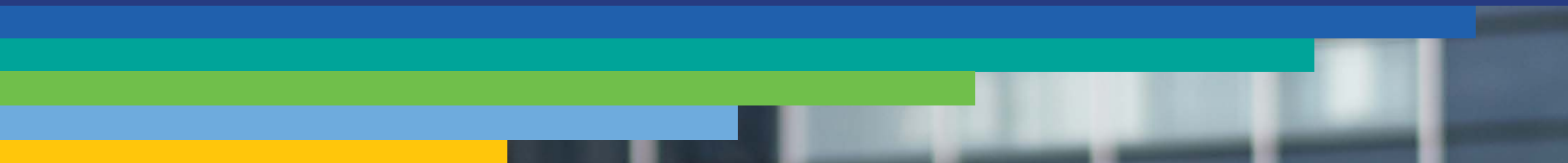




TEXAS
Health and Human
Services

Texas Department of State
Health Services

College Outreach Toolkit



Overview

The Texas Department of State Health Services (DSHS) has developed an immunization toolkit to help universities encourage vaccines beyond mandatory college enrollment requirements.

This toolkit equips institutions with custom resources to effectively promote vaccines among college students, including:

- A college outreach timeline
- A letter template
- Text message templates
- A social media campaign
- Immunization print materials



College Outreach Timeline

DSHS encourages this timeline for distributing materials to students:

June–August

Before the Start of the School Year

A campaign featuring letter and text message templates will prepare students for the semester.

October–December

Flu Season

Use flu-specific social media posts, text messaging, and relevant print materials during this vital time.



August

National Immunization Awareness Month (NIAM)

The toolkit includes social media content for an outreach campaign during NIAM.



Letter Template

The [“Take Control of your Health: Do You Know Where Your Vaccine Records Are?”](#) letter template reminds students about the importance of vaccines and keeping track of vaccine records so students can make informed decisions about their health. Universities can adapt the template to include the official letterhead and send either digital or physical copies. Student health center resources or orientation packets can include this letter.



Text Message Templates

DSHS offers [text message copy](#) to prompt students to get vaccinated and remind them about the importance of routine vaccines. Template texts can be used in different messaging systems such as text messaging, email, or student learning platforms.



Social Media Campaign

DSHS offers a variety of social media posts for Instagram and Facebook. The images are available in post or stories format. These posts include National Immunization Awareness Month (NIAM) myth graphics and flu-specific graphics. Universities can use our document with caption suggestions for grid posts but should feel free to customize captions.

**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.



Immunization Print Materials

DSHS offers a variety of free immunization materials such as posters, brochures, and activity books at immunizetexasorderform.com. Below is a list of suggested audience-specific materials. Shipping is free unless universities request expedited shipping.

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

- **Stock #6-104:** “Recommended Adult Immunization Schedule for ages 19 years or older, United States, 2024” (English)
- **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)
- **Stock #11-13710-1:** “Fight the Flu”- Adolescent Brochure (English)
- **Stock #11-14015P:** “Flu Wants You” – Ways to Prevent the Flu Poster (Bilingual)



Contact information

If you have any questions or concerns, please contact the Immunization program at immunizations.info@dshs.texas.gov.

“Take Control of your Health: Do You Know Where Your Vaccine Records Are?” Letter Template

Description

DSHS has created a template letter to reach at risk individuals. DSHS recommends colleges use this template on their official letterhead. This letter is recommended for inclusion in new student packets, orientation packets, and other events and initiatives that share vital college campus information. This template may alternatively be used as an email or blog post. The headings and content included in this template are suggestions, institutions are encouraged to edit or change the content to speak to their audience.

Letter Title or Email Subject Line:

Take Control of Your Health; Do You Know Where Your Vaccine Records Are?

Content

College is a journey filled with excitement, challenges, and new experiences. Now is the time to take charge of your health and make informed decisions. Germs spread easily in close quarters like dorms and classrooms, and vaccines serve as a powerful defense against vaccine-preventable diseases for you and your peers.

Investing in your health now will benefit you beyond your college years and set a precedent for responsible decision-making. In addition to required vaccines for college entry, it is recommended college students also receive:

- Influenza (Flu) boosters
- COVID-19 boosters
- Human Papilloma Virus (HPV)

Don't waste time getting sick. Learn more about the recommended vaccines for those aged 19 and older at [cdc.gov/vaccines/imz-managers/coverage/teenvaxview/groups/college.html](https://www.cdc.gov/vaccines/imz-managers/coverage/teenvaxview/groups/college.html).

Consult your family or doctor to see if you have an online immunization record with the Texas Immunization Registry (ImmTrac2). College students or anyone ages 18 to 26 must re-consent to ImmTrac2 to keep all immunization records. Those who fail to re-consent by age 26 will have their childhood vaccinations removed from the registry. By keeping track of your immunization status, you're contributing to the well-being of your greater community.

Visit immtrac.com for more information on ImmTrac2.

Together, we can create a healthy and successful campus environment.

Text Messaging Campaign Copy

The following messages are intended to be disseminated to students. They can be distributed through text message, email, or educational technology platforms. DSHS recommends including links or references to any campus or local vaccination clinics available at the time of disseminating the text message.

1. Don't take time away from your college experience by getting sick. Ensure you are up to date with your vaccines to protect yourself and peers.
2. Need back to school vaccines? Ask your health care provider for recommended vaccines to avoid the back-to-school rush.
3. Your health is in your hands. Take charge by knowing your vaccination status and staying up to date with vaccination.
4. Don't forget to keep track of your vaccinations. It's an easy step toward a healthier you.
5. Taking control of your health is important. Confirm your vaccinations are current and stay safe.
6. Quick reminder to prioritize your health - make sure your vaccinations are up-to-date. Stay protected.
7. Stay ahead of the curve - take a moment to review your vaccination records to make sure you are up-to-date.
8. Protect yourself from vaccine-preventable diseases. Schedule your flu vaccine appointment now.
9. Time for your flu shot! Let's keep those study sessions flu-free.
10. Vaccinations: Your armor against interruptions in your college life. Check to see if you are up to date with your vaccinations.
11. Invest in your health, invest in your future - stay vaccinated.
12. Don't miss out on your vaccinations - stay on track for a healthy semester.

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 username will be the email address.
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 have found the items you want to order, add them to your cart and proceed to checkout. Materials will ship free to the address provided, unless expedited shipping is requested.

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 we will be happy to assist you.



Texas Department of State
Health Services

Immunization Section
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