 weeks of pregnancy.

Puede ser tiempo para vacunarse contra el Virus Respiratorio Syncytial (VRS)

Nuestros records indican que puede ser el momento de vacunarse contra VRS. CDC recomiendan que las mujeres embarazadas reciban la vacuna contra VRS entre las 32 y 36 semanas de embarazo.



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Little immune systems deserve a fighting chance

Respiratory Syncytial Virus (RSV) is a seasonal virus that can be dangerous for babies. Babies under a year old, especially those six months or younger, and infants with chronic illness are at the highest risk. Babies between 8 and 19 months old who are entering their second RSV season may be at increased risk if they have another severe disease.

Signs and Symptoms



Congestion



Fever



Runny nose



RSV is transmitted in similar ways to colds or the flu. Avoid kissing or holding baby while sick.



Short, rapid breathing



Irritability



Trouble feeding



Decreased appetite



Worsening cough

RSV Facts



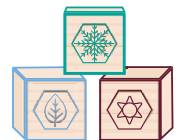
It's Common

Two out of three babies will get RSV by age one.



It's Serious

RSV is the top reason babies go to the hospital.



It's Seasonal

RSV typically runs from fall to spring.



It's Up To You

Keeping surfaces clean and staying away from sick people can lower your chance of illness.

Free Immunization Resources

What is the DSHS Immunization Publication Order Form?

DSHS Immunization has created materials to help educate the public on the importance of vaccines.

These materials are available for free using the publication order form on our online portal.

What is Available in the Order Form?

- Brochures
- Flyers
- Posters
- Vaccine Information Statements (VIS)
- Immunization Schedules
- Children and Teen Activity Books
- Refrigerator Magnets

How to Access the Order Form

1. Go to immunizetexasorderform.com.
2. Create an account by clicking “click here to register.”
3. After registering, your email becomes your username.
4. You can browse by page or use keywords to look for specific materials in the search field in the top-right corner, next to the cart icon.

How to Place an Order

Once you find the items you want to order, add them to your cart and proceed to checkout. DSHS will ship the materials free to the address provided unless you request expedited shipping.

Please note: Products have a limit on the amount you can order at one time. Please contact PIET@dshs.texas.org for orders that exceed the online limits. Submitting multiple orders to bypass the maximum limit will delay your order.



Having issues?

If you receive an error message, please provide the error ID number and a screenshot of the error along with a brief description. We will work with our vendor to fix your cart.

If you have issues ordering, please contact PIET@dshs.texas.gov and someone will help you.



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Immunizations Section
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