



Communication Toolkit: Adults

All adults should stay up-to-date on recommended vaccines to protect their health and the health of those around them. Vaccines help prevent serious illness, hospitalization, and complications from diseases that can affect people at any age. Even healthy adults can become seriously ill and unknowingly spread infections to family members, coworkers, and others in their community.

Health care providers should assess vaccination status during routine medical visits, pharmacy consultations, and other healthcare encounters. Vaccine recommendations vary based on age, occupation, lifestyle, travel, and certain medical conditions, including asthma, chronic obstructive pulmonary disease (COPD), diabetes, heart disease, and weakened immune systems.

Vaccination not only protects the individual receiving the vaccine but also helps reduce the spread of disease and protects those who may be more vulnerable to severe illness, including infants, older adults, pregnant women, and individuals with chronic health conditions or compromised immune systems.

All adults, including pregnant women, should receive an annual influenza (flu) vaccine to help protect against seasonal flu and its potentially serious complications. Adults should also receive at least one dose of Tdap vaccine (tetanus, diphtheria, and pertussis) if they did not receive it during adolescence, followed by a Td or Tdap booster every 10 years. Pregnant women are encouraged to receive Tdap during pregnancy, preferably between 27 and 36 weeks gestation, to help protect their newborn from whooping cough.

Adults 50 years of age and older should receive the shingles vaccine as a two-dose series and stay current with recommended pneumococcal vaccines. Depending on age, health status, occupation, travel, or other risk factors, additional vaccines such as hepatitis A, hepatitis B, HPV, RSV, meningococcal, and others may be recommended.

Take action today. Staying up-to-date on vaccines is a simple step that can provide lifelong protection and help keep everyone healthy. Remember, every dose matters.

Table of Contents

Sample Key Messages	3
Vaccine Information	5
Frequently Asked Questions	9
Sample News Release	12
Ready-to-Publish Articles	13
Sample Social Media Posts	19
Immunization Schedule	22
Web Links & Resources	23

Sample Key Messages

Use key messages as the basis for talking points, presentations, media interviews, news releases, social media messages, or other outreach materials. Localize and tailor your messages with information or stories from your own organization or community.

Every year, tens of thousands of adults in the U.S. suffer, are hospitalized, and even die from diseases that could be prevented by vaccines.

- The 2024–2025 flu season was classified as high severity. CDC estimates there were approximately 51 million flu-related illnesses, 710,000 hospitalizations, and 45,000 deaths — yet flu vaccination is estimated to have prevented an additional 180,000 hospitalizations and 12,000 deaths that season.
- About 900,000 people get pneumococcal pneumonia every year leading to hundreds of thousands of hospitalizations and tens of thousands of deaths.
- Chronic hepatitis B affects hundreds of thousands of Americans with complications that can include liver failure and liver cancer.
- HPV causes approximately 36,000 cancer cases in men and women each year in the U.S. HPV vaccination can prevent most of these cancers.
- Almost 1 in 3 people in the United States will develop shingles during their lifetime; the risk increases significantly with age.

Vaccines are recommended for adults to prevent serious diseases such as influenza (flu), shingles, pneumonia, hepatitis, and whooping cough.

- Older adults and adults with certain chronic conditions are at increased risk for serious complications from vaccine-preventable diseases.
- Many of these diseases are common in the U.S., and all adults — even healthy adults — can benefit from vaccination.
- Some vaccines help prevent cancer. The hepatitis B vaccine can prevent liver cancer; the HPV vaccine can prevent cancers caused by HPV infection, including cervical and oropharyngeal cancers.
- Vaccination protects not only the person vaccinated but also helps prevent spreading the disease to others — especially those most vulnerable, such as young children, older adults, and people with weakened immune systems.

Most adults have probably not received all the vaccines they need.

- Far too few adults are receiving recommended vaccines leaving themselves and their loved ones vulnerable to serious diseases.
- During the 2024–2025 flu season, flu vaccination coverage among adults 18 years of age and older was approximately 42% which is well below the recommended goal.
- Shingles vaccine coverage remains lower than recommended, particularly among Black and Hispanic adults compared with White adults.
- Health care providers play a critical role in educating patients about recommended vaccines and ensuring they are fully immunized.

- Health care providers — whether they provide immunization services or not — should routinely assess the vaccine needs of their patients and make a strong recommendation for needed vaccinations.
- Adults should talk with their health care professional to learn which vaccines are recommended for them and take steps to get up-to-date.

Vaccines are very safe.

- Vaccines are thoroughly tested before licensing and carefully monitored after they are licensed to ensure they are safe.
- Side effects from vaccines are usually mild and temporary.
- Some people may have allergic reactions to certain vaccines, but serious and long-term side effects are rare.

Talk with your health care professional about which vaccines are right for you based on your age, health, job, lifestyle, and other factors.

- To learn more about vaccines that are right for you visit dshs.texas.gov/immunizations/public/schedules to find out which vaccines may be recommended for you.
- Vaccines are available at private doctor offices, pharmacies, workplaces, community health clinics, and health departments.
- To find a vaccine provider near you visit vaccinefinder.org or contact your local health department.

Vaccine Information

Use specific vaccine information to update existing materials or develop new materials to educate people about vaccines and their importance. Check the adult immunization schedule for all recommended vaccines:

dshs.texas.gov/immunizations/public/schedules

Flu (Influenza) Vaccine

- The single best way to prevent the flu is to get a flu vaccine each season. A yearly flu vaccine is recommended for everyone 6 months of age and older, with rare exception.
- Certain people are at higher risk of serious complications if they get the flu, including: people 65 years of age and older; children 5 years old and younger; pregnant women; people with certain health conditions such as asthma, COPD, diabetes, or heart disease; and people in nursing homes or long-term care facilities.
- Annual flu vaccination is also important for anyone who lives with or cares for people at high risk.
- The 2024–2025 flu season was classified as high severity. CDC estimates approximately 51 million flu-related illnesses, 710,000 hospitalizations, and 45,000 deaths that season.
- Flu vaccination is estimated to prevent millions of illnesses, hundreds of thousands of hospitalizations, and thousands of deaths each year.
- Significant flu activity can begin as early as October, last as late as May, and typically peaks in February. It is best to get vaccinated before the end of October.
- It takes about two weeks after vaccination for antibodies to develop protective immunity against influenza.
- Getting vaccinated against the flu while pregnant reduces the risk of flu-related illness for the mother and can help protect the baby for several months after birth. Infants 6 months of age and younger are too young to receive their own flu vaccine and are at high risk of severe illness.
- Flu vaccines will not protect against flu-like illnesses caused by non-influenza viruses.

Td and Tdap Vaccines

- Adults should get a tetanus and diphtheria (Td) booster every 10 years.
- Adults who did not receive a Tdap vaccine as a preteen or teen should get one dose of Tdap, which also protects against pertussis (whooping cough).
- Tdap vaccine is especially important for adults who will have close contact with babies who are 1 years of age and younger.
- Adults can get Tdap at any time, regardless of when they last received a Td booster.

- Tdap vaccination is recommended for pregnant women during each pregnancy, ideally during the third trimester (27 through 36 weeks), to pass protection to the newborn before birth.
- Tetanus and diphtheria are uncommon in the United States thanks to vaccines, but whooping cough (pertussis) continues to circulate and can be very serious, even deadly, for infants.
- Adults may unknowingly have whooping cough — sometimes mistaken for a common cold — and can spread it to vulnerable babies.

Hepatitis A Vaccine

- Hepatitis A is a liver infection caused by the hepatitis A virus, often spread when a person ingests the virus through contaminated food, drinks, or objects.
- Not everyone with hepatitis A has symptoms. When symptoms occur, they may include fever, vomiting, stomach pain, diarrhea, fatigue, jaundice, dark urine, and grey-colored stools.
- The hepatitis A vaccine is highly effective in preventing infection. Protection begins approximately 2 to 4 weeks after the first injection; a second injection provides long-term protection.
- Any adult at risk for hepatitis A virus infection, or who simply wants protection, should talk to a health professional about getting vaccinated.

Hepatitis B Vaccine

- Hepatitis B is a blood-borne liver infection that can be very serious. It causes flu-like illness, and the virus can stay in the liver for the rest of some people's lives, potentially leading to liver cancer or liver failure.
- Adults who are at risk for hepatitis B infection — including health care workers, adults with diabetes, chronic renal or liver disease, or HIV, and adults at risk for sexually transmitted infections — should receive the hepatitis B vaccine.
- The hepatitis B vaccine is very effective, providing greater than 90% protection to adults immunized before exposure to the virus.
- Adults 19 through 59 years of age who have not previously been vaccinated should receive the hepatitis B vaccine series. Adults 60 years of age and older may also receive it based on their individual situation and shared clinical decision-making with their provider.

Shingles Vaccine

- CDC recommends two doses of the recombinant zoster vaccine for adults 50 years of age and older, given 2 to 6 months apart. Adults 19 years of age and older who are immunocompromised should also receive the shingles vaccine.
- Shingles are caused by varicella-zoster virus — the same virus that causes chickenpox. After a person recovers from chickenpox, the virus stays dormant in the body and can reactivate later in life.

- Almost 1 out of 3 people in the United States will develop shingles during their lifetime.
- The shingles vaccine is more than 90% effective at preventing shingles and postherpetic neuralgia (PHN) in adults 50 years of age and older with healthy immune systems. It is 97% effective in adults 50 to 69 years of age.
- Post-herpetic neuralgia (PHN) — severe and persistent nerve pain — is the most common complication of shingles and can last for months or years.
- Another serious complication is herpes zoster ophthalmicus, which occurs when shingles affect the eye or surrounding area and can cause vision problems.
- The shingles vaccine offers protection up to 7 to 10 years based on current data.

Pneumococcal Vaccine

- As of late 2024, CDC recommends a pneumococcal conjugate vaccine (PCV) for all adults 50 years of age and older — a major expansion from the previous age-based recommendation of 65 years of age and older.
- Currently available pneumococcal conjugate vaccines for adults include PCV15, PCV20, and PCV21. Adults 19 to 64 years of age with certain high-risk medical conditions may also be recommended to receive pneumococcal vaccination.
- If PCV15 is used, it should be followed by a dose of PPSV23 (23-valent polysaccharide vaccine) at least one year later. If PCV20 or PCV21 is used, no additional pneumococcal vaccine dose is needed.
- Pneumococcal disease can cause serious infections of the lungs (pneumonia), the covering of the brain and spinal cord (meningitis), and the bloodstream (bacteremia).
- Most pneumococcal deaths in the United States occur in adults. About 520,000 adults 65 years of age and older get pneumococcal disease each year, and approximately 18,000 die from it.
- Talk with your health care provider to determine which pneumococcal vaccine(s) are right for you and the correct timing based on your vaccination history.

RSV Vaccine

- Respiratory syncytial virus (RSV) can cause serious illness in older adults. CDC recommends a single dose of RSV vaccine for adults 60 years of age and older.
- As of 2025, CDC also recommends RSV vaccination for adults 50 to 59 years of age who are at increased risk of severe RSV disease due to chronic medical conditions.
- RSV vaccination is recommended as a single dose only; additional doses are not currently recommended.
- Talk with your health care provider to determine if RSV vaccination is right for you.

Vaccine Safety

- Vaccines are thoroughly tested and monitored for safety before and after licensing.
- Vaccines are tested in clinical trials with thousands of volunteers and must be shown to be safe and effective before the Food and Drug Administration (FDA) licenses them.
- Both CDC and FDA continue to monitor vaccines after licensing. The Vaccine Adverse Event Reporting System (VAERS) and the Vaccine Safety Datalink (VSD) are two key surveillance systems.
- Vaccine side effects are usually mild and temporary, typically resolving within a few days. The most common side effects are soreness, redness, or swelling at the injection site.
- Severe side effects are very rare.
- Even people taking prescription medications can generally be vaccinated. However, if you are pregnant or have a weakened immune system, talk with your health care provider first, as some vaccines may not be recommended for you.

Frequently Asked Questions

Frequently asked questions can be a helpful tool for developing web content, fact sheets, newsletters, and other educational materials to answer your constituents' questions about vaccines.

Why do adults need vaccines?

Vaccines are recommended throughout your life. Even if you were fully vaccinated as a child, you may be at risk for other diseases due to your age, job, lifestyle, travel, or health condition. The protection from some vaccines can wear off over time. All adults need vaccinations to protect against serious diseases that could result in severe illness requiring medical treatment or hospitalization, missed work, and the inability to care for family.

Are vaccine-preventable diseases really a threat for adults?

Every year, tens of thousands of adults in the U.S. suffer serious health problems, are hospitalized, and even die from diseases that could be prevented by vaccines. For example, the 2024–2025 flu season was classified as high severity, with an estimated 45,000 flu-related deaths. About 1 million cases of shingles occur each year. Older adults and adults with chronic conditions such as asthma, COPD, heart disease, and diabetes are at higher risk of complications from vaccine-preventable diseases.

What vaccines do adults need?

The vaccines a person needs depends on their age, medical conditions, occupation, vaccination history, and other factors. Visit dshs.texas.gov/immunizations/public/schedules to find out which vaccines you might need.

All persons six months of age and older are recommended to get the flu vaccine every year, with rare exception. Flu vaccination is especially important for those at high risk, including adults 65 years of age and older, pregnant women, and people with certain chronic conditions.

All adults who did not receive Tdap as a preteen or teen should get one dose of Tdap, followed by a Td booster every 10 years. Pregnant women should receive Tdap during each pregnancy.

Other vaccines you may need as an adult include those that protect against shingles (50 years of age and older), pneumococcal disease (50 years of age and older), RSV (60 years of age and older; 50–59 years of age if at increased risk), HPV (through age 26 or through age 45 via shared clinical decision-making), meningococcal disease, hepatitis A and B, chickenpox, and measles, mumps, and rubella (MMR).

How can I find out which vaccines I need?

Ask your doctor or health care provider which vaccines are right for you based on your age, job, lifestyle, health conditions, and vaccination history. You can also visit dshs.texas.gov/immunizations/public/schedules for information.

What are the potential risks from adult vaccines?

Side effects from vaccines are usually mild and temporary such as soreness where the shot was given or a slight fever that goes away within a few days. Some people may have allergic reactions to certain vaccines, but serious and long-term effects are rare. The benefits of vaccination greatly outweigh the risks.

Are adult vaccines safe?

Yes. The longstanding vaccine safety system in the U.S. ensures that vaccines are very safe. Before a vaccine is approved by the FDA for use by the public, studies on safety and effectiveness are evaluated by highly trained FDA scientists and doctors. FDA also inspects manufacturing sites to ensure compliance with strict guidelines. CDC and FDA continue to monitor vaccines after licensing through systems such as VAERS and the Vaccine Safety Datalink.

Where can you get vaccines?

Vaccines may be available at private doctor offices, pharmacies, workplaces, community health clinics, health departments, and other community locations such as schools and community centers. To find a vaccine provider near you, visit vaccinefinder.org or contact your state or local health department.

Shingles: I've heard more about shingles recently. Since I had chickenpox, is the virus still in my body?

Anyone who has recovered from chickenpox still has the varicella-zoster virus in their body in a dormant (inactive) state. It can reactivate later in life and cause shingles. One out of every three people will get shingles in their lifetime, and the risk increases significantly with age, which is why the shingles vaccine is recommended for everyone 50 years of age and older. Even people who have already had shingles should get vaccinated to help prevent future episodes.

Pneumococcal Disease: Who is recommended to get the pneumococcal vaccine?

CDC now recommends pneumococcal conjugate vaccine (PCV) for all adults 50 years of age and older — a change from the previous age threshold of 65 years of age and older. Adults 19 to 64 years of age with certain medical conditions (such as diabetes, COPD, heart disease, or immunocompromising conditions) may also need vaccination. Talk with your health care provider about which pneumococcal vaccine is right for you and the correct timing based on your history.

Whooping Cough: Why is it important for me to be vaccinated?

While whooping cough (pertussis) may not be as severe in adults as in infants, adults can unknowingly spread it to babies who are too young to be vaccinated. About half of babies who are one years old and younger who get whooping cough need treatment in

the hospital, and some babies may die. Getting vaccinated is especially important for adults who will have contact with newborns. Women should receive Tdap during the third trimester of every pregnancy, regardless of prior vaccination history.

Influenza: Do I really need a flu vaccine every year?

Yes. CDC recommends a yearly flu vaccine for nearly everyone six months of age and older. Flu viruses change each year, and a person's immunity from vaccination declines over time, making annual vaccination necessary for optimal protection. Adults should aim to get vaccinated by the end of October. During the 2024–2025 season, flu vaccination was estimated to have prevented 180,000 hospitalizations and 12,000 deaths.

RSV: What is RSV and do adults need a vaccine?

Respiratory syncytial virus (RSV) is a common respiratory virus that can cause serious illness in older adults, particularly those 60 years of age and older or those with underlying health conditions. CDC recommends RSV vaccination for adults 60 years of age and older and for adults 50–59 years of age who are at increased risk of severe disease. The vaccine is given as a single dose. Talk with your health care provider to see if RSV vaccination is recommended for you.

Where can I get more information?

- Talk with your doctor or other health care provider about which vaccines are right for you.
- Visit the DSHS website on adult vaccination:
dshs.texas.gov/immunizations/public/schedules
- Use VaccineFinder to find vaccines near you: vaccinefinder.org
- For more information on adult vaccines and insurance coverage visit:
healthcare.gov/preventive-care-adults/

Sample News Release

Customize this sample news release with information, stories, or events happening in your community. Submit to local news organizations, post on your website, or share through social media.

Word Count: ~200

Adults Need Vaccines, Too!

[Name of organization] Celebrates National Immunization Awareness Month

Every year, tens of thousands of adults in the United States suffer serious health problems, are hospitalized, or even die from diseases that could have been prevented by vaccination.

To celebrate the importance of immunizations throughout life — and to help remind adults that they need vaccines, too — [name of local organization] is recognizing August as National Immunization Awareness Month. This is the perfect opportunity to make sure adults are protected against diseases like flu, whooping cough, tetanus, shingles, pneumococcal disease, and RSV.

[Insert name of local organization and information on any events local organization is hosting or is aware of.]

The specific vaccines adults need are determined by factors such as age, lifestyle, risk conditions, locations of travel, and vaccination history. All adults should talk to their health care professionals to make sure they are up-to-date on recommended vaccines.

“There is a misconception among many adults that vaccines are just for children,” said [insert name of local official]. “The truth is you never outgrow the need for immunizations.”

To find out which vaccines you need and where you can get vaccinated visit dshs.texas.gov/immunizations/public/schedules or call [insert local organization phone number].

#

Ready-to-Publish Article

Submit sample articles to local news and partner organizations to publish, post on websites, or share through social media. Increase the chances that the article will be picked up by localizing the story — feature a quote from a state or local spokesperson or use local or state statistics to reinforce your messages.

Word Count: ~330 | Audience: Media/Adults

There are many things we want to pass on to our loved ones — illness is not one of them!

You want to pass on certain things — family traditions, grandmother's quilt, a love of books — but no one wants to pass on a serious illness. Take charge of your health and help protect those around you by asking about vaccines at your next doctor's visit.

Vaccinating our children is commonplace in the United States. But many adults do not know which vaccines they need, and even fewer are fully vaccinated. Each year, tens of thousands of adults suffer, are hospitalized, and even die from diseases that vaccines can prevent.

Not only can vaccine-preventable diseases make you very sick, but if you get sick, you risk spreading certain diseases to others. Babies, older adults, and people with weakened immune systems are especially vulnerable. You can help protect your health and the health of your loved ones by staying up-to-date on recommended vaccines.

Getting vaccinated is easier than you might think. Adults can get vaccinated at doctors' offices, pharmacies, workplaces, health clinics, and health departments. Visit vaccinefinder.org to find a vaccine provider near you. Most health insurance plans cover the cost of recommended vaccines.

What vaccines do you need?

All adults should get:

- An annual flu vaccine to protect against seasonal flu
- Td/Tdap to protect against tetanus, diphtheria, and pertussis

Some additional vaccines you may need (depending on your age, health conditions, and other factors) include:

- Hepatitis A
- Hepatitis B
- HPV (through age 26 routinely; through age 45 via shared decision-making)
- Meningococcal
- Pneumococcal (now recommended for all adults 50 years of age and older)
- RSV (recommended for adults 60 years of age and older; 50–59 years of age if at increased risk)

- Shingles (two-dose series recommended for adults 50 years of age and older)

Not sure what vaccines you may need? Visit dshs.texas.gov/immunizations/public/schedules to find out what vaccines may be right for you.

Ready-to-Publish Article

Word Count: ~350 | Audience: Health Care Professionals

Your vaccine recommendation is a critical factor in protecting patient health!

Patients trust you to give them the best advice on how to protect their health. You know that immunization is an important preventive measure — but it's unlikely that getting vaccinated is on the radar for your adult patients. Your strong recommendation is critical in ensuring they get the vaccines they need.

Adults are not getting the vaccines they need. Vaccination rates for many recommended adult vaccines remain well below public health goals. Flu vaccine coverage among adults was approximately 42% during the 2024–2025 season. Shingles vaccination rates remain low, particularly in our minority communities. This means that each year tens of thousands of adults suffer from diseases that vaccines can prevent.

Your patients are likely to get the vaccines you recommend. Clinicians are a valued and trusted source of health information. When you make a clear, strong recommendation, patients listen.

“We need ALL health care professionals to use every patient encounter as an opportunity to assess whether any vaccines are needed,” according to CDC adult immunization guidance. “If the patient is due for a vaccine, make a strong recommendation.”

To effectively counsel patients, consider the SHARE approach:

- Share the tailored reasons why the recommended vaccine is right for the patient, given their age, health status, lifestyle, job, or other risk factors.
- Highlight positive experiences with vaccines to reinforce the benefits and strengthen confidence in vaccination.
- Address patient questions and any concerns about the vaccine, including side effects, safety, and effectiveness, in plain and understandable language.
- Remind patients that vaccines protect them and their loved ones from many common and serious diseases.
- Explain the potential costs of getting vaccine-preventable diseases, including serious health effects, time lost, and financial burden.

Some patients may need additional time to consider information or want more details. To help these patients stay on track:

- Provide educational materials or trusted websites for them to review.
- Send reminders about needed vaccines.
- Document the conversation and continue the discussion at the next visit.

To download free patient education materials and find resources on addressing patient questions about adult vaccines visit: dshs.texas.gov/immunizations/media/publications.

Ready-to-Publish Article

Word Count: ~ 450 | Audience: Media/Public

IMMUNIZATION PROTECTS ALL OF US Don't Wait. Vaccinate!

Vaccines have dramatically reduced the impact of infectious diseases that once caused widespread illness, hospitalization, and death among infants, children and adults. However, the viruses and bacteria that cause vaccine-preventable diseases still exist and continue to pose a risk to individuals who are not protected.

Each year, thousands of people in the United States experience serious health complications from diseases that can often be prevented through vaccination. Staying up-to-date on recommended vaccines is one of the most effective ways to protect yourself, your family, and your community.

Here's why you shouldn't wait:

- Many vaccine-preventable diseases continue to circulate in the United States.
- Diseases that are uncommon in the U.S. remain prevalent in other parts of the world and can be brought into the country through international travel.
- Some vaccine-preventable diseases spread easily from person to person.
- Even healthy individuals can experience severe complications from diseases.
- Certain groups, including young children, older adults, pregnant women, and individuals with underlying health conditions, may face a higher risk of serious illness.

Vaccination remains one of the safest and most effective tools available to prevent serious, and sometimes life-threatening, diseases. The Centers for Disease Control and Prevention (CDC), along with medical and public health experts, regularly review scientific evidence and update vaccine recommendations to help protect people of all ages.

MEASLES: Still a threat, still preventable.

Measles is still one of the most contagious diseases in the world. Although measles was declared eliminated in the United States in 2000 due to widespread vaccination, outbreaks continue to occur when the virus is brought into the country by infected travelers and spreads in communities with low vaccination coverage.

Before the measles vaccine became available in 1963:

- Nearly every child contracted measles by age 15.
- An estimated 3 to 4 million people became infected each year in the United States.
- Approximately 48,000 people were hospitalized.
- About 400 to 500 people died each year from measles-related complications.

Today, measles remains a serious public health concern:

- Measles spreads easily through the air when an infected person coughs or sneezes.
- The virus can remain in the air and on surfaces for up to two hours after an infected person leaves the area.
- Serious complications can include pneumonia, encephalitis (brain swelling), hospitalization, and death.
- Older adults or adults with weakened immune systems are at great risk.

Vaccination is the best protection. Protect yourself, your family, and your community by staying up to date on recommended vaccines.

You have the power to help safeguard your health and the health of those around you. Talk with your health care provider about which vaccines are recommended for you and your family.

Getting Vaccinated

Most private health insurance plans cover recommended vaccines at no cost when provided by an in-network provider. The Texas Vaccines for Children (TVFC) and Adult Safety Net (ASN) Programs ensure eligible children and adults receive recommended vaccines regardless of their family's ability to pay. Medicare and Medicaid cover many recommended vaccines for adults. Vaccines are available through health care providers, pharmacies, community clinics, and local health departments.

To learn more about vaccines visit:

dshs.texas.gov/immunizations/what-we-do/programs
dshs.texas.gov/immunizations/public/schedules

Sample Social Media Posts

Use these sample posts as they are, or as a starting point to customize and localize your own content. These messages are ideally kept concise to display well in social media feeds.

Facebook Posts

If you have certain chronic conditions such as asthma, diabetes, or heart disease, getting sick with vaccine-preventable diseases like flu and pneumonia can lead to serious complications, hospitalization, or even death. Protect yourself — get vaccinated. #NIAM

Adults need vaccines, too. We all need protection from the serious, and sometimes deadly, diseases that vaccines can prevent. Ask your doctor, pharmacist, or other health care professional which vaccines are recommended for you. #NIAM

Vaccines aren't just for children. Help protect yourself and your family from disease by getting vaccinated. #NIAM

Did you know you need vaccines throughout your life? Even if you were fully vaccinated as a child, the protection from some vaccines can wear off over time. Your needs also change as you age — including new recommendations for the shingles and RSV vaccine for adults 50 years of age and older. #NIAM

Whooping cough can cause serious, sometimes fatal, complications in infants. Protect your loved ones by making sure everyone who will be around a newborn is up-to-date on their Tdap vaccine. #NIAM

When you're making your back-to-school checklist, make sure to include vaccines — for your children and for yourself. #NIAM

Sample Tweets / Short Posts

General

Vaccines protect all of us from serious diseases. Get vaccinated today to protect yourself and your family. #NIAM

Are you up-to-date on vaccines? Talk to your health care provider today. #NIAM

Vaccines are recommended throughout our lives. Find out which you may need: dshs.texas.gov/immunizations/public/schedules #NIAM

It's National Immunization Awareness Month — a great time to make sure your family is up-to-date on vaccines. #NIAM

You have the power to protect yourself and your loved ones. Talk to your doctor about the vaccines you need. #NIAM

Vaccine Safety

Vaccines are safe and effective. #NIAM

The U.S. has one of the safest, most effective vaccine supplies in its history. Millions of people are safely vaccinated each year. #NIAM

Shingles

Almost 1 in 3 people in the U.S. will develop shingles. Adults 50 years of age and older should get the shingles vaccine — a two-dose series that is more than 90% effective. #NIAM

Pneumococcal Disease

All adults 50 years of age and older now need a pneumococcal conjugate vaccine. Have you received yours? Talk to your provider today. #NIAM

RSV

RSV isn't just for babies. Adults 60 years of age and older and those 50–59 years of age are at increased risk should ask about the RSV vaccine. #NIAM

Whooping Cough (Pertussis)

Adults are often the source of whooping cough in babies. Get your Tdap! #NIAM

Women should get a Tdap vaccine during every pregnancy during the 3rd trimester. #NIAM

Anyone who will be around a newborn needs to be up-to-date on Tdap to help protect against whooping cough. #NIAM

Influenza

An annual flu vaccine is the first and most important step in protecting against flu. #NIAM

Everyone 6 months of age and older should get a yearly flu vaccine — even if vaccinated last season. #NIAM

Health care professionals: protect yourself, your co-workers, and your patients by getting a yearly flu vaccine. #NIAM

Pregnant Women

Pregnant women should be current with all recommended vaccines, including flu, RSV, and Tdap, to protect themselves and their babies. #NIAM

Immunization Schedule

Check the 2025 easy-to-read adult immunization schedule for all recommended vaccines: dshs.texas.gov/immunizations/public/schedules. The schedule is updated annually and includes an addendum for any new recommendations approved since the last update.

Notable updates in recent years include:

- Addition of RSV vaccine for adults 60 years of age and older (and now 50–59 years of age at increased risk).
- Expansion of pneumococcal conjugate vaccine recommendation to all adults 50 years of age and older (previously 65 years of age and older).
- Addition of PCV21 as a pneumococcal vaccine option for adults.
- COVID-19 vaccine recommendations are updated seasonally; check the schedule addendum for current guidance.

Web Links & Resources

For Adults

DSHS: Adult Immunization Schedule (2025)

dshs.texas.gov/immunizations/public/schedules

DSHS: Adult Safety Net Program

dshs.texas.gov/immunizations/what-we-do/programs/asn

DSHS: Find a Provider — Adult Safety Net

txdshsea.maps.arcgis.com/apps/instant/nearby/index.html?appid=0dedfb24ecbf4633a9a8c01e9ca3346c&sliderDistance=5

DSHS: Influenza (Flu)

dshs.texas.gov/influenza-flu

Vaccine Finder — Locate vaccines near you

vaccinefinder.org

For Clinicians and Advocates

ACOG: Immunization for Women

immunizationforwomen.org

DSHS: Resources for Health Care Professionals

dshs.texas.gov/immunizations/media/publications

DSHS: Vaccine Adverse Event Reporting System (VAERS)

dshs.texas.gov/immunizations/data/vaccine-adverse-event-reporting

Immunization Action Coalition (IAC)

immunize.org

vaccineinformation.org

National Foundation for Infectious Diseases (NFID)

nfid.org