



# **DSHS Implementation Plan for the Statewide Interagency Aging Services Coordinating Council Strategic Plan**

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**As Required by**

**Texas Government Code, Section  
531.498(b)**



**TEXAS**  
Health and Human  
Services

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Texas Department of  
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## Overview and Background

[House Bill \(H.B.\) 728, 88th Legislature, Regular Session, 2023](#), created the Statewide Interagency Aging Services Coordinating Council (SIASCC) to ensure a strategic statewide approach to interagency aging services. DSHS is represented on SIASCC by the DSHS Alzheimer's Disease Program. The DSHS Alzheimer's Disease Program is the only program within DSHS to support successful aging for older Texans.

On March 1, 2025, SIASCC published the [2025-2030 Texas Statewide Interagency Aging Services Strategic Plan](#). The Strategic Plan offers state agencies a roadmap to identify priority areas that impact aging Texans and methods for addressing the needs of older Texans and their caregivers. The Strategic Plan is supported by a series of goals and strategies that promote an interagency collaboration for aging services. Tactics identified in the Strategic Plan are assigned agency owners for implementation.

Texas Government Code, Section [531.498\(b\)](#), requires that the agency head of each SIASCC member agency submit an implementation plan for applicable recommendations to the Governor, the Lieutenant Governor, and the Legislature no later than 90 days after receiving the plan.

# SIASCC Strategic Plan Goals Overview

The 2025-2030 Texas Statewide Interagency Aging Services Strategic Plan is supported by a series of goals and strategies that promote interagency collaboration for aging services. SIASCC members provide proposed tactics to support the various strategies. DSHS is not expected to implement all tactics in the Strategic Plan. Instead, DSHS has been assigned ownership of several tactics under the following three goals:

- Goal 1 – Enhance public awareness of aging services and programs in Texas.
- Goal 2 – Strengthen coordination and collaboration among aging services providers.
- Goal 4 – Increase outreach and support of family caregivers of adults aged 60 years and older.

Where appropriate, DSHS will collaborate with and provide support to other SIASCC member agencies as they implement other goals and tactics. See [Appendix A](#) for more information on DSHS implementation of the 2025-2030 SIASCC Strategic Plan.

## Goal 1

***Enhance public awareness of aging services and programs in Texas.***

## Strategies

- 1.1 Identify barriers faced by older Texans from various backgrounds in accessing needed information and evaluate methods for improvements.

1.1.2 DSHS Tactic: Conduct a statewide needs assessment to determine gaps in services and supports, including community-clinical linkages for persons with Alzheimer’s Disease and related dementias (ADRD) and their caregivers.

DSHS is working in partnership with Texas A&M School of Public Health to expand data surveillance and analysis by conducting a statewide community needs assessment. This two-phase assessment will include both survey and community discussion groups and aims to determine caregiver barriers to services and gaps in current services. Since many community service

organizations that will be surveyed and interviewed provide services to the aging population, the results of this needs assessment can be used by SIASCC to help identify barriers to accessing information for older Texans.

- 1.4 Increase awareness of services and supports for older Texans with disabilities (e.g., blindness and/or visual impairments and hearing impairments) as well as geriatric health conditions (e.g., Alzheimer’s Disease).

1.4.2 DSHS Tactic: Expand and enhance the Alzheimer’s Disease public awareness campaign that encourages symptom recognition and early detection and diagnosis.

Since 2020, the goal of the Alzheimer’s disease public awareness campaign has been to help Texans recognize the signs of Alzheimer’s disease in their loved ones and start a conversation about seeking care. With funding from the [2024-25 General Appropriations Act \(GAA\), H.B. 1, 88th Legislature, Regular Session, 2023 \(Article II, DSHS, Rider 31\)](#), DSHS enhanced the campaign with additional public service announcement messages using paid media, including statewide television, radio, digital, and print ads and strategically placed awareness billboards in areas of higher instances of ADRD in Texas (for example, the border region and DSHS Public Health Regions 1 (Panhandle), 4/5 North (Northeast Texas), and 11 (South Texas)). Campaign media were featured in English and Spanish.

As part of this campaign, DSHS created an extensive list of resources, which can be found on the [DSHS website](#) or ordered at no cost. Two resources equip family and friends with information about Alzheimer’s disease as well as caregiver resources and supports: *A Family’s Guide to Alzheimer’s*, in both English and Spanish, and the *Caregiver Fact Sheet*, in English, Spanish, and Vietnamese.

## Goal 2

***Strengthen coordination and collaboration among aging services providers.***

### Strategies

- 2.1 Facilitate learning opportunities for aging service providers to foster collaboration, share best practices, and identify opportunities for joint initiatives.

2.1.2 DSHS Tactic: Increase awareness and use of DSHS Alzheimer’s Disease Program (ADP) continuing education (CE) for primary care providers that includes three CE modules, two quick courses, and clinic resources.

As required by DSHS Rider 31 of the GAA, DSHS developed ADRD-specific educational resources for healthcare providers. This includes [three continuing education modules, two quick courses, and clinic resources](#) related to screening, diagnosis, early detection, diagnosis, care coordination, and referrals to community-based services for Alzheimer’s disease and other forms of dementia.

Two of the three continuing education modules focus on early detection and diagnosis and are designed to help providers identify symptoms of Alzheimer’s disease and other dementias, recognize the importance of early detection and diagnosis, and understand tools and best practices for assessments, testing, and facilitating diagnosis. The third module helps clinicians provide ongoing care and treatment.

These courses were developed in collaboration with industry experts for primary care providers (PCPs) and include information on current best practices. PCPs are often the first health professionals to address cognitive decline with patients and their families and caregivers and play a critical role in management of the disease.

## Goal 4

***Increase outreach and support of family caregivers of adults aged 60 years and older.***

## Strategies

- 4.1 Increase awareness of family caregiver services and supports including respite services.

4.1.3 DSHS Tactic: Increase outreach and use of the Grants to Increase Local Dementia Support (GILDS) in the covered 48 counties and explore opportunities to expand the program to additional areas in the state.

GILDS is a competitive grant program launched in 2024 with funding from DSHS Rider 31 in the GAA. The program aims to increase awareness of

caregiver services by providing support to persons with ADRD and their caregivers. Ten grant recipients provide services in [48 counties throughout the state](#), including areas of Texas with the highest rates of Alzheimer's disease (such as the border region), and have a unique opportunity for affecting outcomes for aging Texans. See [Appendix B](#) for a map of GILDS service area.

GILDS recipients hire and train dementia resource specialists who provide education, support, and referrals to community resources including, but not limited to, legal and financial planning, benefits counseling, home safety support, transportation services, and respite services.

GILDS recipients collaborate with healthcare providers and community organizations within their local areas to strengthen existing or develop new referral relationships. GILDS activities aim to improve the linkage between community and clinical resources and will include cataloging and disseminating existing resources.

## Conclusion

The 2025-2030 Texas Statewide Interagency Aging Services Strategic Plan is a multi-agency, collaborative effort to improve the future of aging services and programs in Texas. DSHS will implement several tactics under the following three goals, including:

- Goal 1: Enhance public awareness of aging services and programs in Texas.
- Goal 2: Strengthen coordination and collaboration among aging services providers.
- Goal 4: Increase outreach and support of family caregivers of adults aged 60 years and older.



## Appendix A. Implementation of the 2025-30 SIASCC Plan

<b>Tactic</b>	<b>Owner</b>	<b>Leadership and Required Partners</b>	<b>Steps for Implementation</b>	<b>Implementation Needs/Resources</b>	<b>Timeframe</b>
Goal 1 Strategy 1.1 Tactic 1.1.2: Conduct a statewide needs assessment to determine gaps in services and support, including community-clinical linkages, for persons with ADRD and their caregivers.	DSHS	DSHS Texas A&M Health Science Center	1) Secure a contractor to conduct the needs assessment. 2) Survey partnering agencies and caregivers of persons living with ADRD across the state. 3) Implement statewide community discussion groups in-person or virtually with priority on healthcare providers, aging services providers, community-based organizations, caregivers, and middle-aged and older adults. 4) Create final report of the community needs assessment upon completion of data collection and analysis.	Federal funding State agency partner to contract with Survey participants	1) Completed, 7/2024 2) Q2 & Q3 FY25 3) Q3 FY25 4) Q4 FY25 & Q1 FY26
Goal 1 Strategy 1.4 Tactic 1.4.2: Expand and enhance the Alzheimer's Disease Public Awareness Campaign to promote risk reduction, symptom recognition and early detection and diagnosis.	DSHS	DSHS Media vendor	1) Continue existing FY25 campaign. 2) Review FY25 campaign evaluation information and adjust FY26 campaign activities as needed. 3) Vendor will start FY26 public awareness campaign activities.	General revenue funding	1) FY25 2) Q1 FY26 3) Q2-Q4 FY26

<b>Tactic</b>	<b>Owner</b>	<b>Leadership and Required Partners</b>	<b>Steps for Implementation</b>	<b>Implementation Needs/Resources</b>	<b>Timeframe</b>
<p>Goal 2</p> <p>Strategy 2.1</p> <p>Tactic 2.1.2: Increase awareness and use of DSHS's continuing education (CE) for primary care providers that includes three CE modules, two quick courses, and clinic resources.</p>	DSHS	DSHS Media vendor	<ol style="list-style-type: none"> <li>1) Create continuing education modules.</li> <li>2) Enlist the Alzheimer's Disease Partnership workgroups in developing and implementing a plan to promote the courses to Partnership members and their networks.</li> <li>3) Work with media vendor to promote CE modules.</li> </ol>	General revenue funding Online hosting site for continuing education modules	<ol style="list-style-type: none"> <li>1) Completed, 9/2024</li> <li>2) FY25</li> <li>3) FY25-FY26</li> </ol>
<p>Goal 4</p> <p>Strategy 4.1</p> <p>Tactic 4.1.3: Increase outreach and use of the GILDS programs in the covered 48 counties and explore opportunities to expand program to additional areas in the state.</p>	DSHS	DSHS Alzheimer's Disease Partnership GILDS recipients	<ol style="list-style-type: none"> <li>1) Require GILDS grant recipients to join the Alzheimer's Disease Partnership to integrate them into existing ADRD networks.</li> <li>2) Educate the Alzheimer's Disease Partnership about the GILDS program and grant recipients.</li> <li>3) Connect GILDS recipients with local entities that provide dementia education.</li> </ol>	Not Applicable	<ol style="list-style-type: none"> <li>1) Completed, 10/2024</li> <li>2) 12/04/2024 – Ongoing</li> <li>3) 12/23/2024 - Ongoing</li> </ol>

# Appendix B. FY 2025 GILDS Recipients

## FY25 Grants to Increase Local Dementia Support (GILDS) Recipients by County Service Area

### Alzheimer's Association

Hidalgo, Nueces, San Patricio

### Amistad

Brewster, Culberson, El Paso, Hudspeth, Jeff Davis, Presidio

### Cameron County Public Health

Cameron

### Capital Area Council of Governments

Bastrop, Blanco, Burnet, Caldwell, Fayette, Hays, Lee, Llano, Travis, Williamson

### City of Laredo Public Health Department

Webb

### City of Pharr Public Health Department

Hidalgo

### Community Council of Greater Dallas

Dallas

### North Central Texas Council of Governments

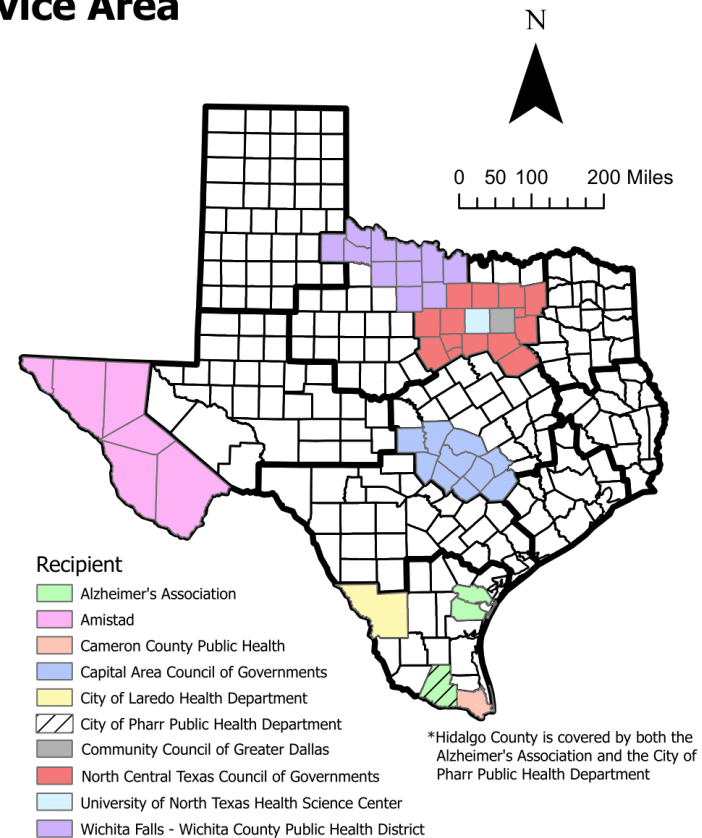
Collin, Denton, Ellis, Erath, Hood, Hunt, Johnson, Kaufman, Navarro, Palo Pinto, Parker, Rockwall, Somervell, Wise

### University of North Texas Health Science Center

Tarrant

### Wichita Falls – Wichita County Public Health District

Archer, Baylor, Clay, Cottle, Foard, Hardeman, Jack, Montague, Wichita, Wilbarger, Young



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