

Alzheimer's Disease Program

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TEXAS
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Texas Department of State
Health Services

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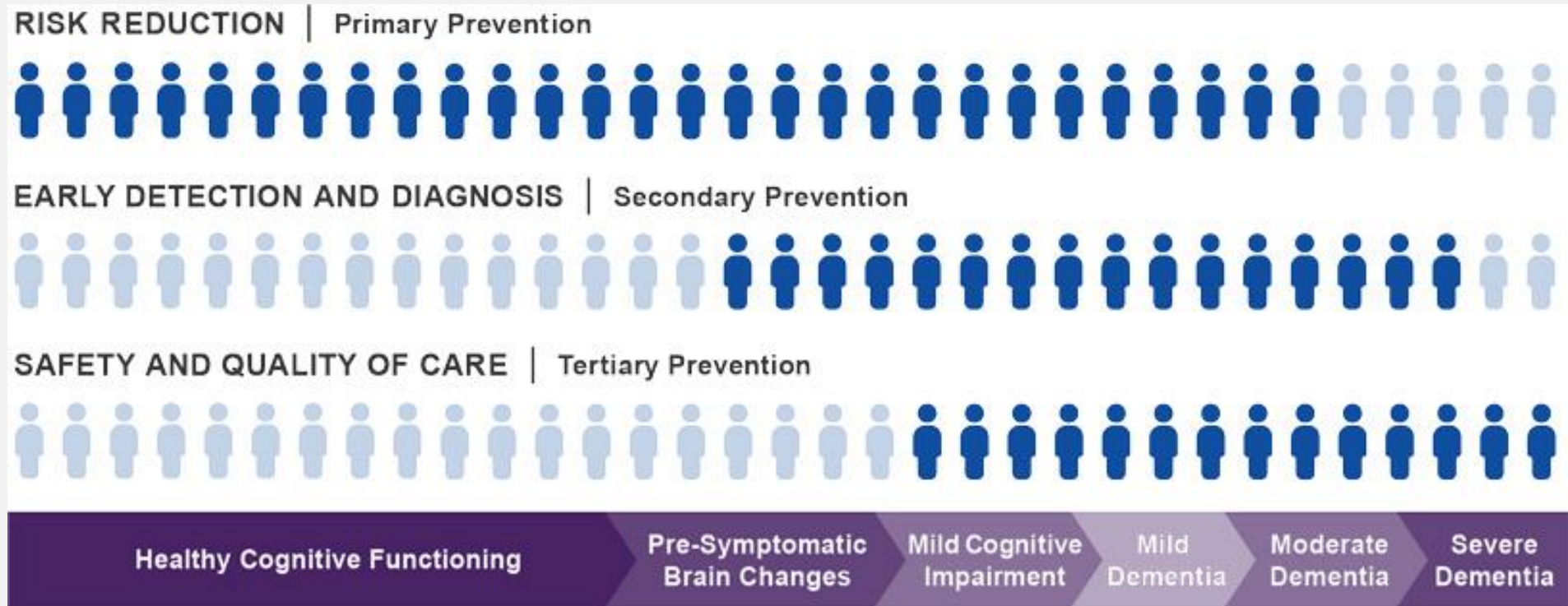
Texas Facts and Figures

Alzheimer's disease is a growing public health crisis in Texas. The impact of Alzheimer's is projected to rise, and the most recent data show:

- 459,000 people aged 65 and older are living with Alzheimer's in Texas.
- 11.7% of Texans aged 45 and older have subjective cognitive decline.
- 1,016,000 family caregivers bear the burden of the disease in Texas.
- 1.5 billion hours of unpaid care provided by Alzheimer's caregivers in Texas, at a value of \$23.9 billion.
- \$3.9 billion is the cost of Alzheimer's to the Texas Medicaid program.



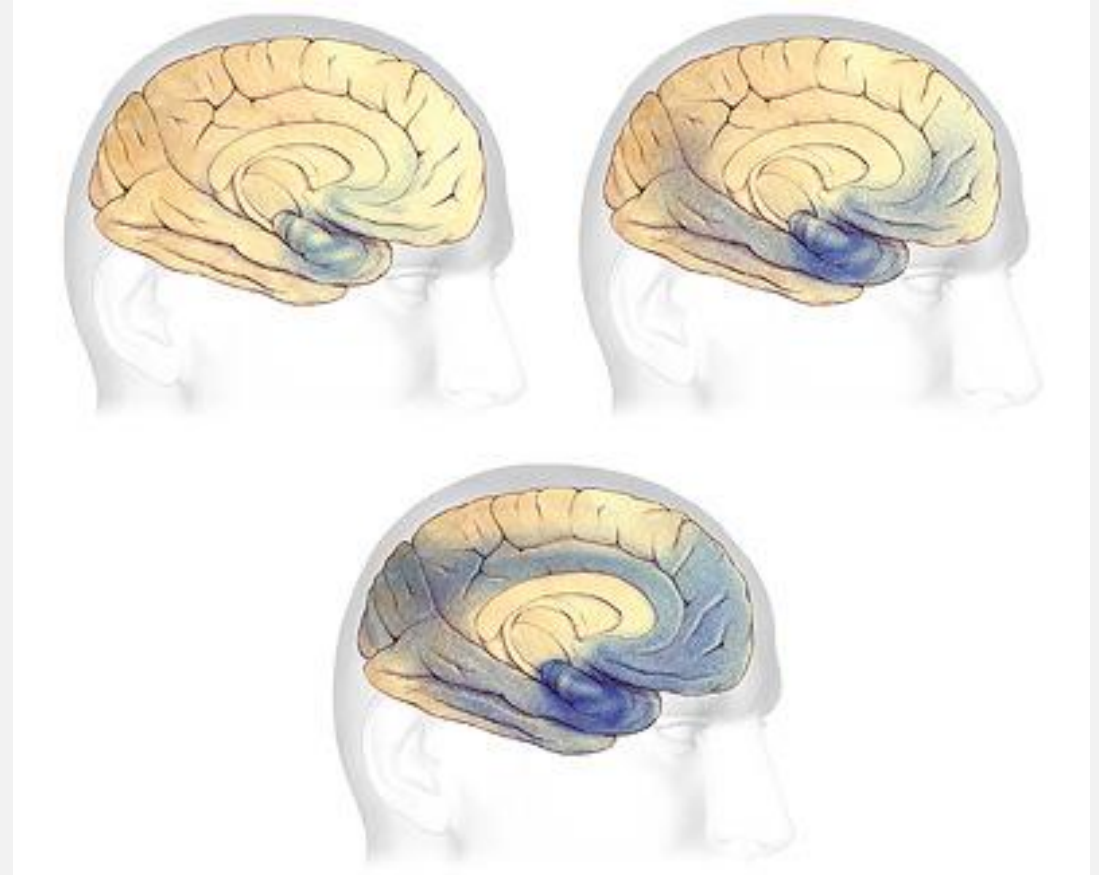
Public Health Approach



Source: Alzheimer's Association. www.alz.org/professionals/public-health/public-health-approach

Alzheimer's Disease & Related Dementias

- **Alzheimer's disease**
 - 60% - 80% of dementia cases
- **Related dementias**
 - Vascular
 - Lewy body
 - Frontotemporal
 - Mixed dementia



Source: Alzheimer's Association.

<https://www.alz.org/alzheimers-dementia/what-is-alzheimers>

DSHS Alzheimer's Disease Program



Texas Department of State
Health Services

Services

Health & Wellness

Diseases & Conditions

Business & Compliance

Data & Case Reporting

Home / Alzheimer's Disease

Alzheimer's Disease

en español



Website: dshs.texas.gov/alzheimers-disease

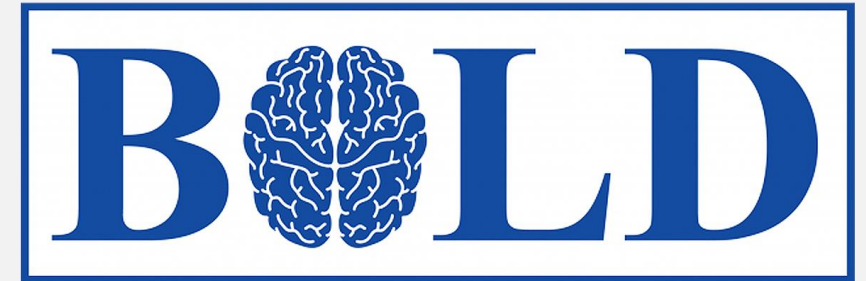
CDC Building Our Largest Dementia Infrastructure (BOLD)

- **Purpose:**

- To support and promote dementia risk reduction, early detection and diagnosis, prevention of avoidable hospitalizations, and dementia caregiving.

- **Goals:**

- Recipients increase awareness and understanding of Alzheimer's disease and related dementias (ADRD) among the public, health care providers, and other professionals.
- Recipients address ADRD topics through primary, secondary, and tertiary prevention.



Source: U.S. Centers for Disease Control and Prevention. www.cdc.gov/aging-programs/php/bold/index.html

Alzheimer's Disease Partnership

- **Purpose:** To engage organizations, agencies, institutions, and individuals to work collaboratively to reduce the impact of ADRD in Texas and to promote the Texas State Plan for Alzheimer's Disease
- Volunteer network of over 400 partners
- Workgroups:
 - Membership
 - Implementation Plan
 - Community-Clinical Linkages
 - ADRD Data

Alzheimer's Disease Partnership

The Alzheimer's Disease Partnership aims to engage organizations, agencies, institutions, and individuals to work collaboratively to reduce the impact of Alzheimer's disease and related dementias (ADRD) in Texas and to promote the Texas State Plan for Alzheimer's Disease.

Members

The membership is a volunteer network of approximately 200 partners. The Alzheimer's Disease Partnership comprises:

- A wide variety of individuals from state, local, and community organizations
- Academic and research institutions
- For-profit and nonprofit organizations
- The health care industry
- Family members of individuals impacted by ADRD

Members work together on the following topics to reduce the impact of ADRD:

- Risk reduction
- Early detection and diagnosis
- Community linkages to treatment, care, and services
- Disease management
- Professional and public education
- Reducing disparities related to ADRD

Benefits of Membership

- Gain insight and understanding of the challenges many Texans face related to ADRD.
- Collaborate with a large network of other members to bring about the Texas State Plan and/or to partner on other ADRD projects and activities.
- Learn creative ways to address ADRD challenges from national, state, and local organizations.
- Connect with individuals and ADRD-related institutions to address ADRD issues in Texas.
- Increase awareness of new funding opportunities and resources to help with ADRD-related goals.

For more information or to join, email alzheimers@dshs.texas.gov



Contact Information

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For more information, visit:
dshs.texas.gov/alzheimers-disease



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Legislative Appropriations (Rider 31)

Provides funds to:

- Create an awareness campaign
- Develop and implement the 2024-2028 Texas State Plan for ADRD
- Establish a competitive grants program to provide direct caregiver support up to \$150K awarded per recipient
- Include dementia-related modules in the Texas Behavioral Risk Factor Surveillance System
- Create an interprofessional training program for future healthcare professionals



Memory Issues Could Be Alzheimer's.
Don't Wait to See a Doctor.

Public Awareness Campaign

- **Sherry Matthews Group Contract**
- **Television Commercials and Radio PSAs**
 - Available in English and Spanish
 - Distributed through the Texas Association of Broadcasters (TAB)
- **Digital Billboard Ads**
 - Strategic placement in areas with higher instances of ADRD
- **Campaign Collateral Materials**
 - Digital copies available online
 - Available in English and Spanish
 - [Ordering FREE printed materials](#)



Provider Education

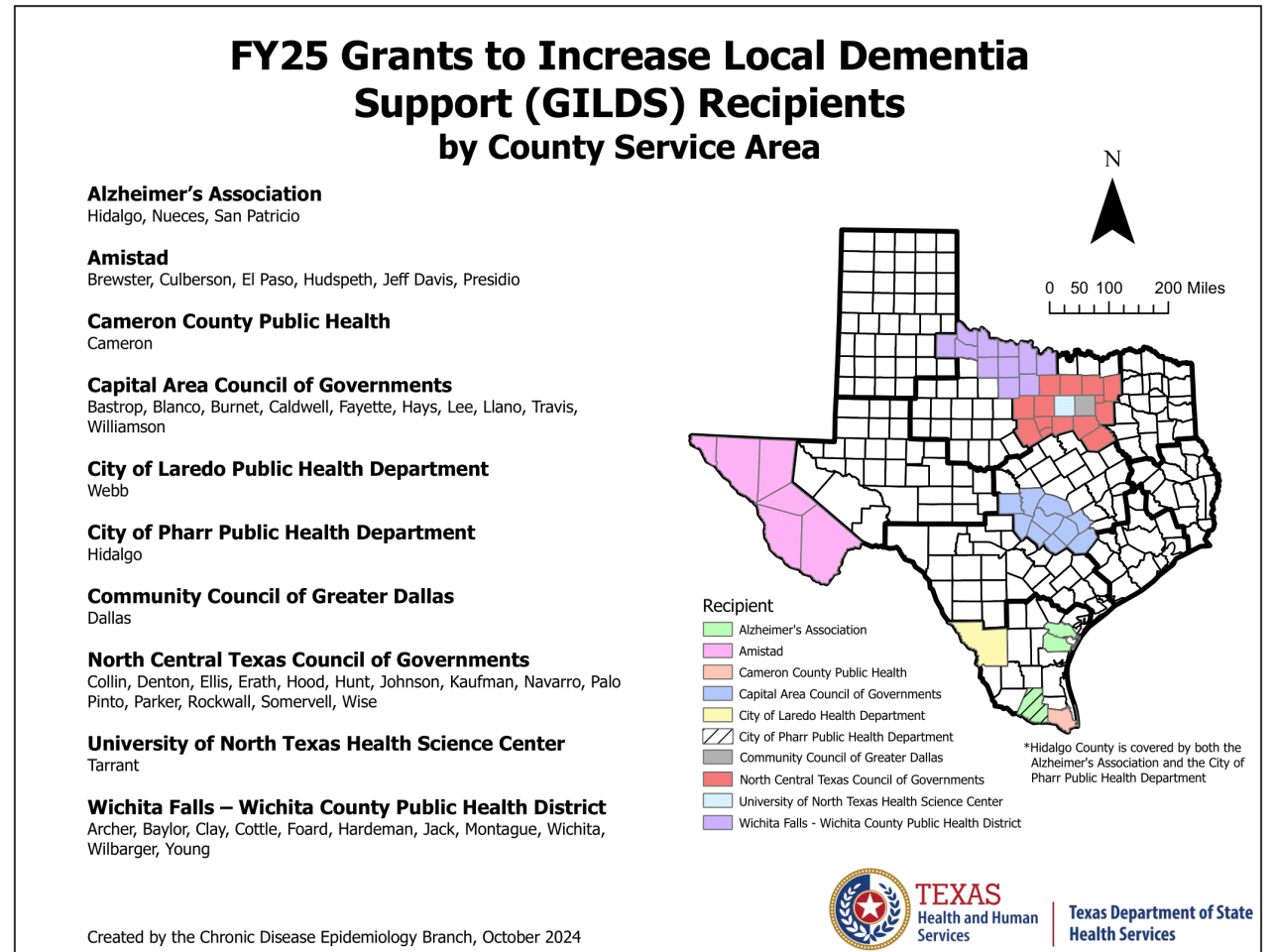
- **Sherry Matthews Group Contract**
- **Quick Courses**
 - Connecting PCPs, Specialists, and Family Caregivers
 - Resources for Patients and Family Caregivers
- **[Continuing Education Modules](#)**
 - Hosted through the [HHS Learning Portal](#) and it is free to create an account.
- **Healthcare Provider Resources**
 - [Patient Checklist and Resource Handout](#)
 - [Cognitive Decline Handout for Patients & Caregivers](#)
 - [Ordering printed materials - FREE](#)



Alzheimer's or Related Dementia Diagnosis?
What's Next for You and Your Family.

Grants to Increase Local Dementia Support (GILDS)

- Provide support to persons with ADRD and their caregivers
- Promote early detection and diagnosis
- Promote primary care training resources
- Provide education, support, and referrals to community resources
- Improve community-clinical linkages



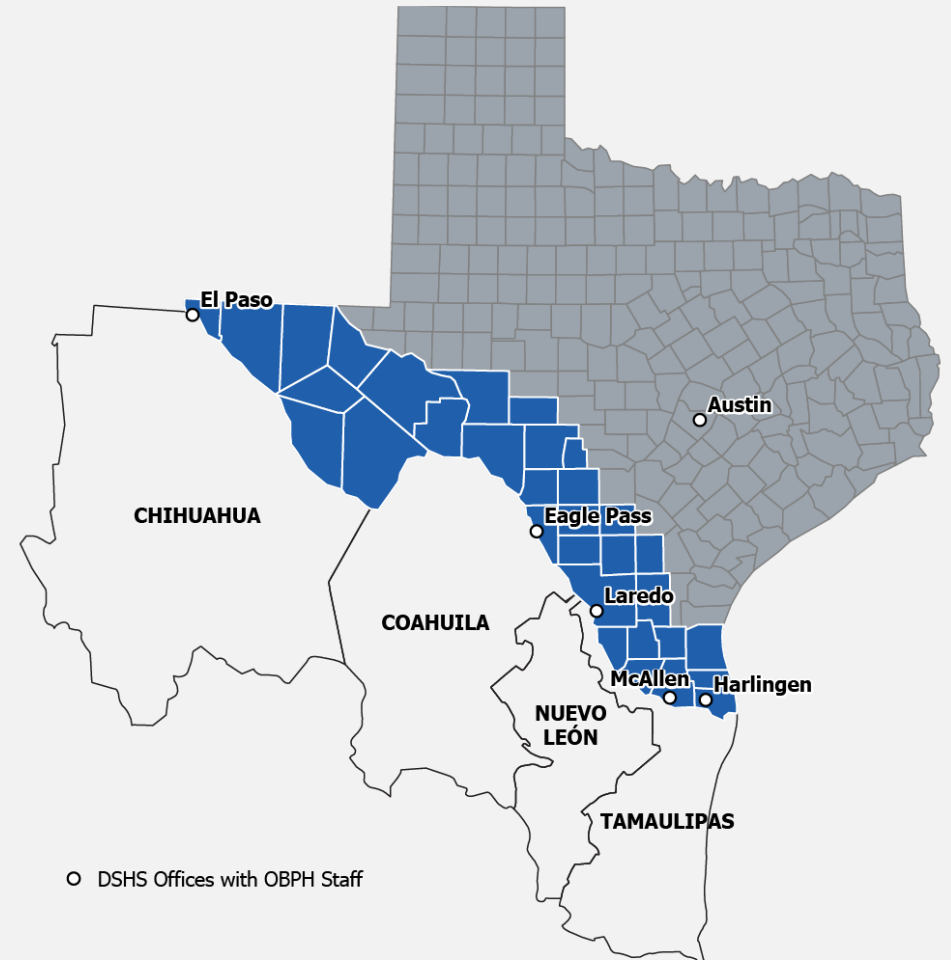
Other Initiatives

- [Texas Council on Alzheimer's Disease and Related Disorders \(Council\)](#)
- [Texas State Plan for Alzheimer's Disease 2024 – 2028](#)
- Unpaid Caregiver Survey
- Internship Program
- Speaker Requests

Border Region

GILDS Awardees

- **Alzheimer's Association:** Hidalgo, Nueces, San Patricio
- **Amistad:** Brewster, Culberson, El Paso, Hudspeth, Jeff Davis, Presidio
- **Cameron County Public Health:** Cameron
- **City of Laredo Public Health Department:** Webb
- **City of Pharr Public Health Department:** Hidalgo



Border Region – Awareness Campaign

Resources in English and Spanish

- *A Family's Guide to Alzheimer's*
- [Poster](#) & [Push Card](#) – *Alzheimer's is different than normal aging (El alzhéimer es diferente al envejecimiento normal)*
- [Conversation Flyer](#)
- [Caregiver Fact Sheet](#)


For a full list of campaign materials, [click here](#).

El alzhéimer es diferente al envejecimiento normal.

- Perderse al manejar por el centro.
- Perderse en el vecindario.
- No encontrar las llaves de la casa.
- Poner las llaves de la casa en el congelador.
- Olvidar el nombre de alguien.
- Olvidar los nombres de sus hijos.

Reconozca las señales. Hable del tema.

Hay diferencias entre el envejecimiento normal y el alzhéimer. Si ve señales, es importante que hable sobre el tema con su ser querido. El tratamiento temprano puede marcar una gran diferencia en la calidad de vida. Para informarse sobre qué señales buscar, visite dshs.texas.gov/alzheimers.

 TEXAS Health and Human Services | Texas Department of State Health Services

Border Region – Awareness Campaign

Goals:

- To help the public recognize early Alzheimer’s symptoms
- Educate audiences that ongoing problems with memory, thinking, and behavior are not part of normal aging
- Connect audiences to DSHS website resources (dshs.texas.gov/alzheimers) and community support.

Billboards

- 5 placed in Rio Grande Valley
- 3 placed in El Paso
- Generated more than 87,000,000 impressions

Television & Radio PSAs

- Two television ads – English and Spanish – 30 second and 15 second spots
- Two PSAs – English and Spanish – 30 second and 15 second spots
- **Combined outcomes:**
 - 41,000 spots across Texas
 - Almost 48,000,000 impressions

Border Region – Awareness Campaign



[Click here to view on YouTube.](#)

Questions?



Thank you!

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Megan Rowe, MPS



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