

ALZHEIMER'S ASSOCIATION | REQUEST FOR APPLICATIONS

Healthy Brain Initiative Road Map Strategists: Jan 2026 - Sept 2026

Purpose: The Healthy Brain Initiative (HBI) Road Map Strategists Program increases the capacity of local health departments (LHDs) and their community partners to address dementia.

Up to eight (8) local health departments will receive direct funding, training, and technical assistance to establish a part-time HBI Road Map Strategist to advance population health approaches related to dementia. These population health professionals will receive training and technical assistance that enables them to:

- Develop expertise in Alzheimer's and dementia from a life-course perspective, including understanding related social and structural determinants of health and expert recommendations for governmental public health action;
- Assess local needs and strengths related to dementia;
- Educate public health department staff;
- Provide local leadership in prioritizing, implementing, and coordinating actions from the [HBI State and Local Road Map for Public Health, 2023 - 2027](#).

Eligibility: This funding opportunity is intended for local health departments only.

Applicants must designate a specific senior or mid-career employee with public health knowledge to actively and fully participate in the Road Map Strategist initiative. Organizations already receiving dementia-specific federal grant funding are not eligible to apply. LHDs that have previously completed the HBI Road Map Strategist Program are not eligible to apply.

Application Open: October 8, 2025

Application Due Date: November 12, 2025 at 11:59 PM ET

Notification Date: November 21, 2025

Participation Period: January 2026 through September 2026

Support Provided: \$50,000 provided in 2 payments (upon execution of contract and after the completion of mid point deliverables); and virtual education, coaching, technical assistance, tools and peer learning.

Contact: publichealth@alz.org

Overview

Millions of Americans today live with Alzheimer's disease or another dementia. As the size of the U.S. population age 65 and older continues to increase, the number of Americans with Alzheimer's or other dementias will continue to grow. Increasingly, local health departments across the country are developing programs to address dementia in their communities.

Participation in the Road Map Strategists program is an opportunity to develop and strengthen public health capacity to address dementia, establish your agency and key partners as community leaders on brain health, and receive national recognition for your efforts.

Up to eight **local health departments (LHDs)** will receive funding and designate an employee to serve as a part-time HBI Road Map Strategist. These population health professionals will receive training and technical assistance that enable them to:

- Develop expertise in Alzheimer's and dementia from a life course perspective, including understanding related social and structural determinants of health;
- Assess local needs and strengths related to dementia to inform policies, programs, plans, and funding applications
- Educate internal public health staff; and
- Provide local leadership in integrating brain health, dementia or caregiving into organizational and community activities for sustained action, informed by the [HBI State and Local Road Map for Public Health, 2023 - 2027](#).

LHDs select a single key focus area for their work, including but not limited to the following options: Caregiver Health, Early Detection, Risk Reduction, Data/Surveillance, Emergency Response, Workforce Development.

Road Map Strategists will be provided with education, technical assistance, and tools. Their agency will receive up to \$50,000 over the period from January through September 2026 to support program activities. Funds will be disbursed in two separate installments, the first in the amount of up to \$25,000 upon execution of the contract, and the second in the amount up to \$25,000 upon completion of all deliverables, including developing a landscape assessment, providing education to public health staff, and developing a plan to implement HBI Road Map actions.

Public Health Approach to Dementia

The Healthy Brain Initiative (HBI) Road Map Series offers guidance on actions health departments can take to reduce risk for cognitive decline, increase detection and diagnosis of dementia, and optimize the health and well-being of people living with dementia and their caregivers. Many of the actions can be integrated into existing public health efforts, with the goal of building public health capacity towards the [Healthy People 2030 objectives for dementia](#).

HBI Road Map Strategist

With the support of the Alzheimer's Association and the National Association of County and City Health Officials (NACCHO), the Strategist is the public health professional tasked with being a system change agent, developing organizational and community capacity to address dementia, and mobilizing a public health response. In close collaboration with their local health departments and applicable partners, the Road Map Strategists will be responsible for conducting a landscape assessment, training health department and community partners on dementia, and selecting and implementing two Road Map actions from the [*HBI State and Local Road Map for Public Health, 2023 - 2027*](#).

Applicant organizations will be required to designate a specific senior or mid-career public health employee who will serve as the Road Map Strategist. This position will advance systems change that involves and benefits all partners. A competitive application will designate a professional who is:

- Knowledgeable of population health strategies;
- Experienced with planning and implementing system-level changes;
- Adept at growing collaborative cross-departmental and community partnerships;
- Able to develop and implement action plans and monitor progress;
- Skilled using data and persuasive communications to cultivate support for change.

Program Sponsors and Partners

The Alzheimer's Association is the leading worldwide voluntary health organization in Alzheimer's care, support and research. The mission of the Alzheimer's Association is to lead the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support. The Healthy Brain Initiative helps the Association advance its mission.

The National Association of County and City Health Officials (NACCHO) represents the over 3,300 local governmental health departments across the country. These city, county, metropolitan, district, and tribal departments work every day to protect and promote health and well-being for all people in their communities. NACCHO provides resources to help LHD leaders develop public health policies and programs to ensure that communities have access to the vital programs and services people need to keep them protected from disease and disaster. NACCHO advocates on behalf of LHDs with federal policymakers for adequate resources, appropriate public health legislation and sensible policies to address the myriad of challenges facing communities.

Additional technical partners for the Road Map Strategists include Emory Centers for Training and Technical Assistance (Emory Centers) and other HBI partners. Financial support for the Road Map Strategists is from the Alzheimer's Association's National HBI cooperative agreement with the CDC.

Program Benefits and Commitments

Benefits to	Commitments		
Local Health Department	Road Map Strategist (RMS) Will	Health Department Will	National Sponsors Will
A) Embedding core knowledge of Alzheimer’s disease and other dementias as a public health issue within the LHD.	● Participate in monthly virtual sessions with all Strategists ● Build knowledge within the LHD about dementia as a public health issue	● Designate a senior or mid-career employee to devote 20% FTE to serve as the RMS for the LHD	● Conduct education with experts, practitioners, and people impacted by dementia ● Provide RMS with educational materials
B) Landscape assessment ● A written overview of community strengths and needs to inform policies, programs, plans and funding applications ● A completed landscape assessment to enhance the use of public health approaches to dementia	● Convene people affected by Alzheimer’s and dementia, LHD representatives, service providers, and community partners to serve as advisors ● Review local, regional and national data ● Complete a CHIM to categorize existing dementia-related efforts and identify linkages to existing priorities	● Support RMS in obtaining relevant data from within department and from other sources ● Assure relevant LHD units participate in landscape assessment and CHIM process ● Provide timely leadership involvement in prioritization	● Support linkages to Alzheimer’s Association chapters ● Provide group and individual technical assistance on landscape assessment, CHIM and partnership development ● Coordinate peer-to-peer support
C) Implementation plan ● A written framework to build, enhance, and sustain the LHD’s response to brain health, dementia, or caregiving,	● With input from advisors, engage partners in selecting at least two Road Map strategies that are inclusive of the roles and needs of community partners.	● Provide leadership input to shape the framework’s development, including involvement of relevant units	● Provide LHD with framework template, training in planning and related technical assistance

Benefits to	Commitments		
Local Health Department	Road Map Strategist (RMS) Will	Health Department Will	National Sponsors Will
based on the 24 actions of the HBI Road Map	● Draft and revise framework with involvement from LHD leadership and relevant units plus external partners	● Support the RMS in connecting with relevant LHD units and potential sponsors of future efforts	● Review RMS draft framework(s) and coordinate peer-reviews on draft frameworks
D) Integration of brain health, dementia or caregiving into organizational and community activities	● Support the initial phase of framework implementation ● Support partnership development and sustainability ● Engage LHD communications	● Begin implementing the framework, especially the integration strategy	● Provide relevant training and technical assistance during the initial implementation phase
E) National recognition and networking ● An expanded network within the LHD, with other health departments and national public health experts ● Recognition, such as in national Healthy Brain Initiative products, national newsletters, etc.	● Active and full participation in the initiative ● Participate in sponsors' evaluation activities ● (optional) Participate in the Alumni Program ● Complete pre- and post-assessments for LHD	● Support the RMS's active and full participation	● Recognize grantees in written communications and presentations ● Create presentation opportunities for RMS ● Encourage state associations of county and city health officials to spotlight the grantees involved in the RMS ● Offer opportunities for alumni to engage

Financial Support and Funding

The program provides a two-part grant totaling up to \$50,000. Applicants are required to provide a proposed budget. The total project period for an application submitted in response to this RFA may not exceed one year total budget of \$50,000 and no indirect costs or continuation costs will be awarded. No application will be declined due to the proposed budget, though revisions may be required if selected for participation.

Examples of Allowable Grant Expenses

Local health departments may use the financial support to:

- Underwrite personnel time and fringe benefits;
- Convene in-person or virtual meetings;
- Purchase data or cover costs of data analysis;
- Develop and produce materials or other collateral necessary to implement Road Map actions; and
- Other appropriate expenditures previously approved by the Alzheimer's Association.

Exclusions

- No direct funding may be provided to Alzheimer's Association chapters or any other similar consumer advocacy organization with a primary focus on Alzheimer's or other dementias.
- Funds may not be used for lobbying or equipment purchases. Per HHS requirements, funds awarded under this RFA are also prohibited from being used to pay the direct salary of an individual at a rate in excess of the federal Executive Schedule Level II (currently \$225,700).

Role of the Alzheimer's Association Chapter

Applicants must include a letter from their local Alzheimer's Association chapter committing to be a partner. Additional partners are encouraged but not required. The LHD must retain the prominent role in the Road Map Strategists program.

Timeline

Application Selection and Notification:	By November 21, 2025
Period of Participation:	January 2026 – September 2026, with opportunities to remain involved afterwards through an alumni program.

Application Submission Instructions

By 11:59 pm EDT, on November 12, 2025, send a single PDF that contains both the application narrative and all required appendices via the [Alzheimer's Association's Submittable webpage](#); the platform requires the development of an individual user account. The sponsors will not consider incomplete applications or applications from those who are ineligible (see eligibility criteria on page 1).

Application Narrative Outline (Total 50 points)

Application narratives should be a maximum of 4 pages. Please use single-spaced pages with 11 point type and with 1-inch margins and adhere to the below outline.

A. Statement of Purpose (15 points)

- Goal for participating in the HBI Road Map Strategists program;
- High-level overview of need for public health action on Alzheimer's and other dementias as chronic conditions in [city/county/region];
- Selected a single focus area for their work including, but not limited to, the following options: Caregiver Health, Early Detection, Risk Reduction, Data/Surveillance, Emergency Response, Workforce Development, or another area identified by the local health department.
- Prioritization of health equity in this program, including attention to social and structural determinants of health; and
- Commitment to actively participate in and complete the Road Map Strategists program.

B. Department Capacity (20 points)

- Overview of either:
 - Current efforts to weave HBI priorities into existing local health department initiatives, or
 - Initial ideas about how to weave brain health, dementia, or caregiving into local health department efforts;
- Organizational capacity to:
 - Build community partnerships to advance public health efforts on Alzheimer's and dementia by describing existing and potential collaborations;
 - Increase *and* sustain those efforts as a result of this opportunity; and
- Capacity to serve as the fiscal and/or administrative lead.

C. Road Map Strategists (10 points)

- Designation of at least 20% FTE of a specific senior or mid-career public health staff person to actively and fully participate in the Road Map Strategist program with the local health department.
- Brief rationale for selecting this individual, including prior system change experience and other qualifications.

D. Contact for the Application

- Name, title, agency division/unit, telephone, and e-mail.

Appendices to Include in the Single PDF for the Application (5 points)

The 4-page limit does not apply to this section.

A. Local Health Department Statement of Commitment

Applicant organization must have a written commitment signed by a local health official or official health department surrogate assuring high-level institutional commitment to:

1. Serve as the primary worksite for the Strategist, including by providing workspace;
2. Actively support the Road Map Strategist as a subject matter expert who will inform multiple health department functions (for example, providing access, making introductions, providing information, supporting data analyses);
3. Select relevant Road Map actions for the LHD to build into an implementation plan;
4. Implement at least two Road Map actions; and
5. Complete periodic evaluations to enable the Alzheimer's Association and NACCHO to improve program offerings and measure attainment of objectives.

B. Resume or CV for the Proposed Strategist (not to exceed 4 pages)

C. Proposed Budget

The total project period for an application submitted in response to this RFA may not exceed one year total budget of up to \$50,000 and no indirect costs or continuation costs will be awarded.

D. Letter of Commitment from the Alzheimer's Association chapter in the applicant's region

Application Review and Notification

The Alzheimer's Association and NACCHO will review all applications from eligible organizations and will notify applicants of their final status by November 21, 2025. Final selection will include consideration of obtaining a diverse set of communities with regards to geography and LHD characteristics.

Caveat: Components of this plan may be modified to assure this HBI Road Map Strategists program complements and does not duplicate other CDC-funded efforts in the future that support implementation of the HBI Road Map by LHDs. Support for the HBI Road Map Strategists in federal fiscal year 2026 is contingent upon the availability of funds.

Acknowledgement

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