

TEXAS  
STATEWIDE  
INTERAGENCY  
AGING SERVICES  
STRATEGIC PLAN



FISCAL YEAR  
2025-2030



Statewide  
Interagency  
Aging Services  
Coordinating  
Council

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## Disclaimer

This report was prepared by members of the Statewide Interagency Aging Services Coordinating Council. The opinions and recommendations expressed in this report are the members' own and do not reflect the views of the Texas Health and Human Services Commission Executive Council or the Texas Health and Human Services Commission.

# Executive Summary

House Bill (H.B.) 728 of the 88th Legislature, Regular Session, Texas Government Code Chapter (TGC) 531, Subchapter M-2, sections §531.491-499 created the Statewide Interagency Aging Services Coordinating Council (SIASCC) to ensure a strategic statewide approach to interagency aging services. SIASCC was charged with:

1. Developing and overseeing implementation of the recurring five-year Statewide Interagency Aging Services Strategic Plan.
2. Submitting a Coordinated Statewide Interagency Aging Services Expenditure Proposal biannually.
3. Publishing an updated inventory of state-funded interagency aging programs and services annually.

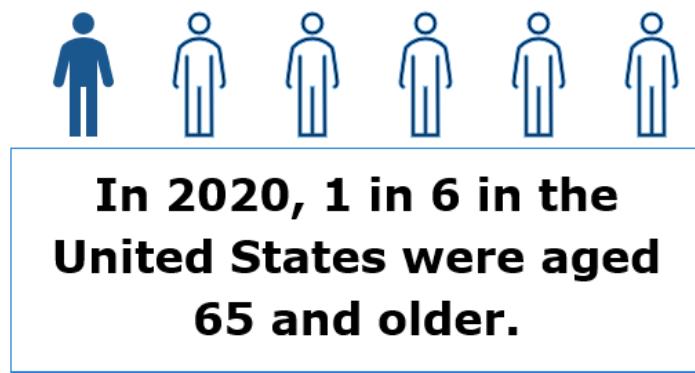
The [FY2024 Coordinated Statewide Interagency Aging Services Expenditure Proposal](#) and the [2024 SIASCC Inventory of State-Funded Aging Services and Programs](#) were submitted on October 30, 2024 and December 20, 2024, respectively. Pursuant to TGC §531.498(a), the SIASCC must submit the Statewide Interagency Aging Services Strategic Plan to the agency head of each member agency by March 1<sup>st</sup> of the first year of each five-year plan. TGC Chapter §531.498(b) requires that the agency head of each member agency submit a plan for implementing applicable recommendations, which must include justifications for any recommendation the agency declines to implement, to the governor, the lieutenant governor, and the legislature no later than 90 days after receiving the plan.

The Statewide Interagency Aging Services Strategic Plan offers state agencies with a roadmap to identify priority areas that impact aging Texans and methods for addressing the needs of older Texans and their caregivers. This strategic plan uses current data to identify trends to inform a path for state agencies to support successful aging across Texas. Most importantly, a coordinated state agency strategic plan elevates awareness of issues impacting older adults and their caregivers by amplifying the importance of a collaborative, age-friendly and comprehensive approach to aging programs and services.

## Introduction

In 2020, one in six people in the United States were aged 65 and older<sup>1</sup>. As Americans are living longer and healthier lives, an increased need for aging services is anticipated. The aging population (people aged 60<sup>2</sup> or older) consists of three generational groups (Baby Boomers, Silent Generation, and Greatest Generation) and the first of Generation X will turn 60 in 2025. Generational differences need to be considered as a factor when serving older Texans and providing aging services and programs across the state.

**Figure 1: Americans Aged 65 and Older**



## Texas Aging Demographics

Adults aged 60 and over makeup 18% of the Texas population and is estimated to increase to 26% by 2060<sup>3</sup>. Over 53% of Texans 60 and older are female and 62% identified their race as white<sup>4</sup>. Figure 2 shows the percent of the female population per age group<sup>5</sup>. Approximately, 22.1% of Texans 65 and older live in rural

<sup>1</sup> U.S. Census Bureau - [2020 Census: 1 in 6 People in the United States Were 65 and Over](#)

<sup>2</sup> A majority of aging services serve adults aged 60 and older; however, the Census age demographic data is categorized for older adults across four age groups including 65-74 years, 75-84 years, 85-94 years, and 95 and older.

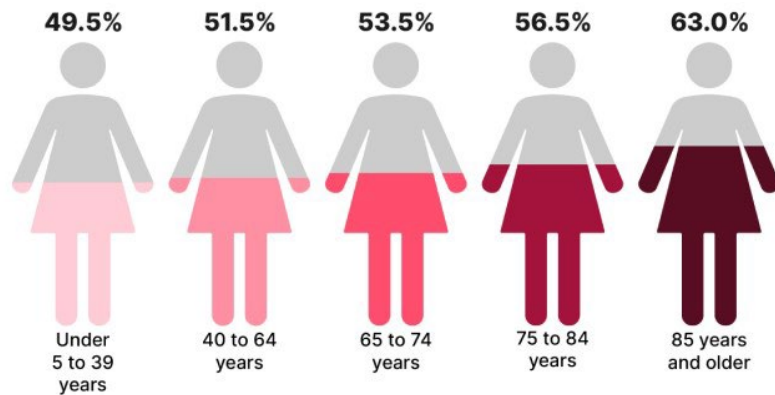
<sup>3</sup> Texas Demographic Center - [20241218\\_AgingServicesCoordinatingCouncil.pptx](#)

<sup>4</sup> U.S. Census Bureau - [S0102: Population 60 Years and Over ... - Census Bureau Table](#)

<sup>5</sup> Texas Demographic Center - [TDC Visualization - Women's History Month 2024](#)

communities<sup>6</sup> and 36% of Texans 60 and older live alone<sup>7</sup>. In 2022, the poverty rate for Texans 65 and older was 12.3%<sup>8</sup>.

**Figure 2: Percent Female Population by Age Group in Texas, 2020**



Over 27% of adults aged 65-74 and 52% of adults aged 75 and older have a disability<sup>9</sup>. The top three types of disabilities for both age groups are ambulatory difficulty, cognitive difficulty, and hearing difficulty<sup>10</sup>. This highlights the various needs of older Texans and factors to consider when providing services. In addition to an individual's physical or cognitive ability, an individual's geographical location and economic status can also impact an individual's ability to access services<sup>11</sup>.

Informal caregivers are a crucial part of providing care to the aging population. In 2020, HHSC published [A Profile of Informal Caregiving in Texas](#) report, which showed that an estimated 3.4 million Texas caregivers care for older adults and people with disabilities, providing nearly 3 billion care hours each year. The prevalence of informal caregiving in Texas and the invaluable care caregivers provide highlights the importance of caregiver supports and services when addressing aging services and programs.

<sup>6</sup> America's Health Rankings - [Explore Rural Population - Age 65+ in the United States | AHR](#)

<sup>7</sup> U.S. Census Bureau - [S0102: Population 60 Years and Over ... - Census Bureau Table](#)

<sup>8</sup> Texas Demographic Center - [TDC Visualization - National Poverty in America Awareness Month 2024](#)

<sup>9</sup> Texas Demographic Center - [20241218\\_AgingServicesCoordinatingCouncil.pptx](#)

<sup>10</sup> Texas Workforce Investment Council, *People with Disabilities: A Texas Profile* - [People-With-Disabilities-2024.pdf \(texas.gov\)](#)

<sup>11</sup> National Institute on Aging - [Health Disparities and Aging | NIA](#)

The report shares findings from the Caregiver Assessment Questionnaire (CAQ) and Caregiver Status Questionnaire (CSQ). Table 1 below shows a comparison of caregiver demographic findings from the two surveys.

**Table 1: Caregiver Demographic Comparison from CAQ and CSQ<sup>12</sup>**

Caregiver Demographic	CAQ	CSQ
Ages 40-64	48%	59%
Ages 65-84	42%	N/A
Spouse of the care recipient	38.4%	19.3%
Adult child of the care recipient	35.8%	48.1%
Live within 10 miles of the care recipient	88%	91%
Provide care at least once per week	99%	99.8%
Unemployed	64%	71%

## SIASCC Overview

### SIASCC Member Agencies

SIASCC was established with eleven-member state agencies. TGC Chapter 531, Subchapter M-2, Section 531.492(c) allows the council to authorize another state agency or entity that provides interagency aging services with the use of appropriated funds to appoint a representative to the council. At the [December 18, 2024, SIASCC meeting](#) the council approved the addition of two new member agencies (listed below). The new council member agencies did not provide tactics as part of this strategic plan as their agency’s representative had not been formally appointed.

### Original SIASCC Member Agencies

- Office of the Governor (OOG)
- Office of the Attorney General (OAG)
- Texas Veterans Commission (TVC)
- Department of Family and Protective Services (DFPS)
- Department of State Health Services (DSHS)

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<sup>12</sup> A Profile of Informal Caregiving in Texas - [A Profile of Informal Caregiving in Texas - December 2020](#)

- Texas Health and Human Services (HHSC)<sup>13</sup>
- The University of Texas at Austin, Texas Aging and Longevity Consortium (TALC)
- The University of Texas Health Science Center at San Antonio, Barshop Institute for Longevity and Aging Studies (Barshop Institute)
- Texas A&M University, Center for Community Health and Aging (CCHA)
- Texas Department of Agriculture (TDA)
- Texas Workforce Commission (TWC)

### **Newly Appointed SIASCC Member Agencies**

- Texas Council for Developmental Disabilities (TCDD)
- University of North Texas Health Science Center, Center for Older Adults

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<sup>13</sup> HHSC has one voting member and six ex-officio members on the council. HHSC program areas represented by SIASCC members include Office of Aging Services Coordination (OASC), Office of Area Agencies on Aging (OAAA), Office of Aging and Disability Resource Centers (OADRC), State Long-Term Care Ombudsman (SLTCO), Community Care Services Eligibility (CCSE), Long-Term Care Regulation (LTCR), and Medicaid and CHIP Services (MCS).



# Vision, Mission and Guiding Principles

The development of SIASCC vision, mission and guiding principles helps provide a foundation for the council’s efforts. By focusing efforts, the SIASCC can best serve older Texans, their families, and caregivers through a coordinated interagency approach.

## Vision and Mission

The SIASCC vision and mission help guide the councils work in accomplishing the charges outlined in TGC Chapter 531, Subchapter M-2, sections §531.491-499.

**Vision:** Empower Texans to age with dignity and purpose through a coordinated interagency approach.

**Mission:** Develop a coordinated statewide interagency approach to provide aging services and ensure Texans can age and live well.

## Guiding Principles

SIASCC agreed on six guiding principles to serve as the foundation for the SIASCC collective effort. The guiding principles include:

**Figure 3: SIASCC Guiding Principles**



- **Person-Centeredness** – the preferences, needs and voices of older Texans drive the services and supports necessary to live as independently as possible.
- **Trauma-Informed** – understand the widespread impact of trauma<sup>14</sup> and ensure services and supports are provided to minimize the risk of re-traumatization.
- **Accessible** – older Texans irrespective of setting, disability, and background have access to quality and affordable services and supports.
- **Respect** – the right of all Texans to live their lives with dignity and respect.
- **Collaboration and Innovation** – cross-sector work to streamline access to services and supports, identify and fill service gaps, leverage available resources, and develop new approaches to meet the needs of older Texans.
- **Data and Research Driven** – current data, research and trends will guide the state’s innovation as well as overall approach to aging services and programs.

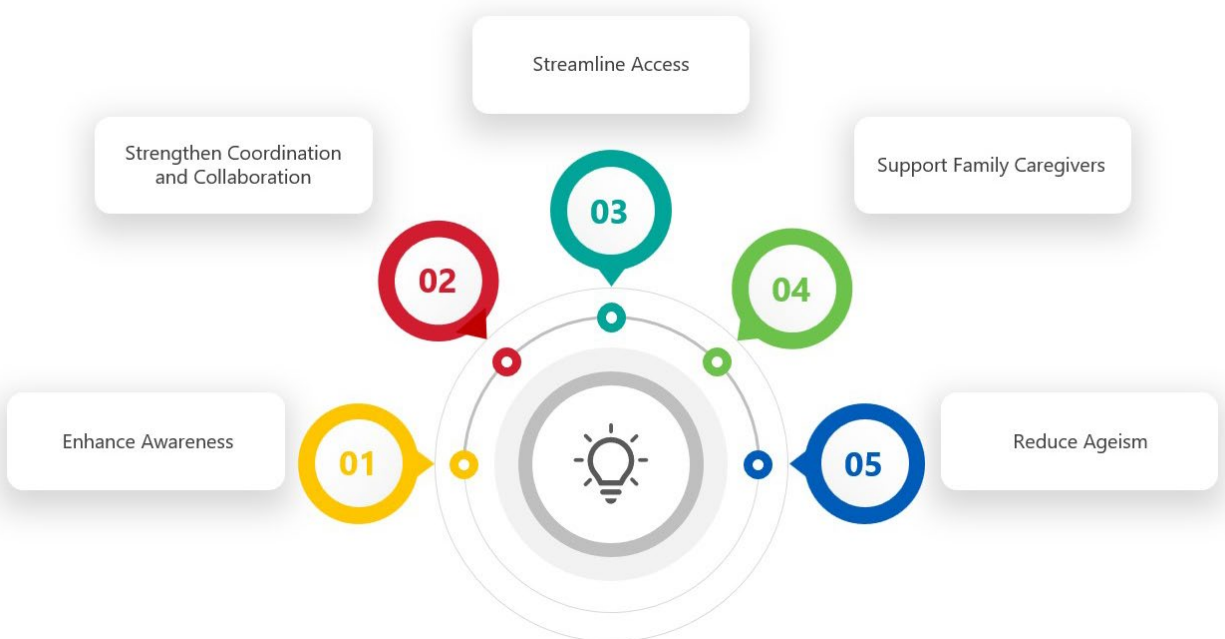
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<sup>14</sup> [The Substance Abuse and Mental Health Services Administration \(SAMHSA\)](#) defines individual trauma as resulting from an event, series of events, or set of circumstances that is experienced by an individual as physically or emotionally harmful or life threatening and that has lasting adverse effects on the individual’s functioning and mental, physical, social, emotional, or spiritual well-being.

# Goals and Strategies

Building on the vision, mission and guiding principles established by SIASCC, this strategic plan is supported by a series of goals, strategies and tactics that build awareness of aging services and programs, guide innovation, encourage collaboration and coordination, and facilitate an interagency approach to aging services.

**Figure 4: SIASCC FY2025-30 Strategic Plan Goals**



Below are the FY2025-30 SIASCC Strategic Plan goals and strategies. [Appendix B](#) provides tables outlining tactics for each SIASCC member agency that are linked to strategies to demonstrate how SIASCC plans to accomplish the goals in this 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.

- 1.2 Increase awareness of services and programs through multi-faceted approaches with measurable outcomes.
- 1.3 Increase awareness and utilization of the Texas No Wrong Door (NWD) System<sup>15</sup> to improve access to long-term services and supports for older Texans.
- 1.4 Increase awareness of services and supports for older Texans with disabilities (e.g., blindness and/or visual impairments, hearing impairments) as well as geriatric health conditions (e.g., Alzheimer’s Disease).

## **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.
- 2.2 Increase partnerships with and between providers to disseminate information about aging services and provide direct referral pathways.
- 2.3 Integrate state agency cross-collaboration within agency plans and aging related projects.

## **Goal 3: Simplify and streamline access to aging services and programs.**

### **Strategies**

- 3.1 Identify resources and options for developing a user-friendly, interactive and centralized online portal that provides comprehensive information about available aging services, eligibility requirements, and application process.

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<sup>15</sup> A system that coordinates access to long-term services and supports (LTSS) offered by state and local organizations, empowering individuals and caregivers to make informed decisions about their long-term care through a person-centered approach.

- 3.2 Assess current aging resources and communications to identify needed changes to simplify and improve the quality of information.
- 3.3 Identify funding options for implementing projects aimed at simplifying and streamlining access to aging services and programs.

## **Goal 4: Increase outreach and support of family caregivers of adults aged 60 and older.**

### **Strategies**

- 4.1 Increase awareness of family caregiver services and supports including respite services.
- 4.2 Increase trainings, partnerships and resources for family caregiver supports.
- 4.3 Identify funding options for increasing family caregiver supports and services.

## **Goal 5: Reduce ageism through age-friendly public outreach, awareness and education.**

### **Strategies**

- 5.1 Create opportunities for intergenerational connections<sup>16</sup> to foster mutual understanding and respect between younger and older generations.
- 5.2 Develop age-friendly resources, communications and programs.

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<sup>16</sup> Includes activities that bring different age groups together to interact and collaborate through community projects, schools, mentorship programs, or volunteer initiatives.

## Conclusion

The framework established in this strategic plan provides the SIASCC with steps to meet key strategies that streamline state agency efforts, utilize best practices, ensure optimal service delivery, and identify and collect current research and data. The statewide strategic plan process is a cross-agency, collaborative effort that will positively impact the future of aging services and programs in Texas. This strategic plan is expected to lead to improvements in cross-agency coordination, address identified gaps, and maximize the use of existing resources and services. A more efficient and effective state government approach to aging services delivery will result in Texans having a greater awareness of and access to aging services and programs.

Implementation of the goals, strategies and tactics within this strategic plan offers a path to a more coordinated approach to aging services and programs across Texas. SIASCC will continue focusing on these priorities, emerging trends, and council charges with a goal of creating a coordinated state agency approach to aging services and programs to better support older Texans.

## Appendix A: List of Acronyms

<b>Acronym</b>	<b>Full Name</b>
AAAs	Area Agencies on Aging
ADRCs	Aging and Disability Resource Centers
APS	Adult Protective Services
ARPA	American Rescue Plan
ATW	Aging Texas Well
Barshop Institute	The UTHSC San Antonio's Barshop Institute for Longevity and Aging Studies
CAQ	Caregiver Assessment Questionnaire
CCHA	Texas A&M's Center for Community Health and Aging
CCSE	Community Care Services Eligibility
CHCS	Center for Health Care Strategies
CHWs	Community Health Workers
CILs	Centers for Independent Living
CSQ	Caregiver Status Questionnaire
DFPS	Department of Family and Protective Services
DSHS	Department of State Health Services
HB	House Bill
FGI	Focus Group Interview
FY	Fiscal Year
HCBS	Home and Community-Based Services
HDMs	Home-Delivered Meals
HHSC	Health and Human Services Commission
KYN	Know Your Neighbor
LTCR	Long-Term Care Regulatory
LTSS	Long-Term Services and Supports
MCOs	Managed Care Organizations
MCS	Medicaid and CHIP Services
MIPPA	Medicare Improvements for Patients and Providers Act
NWD	No Wrong Door
OAA	Older Americans Act
OAAA	Office of Area Agency on Aging
OADRC	Office of Aging and Disability Resource Centers
OAG	Office of the Attorney General
OAM	Older Americans Month
OASC	Office of Aging Services Coordination
OIB	Older Individuals Who Are Blind or Visually Impaired
OOG	Office of the Governor
PCP	Person-Centered Planning
SFMNP	Senior Farmers Market Nutrition Program
SIASCC	Statewide Interagency Aging Services Coordinating Council
SLTCO	State Long-Term Care Ombudsman

<b>Acronym</b>	<b>Full Name</b>
SMEs	Subject Matter Experts
TALC	The University of Texas at Austin's Texas Aging and Longevity Consortium
TDA	Texas Department of Agriculture
TIRN	Texas Information and Referral Network
TVC	Texas Veterans Commission
TWC	Texas Workforce Commission
TX SILC	Texas Social Isolation and Loneliness Coalition



# Appendix B: SIASCC Goals, Strategies and Tactics

The following are SIASCC member agency specific tactics for each goal and strategy. If member agencies are interested in collaborating on identified tactics, the SIASCC Presiding Officer will facilitate coordination between the agencies.

## Goal 1: Strategies and Tactics

Goal 1 – Enhance public awareness of aging services and programs in Texas.

### Strategy 1.1

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

**Table 2: Goal 1 - Strategy 1.1 Tactics**

Number	Tactic	Owner	Timeframe
1.1.1	Conduct statewide needs assessment to identify the specific high-priority needs of aging veterans and the services available to address those needs as outlined in <a href="#">Texas Government Code Chapter 434, Subchapter A, section §434.017 (c-1) (1)</a> .	TVC	FY2028
1.1.2	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	FY2026
1.1.3	Conduct statewide survey through Aging Texas Well (ATW) to identify barriers to accessing information for older Texans.	HHSC	FY2028
1.1.4	Develop and conduct focus group interviews (FGI) in multiple languages to assess community members understanding of what aging services are available and how to access them.	TALC	FY2030

Number	Tactic	Owner	Timeframe
1.1.5	Use local cable T.V. provider (e.g., Spectrum News1 Community Calendar) to share opportunities to participate in FGI.	TALC	FY 2030
1.1.6	Invite older adults and children attendees at <a href="#">UT Austin Explore</a> to recruit for FGI.	TALC	FY 2030
1.1.7	Assess barriers to accessing credible information about aging services and programs for vulnerable older populations.	CCHA	FY2026
1.1.8	Increase training infrastructure to identify at-risk communities and overcome barriers to vaccination.	CCHA	Annually

## Strategy 1.2

1.2 Increase awareness of services and programs through multi-faceted approaches with measurable outcomes.

**Table 3: Goal 1 - Strategy 1.2 Tactics**

Number	Tactic	Owner	Timeframe
1.2.1	Identify and collaborate with other state agencies that provide direct services to aging Texas veterans.	TVC	FY2026
1.2.2	Promote the Adult Protective Services (APS) <a href="#">Partnering to Protect</a> and <a href="#">Protect Texas Adults</a> websites.	DFPS	Ongoing
1.2.3	Develop and disseminate aging focused media articles and highlight available services.	HHSC	Annually
1.2.4	Collaborate with local Area Agencies on Aging (AAAs) to expand efforts to educate older adults and family caregivers statewide on available aging services network resources.	HHSC	FY2028
1.2.5	Develop and implement a saturated media campaign. Publish monthly TALC Newsletter that provides useful information on UT Austin and Dell faculty community-based research of what services are available.	TALC	FY2030
1.2.6	Develop and implement pilot program that encourages faith-based organizations to serve the neediest older adults.	TALC	FY2030

Number	Tactic	Owner	Timeframe
1.2.7	Increase public awareness of the findings and impact of research on aging for improving the health and independence of all older Texans.	Barshop Institute	FY2027
1.2.8	Utilize American Rescue Plan Act (ARPA) Grant to support Senior Farmers Market Nutrition Program (SFMNP) outreach.	TDA	FY2025

### Strategy 1.3

1.3 Increase awareness and utilization of the Texas No Wrong Door (NWD) System to improve access to long-term services and supports for older Texans.

**Table 4: Goal 1 - Strategy 1.3 Tactics**

Number	Tactic	Owner	Timeframe
1.3.1	Support the NWD primary access points with outreach and marketing efforts.	HHSC	FY2025
1.3.2	Implement recommendations for improvement to the Texas NWD System as resources and funding are available.	HHSC	FY2030
1.3.3	Collaborate with HHSC Legal to clarify how NWD participation fits within the scope of the current Aging and Disability Resource Centers (ADRCs) contracts with the goal of strengthening future contracts.	HHSC	FY2028
1.3.4	Require STAR+PLUS managed care organizations (MCOs) have member-facing hotlines that utilize a “no wrong door” approach and conduct “warm transfer” between hotlines (e.g., Member hotline and Nurse Hotline).	HHSC	Ongoing
1.3.5	Establish partnership with Travis County Television to produce interviews with Texas NWD System providers for a monthly series available to public on channel 17. Use subtitles in Spanish and other languages.	TALC	FY2030

Number	Tactic	Owner	Timeframe
1.3.6	Develop and distribute a public service announcement that provides information in an interesting and accessible way, “something I could use when I need help” in multiple languages.	TALC	FY2030
1.3.7	Create, produce and disseminate a PBS mini-documentary of aging in place in low-resources communities. For example, <a href="#">channel 17</a> .	TALC	FY2030

## Strategy 1.4

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

**Table 5: Goal 1 - Strategy 1.4 Tactics**

Number	Tactic	Owner	Timeframe
1.4.1	Invite HHSC and other members of SIASCC to exhibit at the annual APS Conference.	DFPS	Annually
1.4.2	Expand and enhance the Alzheimer’s Disease public awareness campaign that encourages symptom recognition and early detection and diagnosis.	DSHS	FY2030
1.4.3	Implement project goals in relation to the HHSC Bridging Aging and Disability grant.	HHSC	FY2026
1.4.4	Collaborate with HHSC Office of Disability Services Coordination (ODSC) and other state agencies (e.g., Texas Workforce Commission) to highlight services for older Texans with disabilities.	HHSC	FY2027
1.4.5	Establish collaboration with local municipalities to declare state proclamation of Neighborhood Night Out, an event which would allow community members to inform one another and learn from city public health officials of existing state and local services designed to protect and improve older adult safety of Texans living with dementia and related disorders.	TALC	FY2030

Number	Tactic	Owner	Timeframe
1.4.6	Develop and implement FGI with TWC to assess community members understanding of available services (e.g., vocational rehabilitation, services for the blind, older adult services for hearing impairment, etc.) and how to access them for individuals with disabilities including visual and hearing impairments.	TALC	FY2030
1.4.7	Host student-led event about healthful aging in Texas, which raises awareness on the Texas A&M campus and in the Brazos Valley.	CCHA	Annually
1.4.8	Conduct outreach focused on Texans aged 55 and older with low vision and blindness overseen by TWC Older Individuals Who Are Blind (OIB).	TWC <sup>17</sup>	Annually

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<sup>17</sup> Due to the limited time for completing the SIASCC Strategic Plan and number of programs under TWC, TWC provided tactics only for OIB. TWC will research to determine what, if any, additional tactics can be contributed from other TWC program areas.

## Goal 2: Strategies and Tactics

Goal 2 – Strengthen coordination and collaboration among aging services.

### Strategy 2.1

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

**Table 6: Goal 2 - Strategy 2.1 Tactics**

Number	Tactic	Owner	Timeframe
2.1.1	Invite HHSC and other members of SIASCC to attend the annual APS Conference.	DFPS	Annually
2.1.2	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.	DSHS	FY2030
2.1.3	Develop cross-population trainings for service providers as part of HHSC Bridging Aging and Disability grant.	HHSC	FY2026
2.1.4	Facilitate workgroups and survey opportunities for input and discussion that encourage sharing and collaborating between AAA leadership on topics including workforce shortages, emergency preparedness, expanding partnership capacity, and developing performance measures.	HHSC	FY2028
2.1.5	Increase evidence-based practices and trainings for mental health providers related to serving older adults.	HHSC	Annually
2.1.6	Identify opportunities for collaboration with multiple interdisciplinary workgroups with internal and external partners focused on supporting older adults.	HHSC	Monthly
2.1.7	Promote information sharing, professional development, best practices, self-care and other tips and tools for caregivers on providing care for older adults.	HHSC	FY2025

Number	Tactic	Owner	Timeframe
2.1.8	Develop and implement curriculum to educate adult day activity providers on benefits and management of intergenerational day programs.	TALC	FY2030
2.1.9	Increase awareness of learning opportunities for providers on the most recent research discoveries on aging.	Barshop Institute	Ongoing
2.1.10	Facilitate learning opportunities for aging service providers to foster collaboration, share best practices, and identify opportunities for joint initiatives.	CCHA	Annually
2.1.11	Support activities of external stakeholders serving aging Texans (e.g., the Texas Social Isolation and Loneliness Coalition (TX SILC)).	CCHA	Annually

## Strategy 2.2

2.2 Increase partnerships with and between providers to disseminate information about aging services and provide direct referral pathways.

**Table 7: Goal 2 - Strategy 2.2 Tactics**

Number	Tactic	Owner	Timeframe
2.2.1	Identify Texas communities for targeted outreach and partnership development.	TVC	FY2027
2.2.2	Develop an APS partnership directory to provide better information about resources available in Texas communities.	DFPS	FY2026
2.2.3	Identify Texas communities for targeted outreach to media partners for partnership development.	HHSC	FY2027
2.2.4	Use STAR+PLUS service coordination to ensure timely and coordinated access to health care providers and other non-capitated services, including referrals to community organizations.	HHSC	Ongoing
2.2.5	Develop and implement TALC webinars with Texas NWD System and 2-1-1 providers to increase information about direct referral processes of essential aging services and other resources that are available, accessible, and affordable in the City of Austin and Travis County.	TALC	FY2030

Number	Tactic	Owner	Timeframe
2.2.6	Support existing statewide coalitions focused on services for aging Texans.	CCHA	FY2027
2.2.7	Support vaccination efforts for older adults by forming partnerships to increase uptake across Texas.	CCHA	FY2026

## Strategy 2.3

2.3 Integrate state agency cross-collaboration within agency plans and aging related projects.

**Table 8: Goal 2 - Strategy 2.3 Tactics**

Number	Tactic	Owner	Timeframe
2.3.1	Develop community engagement plans with critical and essential partners across APS districts and statewide.	DFPS	Annually
2.3.2	Increase strategies from other state agencies within the ATW Strategic Plan.	HHSC	FY2028
2.3.3	Identify aging related projects for cross-agency collaboration and outreach to relevant state agencies.	HHSC	FY2030
2.3.4	Conduct a pilot study of the feasibility of intergenerational day center program led by TALC and Priscilla Pond Flawn Child and Family Laboratory.	TALC	FY2030
2.3.5	Collaborate with Meals on Wheels to evaluate physical, social, cognitive, and learning program benefits of recipients of congregate and home-delivered meal services and investigate best practices for other institutions of higher learning.	TALC	FY2030
2.3.6	Identify aging related clinical and population health research projects for cross-collaboration between state agencies.	Barshop Institute	FY2027
2.3.7	Collaborate with Centers for Independent Living (CILs) through joint training, referral exchanges, and technical assistance calls.	TWC	Annually
2.3.8	Participate in and attend various trainings in collaboration with community partners.	TWC	Annually



Number	Tactic	Owner	Timeframe
2.3.9	Participate in staff meetings or events held by local agencies to build stronger relationships.	TWC	Annually

## Goal 3: Strategies and Tactics

Goal 3 – Simplify and streamline access to aging services and programs.

### Strategy 3.1

3.1 Identify resources and options for developing a user-friendly, interactive and centralized online portal that provides comprehensive information about available aging services, eligibility requirements, and application process.

**Table 9: Goal 3 - Strategy 3.1 Tactics**

Number	Tactic	Owner	Timeframe
3.1.1	Research options for a coordinated IT system for the Texas NWD System.	HHSC	FY2030
3.1.2	Conduct review of the contractually required ADRC NWD partners for potential expansion.	HHSC	FY2028
3.1.3	Create and implement an online, interactive service “Chat with a TALC faculty affiliate” to ask questions about aging services and get the help a caregiver thinks they need and might benefit.	TALC	FY2030

### Strategy 3.2

3.2 Assess current aging resources and communications to identify needed changes to simplify and improve the quality of information.

**Table 10: Goal 3 - Strategy 3.2 Tactics**

Number	Tactic	Owner	Timeframe
3.2.1	Review and update as necessary TVC website about available resources that support aging Texas veterans.	TVC	FY2027
3.2.2	Review and update 2-1-1 Texas Information and Referral Network (TIRN) information.	HHSC	FY2027
3.2.3	Promote the <a href="#">Aging Well Resources Order Form</a> to assist older adults, caregivers and service providers in accessing aging resources.	HHSC	FY2027

Number	Tactic	Owner	Timeframe
3.2.4	Review and update OASC initiative websites to improve content and streamline information.	HHSC	FY2027
3.2.5	Increase continuity and strengthen communication efforts (e.g., messaging, meetings and surveys), and provide helpful resources on new initiatives (e.g., emergency preparedness manual and new legal assistance requirements) to better support AAAs.	HHSC	FY2028
3.2.6	Implement Medicaid Administrative Claiming for the ADRC program.	HHSC	FY2026
3.2.7	Identify and seek out grant opportunities that benefit Texas' LTSS populations.	HHSC	FY2026
3.2.8	Review and update person-centered planning (PCP) forms, policies and processes for STAR+PLUS Home and Community-Based Services (HCBS).	HHSC	FY2027
3.2.9	Extend awareness and education about cognitive impairment and Alzheimer's Disease in access to long-term services and supports through the Texas NWD System with aggressive community outreach efforts and FGI.	TALC	FY2030
3.2.10	Develop a data portal that can track need for and use of coordinated aging services.	CCHA	FY2030
3.2.11	Increase online and in-person training infrastructure to educate community health workers (CHWs) about recommended vaccinations for older Texans.	CCHA	Annually
3.2.12	Review and update SFMNP materials.	TDA	FY2025
3.2.13	Collaborate with the Texas State Library Talking Book Program to produce the "Guide to Independent Living for Older Individuals Who Are Blind or Visually Impaired" as an audio version in both English and Spanish.	TWC	FY2025
3.2.14	Review and update OIB program brochures and materials as needed to ensure they are clear, accurate, and available in accessible formats, including large print and braille.	TWC	FY2025

## Strategy 3.3

3.3 Identify funding options for implementing projects aimed at simplifying and streamlining access to aging services and programs.

**Table 11: Goal 3 - Strategy 3.3 Tactics**

Number	Tactic	Owner	Timeframe
3.3.1	Investigate funding options for improving the Texas NWD System.	HHSC	FY2030
3.3.2	Research and share grant opportunities to improve aging services and programs.	HHSC	FY2030
3.3.3	Investigate options to improve the CCSE intake phone system.	HHSC	FY2027

## Goal 4: Strategies and Tactics

Goal 4 – Increase outreach and support of family caregivers of adults aged 60 and older.

### Strategy 4.1

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

**Table 12: Goal 4 - Strategy 4.1 Tactics**

Number	Tactic	Owner	Timeframe
4.1.1	Collaborate with other state agencies to increase outreach and awareness of resources to support the aging Texas veterans population.	TVC	FY2027
4.1.2	Invite HHSC and other members of SIASCC to present at the annual APS Conference.	DFPS	Annually
4.1.3	Increase outreach and use of the Grants to Increase Local Dementia Support (GILDS) in the covered 48 counties and explore opportunities to expand program to additional areas in the state.	DSHS	FY2030
4.1.4	Increase outreach and awareness of the Strengthen the Care You Give campaign to target communities in most need of caregiving resources.	HHSC	FY2027

Number	Tactic	Owner	Timeframe
4.1.5	Develop and promote the Texas Roadmap to Support Family Caregivers. .	HHSC	FY2028
4.1.6	Ensure STAR+PLUS MCOs coordinate and track referrals to community organizations and identify service gaps for each member.	HHSC	Ongoing
4.1.7	Develop and implement an online tool designed to help older adults and their families assess their individual needs in order to make proactive decisions about options in caregiver services <sup>18</sup> .	TALC	FY2030
4.1.8	Develop tailored web-based platform to enhance awareness of and ease of use of caregiver services and supports.	CCHA	FY2027
4.1.9	Conduct statewide needs assessment to identify service availability, utilization (and associated gaps) among unpaid caregivers and the organizations that serve them.	CCHA	FY2026

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<sup>18</sup> [Planning for the 21st Century: Managed Community Long-Term Care in Texas, PRP 122](#)

## Strategy 4.2

4.2 Increase trainings, partnerships and resources for family caregiver supports.

**Table 13: Goal 4 - Strategy 4.2 Tactics**

Number	Tactic	Owner	Timeframe
4.2.1	Recruit gerontologists, geriatric primary care physicians, and geriatricians to serve on multisectoral initiatives for increasing information for caregivers provided by the Aging and Disability Research Centers (ADRCs) and Area Agencies on Aging (AAAs).	TALC	FY2030
4.2.2	Streamline access to caregiver services, promote multi-sectoral collaboration with local municipalities, state providers of 1115 Waiver managed care long-term care services and supports programs, and hospitals to support local community-based options in discharge planning.	TALC	FY2030

## Strategy 4.3

4.3 Identify funding options for increasing family caregiver supports and services.

**Table 14: Goal 4 - Strategy 4.3 Tactics**

Number	Tactic	Owner	Timeframe
4.3.1	Identify funding options for increasing caregiver supports and services.	HHSC	FY2030
4.3.2	Develop legislative funding proposal to increase state funding for Medicaid programs that improve healthy aging and independence for older adults.	TALC	FY2030
4.3.3	Develop legislative funding proposal to increase access to Medicaid long-term services and support for older adults.	TALC	FY2030
4.3.4	Develop legislative funding proposal to increase for non-Medicaid services for informal family caregivers.	TALC	FY2030

Number	Tactic	Owner	Timeframe
4.3.5	Develop legislative funding proposal to increase emergency preparedness programs for special older populations.	TALC	FY2030
4.3.6	Develop legislative funding proposal to increase state funding for public health agencies to promote brain health and healthy aging encompassing capacity building, technical assistance, strategic partnerships, and training initiatives.	TALC	FY2030
4.3.7	Develop legislative funding proposal for pilot projects that expand care options that encompass public-private partnerships to establish intergenerational day center pilot programs that improve health outcomes and produce cost savings.	TALC	FY2030
4.3.8	Develop legislative funding proposal to establish Texas incentive grant program for one-time start-up costs to build out child and adult day care services in the same place such as adult activity centers, assisted living, nursing homes, and other sites. The program would be funded by state general revenue and provide grant awards to community organizations to help the state meet critical labor force needs for both children and older adults.	TALC	FY2030
4.3.9	Continue outreach activities to ensure home-delivered meals (HDMs) providers in Texas are aware of the Texan Feeding Texans: Home Delivered Meals Grant Program.	TDA	FY2026

## Goal 5: Strategies and Tactics

Goal 5 – Reduce ageism through age-friendly public outreach, awareness and education.

## Strategy 5.1

5.1 Create opportunities for intergenerational connections to help break down misconceptions and foster mutual understanding and respect between younger and older generations.

**Table 15: Goal 5 - Strategy 5.1 Tactics**

Number	Tactic	Owner	Timeframe
5.1.1	Partner with Texas Education Agency to promote careers in adult protective services in connection with the Human Services Career and Technical Education program of study in Texas high schools.	DFPS	FY2027
5.1.2	Promote the Know Your Neighbor (KYN) campaign that encourages connections between neighbors.	HHSC	FY2028
5.1.3	Establish Governor’s Taskforce that encourages civic participation in community programs that promote intergenerational interaction.	TALC	FY2030
5.1.4	Develop and implement statewide intergeneration spaces in public places to foster intergenerational relationships at adult day activity centers and OAA senior services centers.	TALC	FY2030
5.1.5	Support collaboration for the implementation of age-friendly plans by the 28 AAAs of individuals 60 and older and their family caregivers through community engagement involving intergenerational events.	TALC	FY2030
5.1.6	Support and promote student group activities including UT Austin Graduate Student Council engagement activities with older adults (this includes events such as talks at OLLI, UT Austin’s Lifelong Learning Program).	TALC	Ongoing
5.1.7	Foster Aggies Serving the Aging Population Student Group.	CCHA	Annually
5.1.8	Guide college student efforts to engage older adults in the Brazos Valley.	CCHA	Annually

## Strategy 5.2

5.2 Develop age-friendly resources, communications and programs that are in alignment with the national framework and principles.

**Table 16: Goal 5 - Strategy 5.2 Tactics**

Number	Tactic	Owner	Timeframe
5.2.1	Collaborate and coordinate with other state agencies to participate in their aging campaigns and programs with an emphasis on veteran services.	TVC	FY2027
5.2.2	Present outstanding APS partners with a Partnering to Protect Award.	DFPS	Annually
5.2.3	Develop and implement a dynamic Older Americans Month (OAM) campaign using resources such as the <a href="#">Reframing Aging</a> concepts.	HHSC	Annually
5.2.4	Review and update OASC resources to ensure information provided is relevant, positive and age friendly.	HHSC	FY2028
5.2.5	Increase Texas awareness on accessing and enrolling in supports and services offered through the aging services network.	HHSC	FY2028
5.2.6	Develop and implement action plan to create an annual healthy aging data report and county data profiles for documenting unmet needs of older adults and their caregivers in every Texas county.	TALC	FY2030
5.2.7	Develop and implement statewide community needs pilot to enhance brain health and address dementia care pilot with AARP and AAAs to become dementia-friendly communities.	TALC	FY2030
5.2.8	Create and collaborate with other state agencies to highlight existing state programs that improve social connections across generations during Older Americans Month on TALC website.	TALC	FY2030
5.2.9	Develop and implement community outreach program with Texas public institutions of higher education and medical schools to foster community outreach to individuals living with serious cognitive impairment/dementia and their caregivers.	TALC	FY2030



Number	Tactic	Owner	Timeframe
5.2.10	Develop and implement an annual PSA for respite services during National Family Caregiver Month (November).	TALC	FY2030
5.2.11	Develop and implement pilot program to increase the number of community-based service worker interdisciplinary teams (promotoras, geriatric social workers, and adult nurses) to inform individuals of aging programs, what they do, and how they could benefit from participation.	TALC	FY2030
5.2.12	Support community outreach activities to serve low-income under-resourced communities around Austin (e.g., blood pressure screening, hearing screenings).	TALC	FY2030
5.2.13	Launch the Dementia Research Scientists group aimed at interdisciplinary efforts to address the challenges of prevention, early detection, and intervention for individuals experiencing dementia and their families.	TALC	FY2030
5.2.14	Support Brazos Valley Dementia Friendly Community planning activities.	CCHA	FY2027
5.2.15	Review and update regularly all OIB publications to ensure they reflect a positive and empowering approach to independence and aging, fostering an age-friendly perspective.	TWC	Annually
5.2.16	Expand October’s White Cane Day and other activities to incorporate ageism awareness to highlight the achievements of older adults who are blind or visually impaired, showcasing their independence and resilience while addressing societal misconceptions about aging.	TWC	Annually