Almost two-thirds (63%) of Texas’ three main multicultural populations reside in Houston, Dallas-Ft. Worth and San Antonio combined. The Houston DMA ranks first in population size for Hispanic/Latino and African-American/Black residents. The Asian population is relatively even across the Houston and Dallas-Ft. Worth DMA markets with 5.6% and 4.5% respectively.

By 2016, Hispanics will represent 42% of the 50+ population in San Antonio and 26% of Texas as a whole.

Map of Texas’ Multicultural Population by County

Number of Legislative Districts comprised of at least 35% minority 50+ populations:

- **64** out of 150 State House Districts;
- **12** out of 31 State Senate Districts;
- **12** out of 32 Congressional Districts.
Multicultural Engagement
Texas

Priorities

Needs Among 50+ Hispanic/Latino Constituents in Texas¹

• Long Term Care – 82% of Hispanics age 50+ in Texas consider it “extremely” or “very important” that long term care services allow aging-in-place but concern about cost and quality are prevalent. 79% worry about how they will pay for long term care. An equal proportion support strengthening the enforcement of quality standards for nursing homes in Texas.

• Financial Security – Few feel they have everything they need to receive Social Security when needed (28%) or Medicare (38%).

• Utility Costs – Over two-thirds (72%) are “extremely” or “very concerned” about home electricity costs increasing and 61% do not believe that their state elected officials are doing enough to lower the cost of their electricity bill.

• Consumer Protection – 55% of 50+ Latino Texans are “extremely” or “very worried” about protecting themselves from unfair or deceptive business practices.

• Transportation Options – 45% are worried about driving around in their community as they age.

AARP Presence

AARP Texas’ presence in our communities reflects the richness of Texas diversity, enables engagement and channels value for people 50+ where they live.

Embedding our Work
AARP Texas has strived to embed work such as the Protect Seniors campaign, retirement planning, mobility, Medicare fraud and ACA education in Hispanic communities across the state. We are identifying community partners and leadership that can help AARP engage and demonstrate our relevance to the 50+ populations in Hispanic communities.

Capacity & Volunteer Outreach
AARP Texas is actively recruiting bilingual volunteers to assist in advocacy work and provide leadership in communities. This effort is ongoing as we continue to build our relevance within the Hispanic community. Hispanic elected officials and volunteer constituent activists are identified and recruited to carry AARP’s public policy position forward to the legislators.

Animadoras Initiative
In partnership with La Fe, Neighborhood Alliance and Martinez Women’s Street, the Animadoras Initiative, similar to the Promotora model, seeks to educate and inform the Hispanic community about AARP and the issues on which the Association focuses. Animadoras are trusted community advisors that have grassroots relationships with the residents in their community.

Platicas
AARP Texas has conducted platicas throughout South Texas to listen and learn from Hispanics 50+ about issues of concern, and identify opportunities to engage and build presence.

Community Engagement
In partnership with the City of San Antonio and Neighborhood Associations, AARP Texas has set up conversations and awareness forums in Senior centers. We are attending Neighborhood Association meetings to identify issues and train activists to effectively engage around these issues. This gives AARP the opportunity to connect its advocacy efforts to the community.

“Our community is the place where we can be most effective.”
—Dr. Ethel Percy Andrus, AARP Founder

AARP-TX’s 2012 Priorities

• Medicaid reform and long term care
• Home and community based services
• Nursing home quality
• Home energy affordability
• Payday and auto-title lending reform
• Safe transportation options

¹ Source: Voices of 50+ Hispanics in Texas, AARP, February 2011

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