

ALZHEIMER'S ASSOCIATION® | REQUEST FOR APPLICATIONS

Healthy Brain Initiative Road Map Strategist Program: January - September 2027

Purpose: The Healthy Brain Initiative (HBI) Road Map Strategist 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, education, and technical assistance to designate a part-time HBI Road Map Strategist to advance population health approaches related to dementia. The HBI Road Map Strategist will receive education, and technical assistance that enables them to:

- Develop their expertise in Alzheimer's and dementia from a life course perspective;
- Develop their understanding of social determinants of health;
- Assess local needs and strengths by identifying community partners, local data and existing resources and inform their work throughout the HBI Road Map Strategist Program;
- Educate health department staff; and
- Provide local leadership to integrate brain health, dementia and caregiving into organizational and community-based activities for sustained action, informed by the [HBI State and Local Road Map for Public Health, 2023 - 2027](#).

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

Applicants must designate a specific senior or mid-career employee with public health knowledge to actively participate in the HBI Road Map Strategist Program. LHDs that have previously completed the HBI Road Map Strategist Program are not eligible to apply.

Application Open: October 5, 2026

Application Due Date: November 10, 2026 at 11:59 p.m. ET

Frequently Asked Questions: Register [here](#) for an informational meeting and opportunity to ask questions on October 20, 2026, at 2:00 p.m. ET. Additional guidance can be found in Appendix B: Frequently Asked Questions.

Notification Date: November 30, 2026

Participation Period: January 2027 through September 2027

Support Provided: \$50,000 total budget

Contact: publichealth@alz.org

Overview

Over 7 million Americans today live with Alzheimer's disease or another dementia.¹ 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.²

Participation in the Healthy Brain Initiative Road Map Strategist 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 to designate an employee to serve as the HBI Road Map Strategist. The HBI Road Map Strategist will receive virtual education and technical assistance that enable them to:

- Develop their expertise in Alzheimer's and dementia from a life course perspective;
- Develop their understanding of social determinants of health;
- Assess local needs and strengths by identifying community partners, local data and existing resources to inform their work throughout the HBI Road Map Strategist Program;
- Educate health department staff; and
- Provide local leadership to integrate brain health, dementia and caregiving into organizational and community-based activities for sustained action, informed by the [HBI State and Local Road Map for Public Health, 2023 - 2027](#).

LHDs will select a single key focus area for their work from the following options: Risk Reduction, Early Detection and Diagnosis, Dementia Caregiving.

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 2027 to support program activities including staff time. See Financial Support and Funding below for complete details and instructions.

¹ Alzheimer's Association. 2026 Alzheimer's Disease Facts and Figures. Alzheimers Dement 2026;22. <https://doi.org/10.1002/alz.71345>.

² Alzheimer's Association. State overview. September 2026. <https://www.alz.org/professionals/public-health/state-overview>.

Financial Support and Funding

The program provides funding of up to \$50,000 over the period from January through September 2027 to support program activities including staff time.

Disbursement schedule:

- 20% (\$10,000 advance) issued upon full execution of the contract.
- Remaining 80% (\$40,000) disbursed upon receipt of quarterly invoices with a progress report noting progress on deliverables (March, June, and September). Applicants are required to provide a proposed budget and brief budget justification. The total project budget for an application submitted in response to this RFA may not exceed \$50,000, and no continuation costs will be awarded. Proposed budgets are scored as part of the overall application review, though revisions may be required if selected for participation. The required [budget template](#) is provided.

Allowable Expenses

Local health departments may budget for the following. If your expense does not fall into the categories listed below, it may be unallowable. Please contact publichealth@alz.org before submitting a budget with expenses outside of the categories below.

Direct Costs and Allowable Usages:

- Personnel: Underwrite personnel time and fringe benefits to cover participation in the program, including education, technical assistance and completion of the deliverables. All budgets should include at least 20% FTE to cover personnel.
- Travel: Convene in-person or virtual meetings; support travel costs related to completion of the deliverables.
- Materials and Supplies: Develop and produce materials or other collateral necessary to implement the proposed plan such as printing.

Indirect Costs

- Indirect costs are allowed and capped at a 15% rate for all applications. Applicants are not required to request indirect costs as part of their proposed budget.
- Indirect costs, also known as overhead or administrative costs, are expenses that cannot be directly attributed to a specific project, product, or service. Instead, these costs are incurred for the general operation and support of an organization. Indirect costs are typically shared across multiple activities or projects and are not easily identifiable with a particular cost object.

Budget 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.
- Funds may not be used to purchase food, meals, catering, or refreshments.
- 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 indicating their commitment to being a partner. Additional partners are encouraged but not required.

Timeline

Application Selection and Notification: By November 30, 2026.

Period of Participation: January 2027 – September 2027. There will be unfunded opportunities to remain involved after the budget period through an alumni program.

Application Submission Instructions

By 11:59 p.m. ET on November 10, 2026, upload a single PDF that contains the application narrative, budget and all required appendices via the [Alzheimer's Association's Submittable webpage](#).

Application Submission Requirements

Application Narrative Outline (Total 50 points)

Application narrative sections A-D should be a maximum of eight pages. The proposed budget using the [required template](#) should immediately follow. Please use double-spaced pages with 11-point type and with 1-inch margins and adhere to the below outline.

A. Contact for the Application

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

B. Strategist's Statement of Purpose (16 points)

- Goal for participating in the HBI Road Map Strategist Program;
- High-level overview of need for public health action on Alzheimer's and other dementias in [city/county/region];
- Select a single focus area for their work from the following options: Risk Reduction, Early Detection and Diagnosis, Dementia Caregiving;
- Prioritization of health equity in this program including attention to social determinants of health.

C. Department Capacity (15 points)

- Overview of either:
 - Current efforts to weave HBI priorities into existing local health department initiatives, or
 - Opportunities 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;
 - Sustain program or organizational efforts as a result of this opportunity; and
- Commitment to actively participate in and complete the Road Map Strategist Program.
- Capacity to serve as the fiscal and/or administrative lead.

D. Road Map Strategist (8 points)

- Designation of at least 20% FTE of a specific senior or mid-career public health staff person to actively 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. 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.
- Certificate of completion demonstrating successful completion of the Alzheimer's Association Public Health and Dementia Curriculum modules (Public Health and Dementia — [Part 1: Understanding the Public Health Impact of Dementia](#) and [Part 2: Implementing Public Health Strategies for Dementia](#)). Certificates do not count toward the eight-page application limit.

E. Proposed Budget (7 points)

- The total project period for an application submitted in response to this RFA may not exceed a 9-month total budget of up to \$50,000 and no continuation costs will be awarded. Applicants are required to provide a proposed budget with a brief justification in the space provided in the [required template](#). Download the template to make edits. See Financial Support and Funding above for complete details and instructions, including allowable expenses.

Appendices to Include in the Single PDF for the Application (4 points)

The 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:

- i. Serve as the primary worksite for the Strategist, including by providing workspace;
- ii. Actively support the Road Map Strategist as a systems change agent and subject matter expert (for example, providing access, making introductions, providing information, supporting data analyses);
- iii. Select relevant Road Map actions for the LHD to build into an implementation plan;
- iv. Implement at least two Road Map actions;
- v. Complete periodic evaluations to enable the Alzheimer's Association and NACCHO to improve program offerings and measure attainment of objectives; and
- vi. Capacity to serve as the fiscal and/or administrative lead.

B. Resume or CV for the Proposed Strategist

C. Letter of Support from the Alzheimer's Association Chapter in the Applicant's Region

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) is the only organization dedicated to serving every local health department (LHD) in the nation. NACCHO serves the country's more than 3,300 local health departments and supports the over 180,000 staff who work within them. NACCHO is the leader in providing cutting-edge, skill-building, professional resources and programs, and supporting effective local public health practice and systems.

Additional technical partners for the HBI Road Map Strategist Program include Emory Centers for Training and Technical Assistance (Emory Centers) and other HBI partners.

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 30, 2026. Final selection will include consideration of obtaining a diverse set of communities with regards to geography and LHD characteristics.

Acknowledgement

The HBI Road Map Strategist Program is supported by the CDC (Centers for Disease Control and Prevention) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$3,000,000 with 100 percent funded by

CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government.

Appendix A: Program Deliverables and Expectations

As we enter the sixth cohort of the HBI Road Map Strategist Program, Appendix A reflects best practices and lessons learned from previous cohorts about the effort needed from each partner to facilitate successful completion of the deliverables.

Deliverable	Expectation		
	Road Map Strategist (RMS)	Local Health Department (LHD)	National Sponsors (Alzheimer's Association & NACCHO)
Conduct a Landscape Assessment	- Conduct a landscape assessment with involvement from within the agency, partners, and persons affected by dementia; and submit a written overview of the assessment to the Alzheimer's Association - Review local, regional and national data - Complete a CHIM (Community Health Improvement Matrix) to categorize existing dementia-related efforts and identify linkages to existing priorities	- Support the RMS in obtaining relevant data from within the department and from other sources - Assure relevant LHD departments participate in the 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 and CHIM - Coordinate peer-to-peer support
Train Health Department Staff	Plan and implement a training session for local health officials on dementia and public health within their agency and, as applicable, key community partners; and submit a written overview of the training session to the Alzheimer's Association	Support the RMS in planning and implementing a training session for health department staff	- Provide education from subject matter experts, practitioners and people impacted by dementia - Provide the RMS with educational materials
Develop an Implementation Plan	- Engage partners in selecting at least two Road Map strategies that reflect the roles and needs of community partners - Draft and revise the implementation plan with involvement from LHD leadership and relevant	Provide leadership input to shape the development of the implementation plan, including involvement of relevant departments	- Provide an implementation plan template - Review implementation plans - Provide relevant training and

Deliverable	Expectation		
	Road Map Strategist (RMS)	Local Health Department (LHD)	National Sponsors (Alzheimer's Association & NACCHO)
	departments, external partners and program sponsors • Begin actions outlined in the implementation plan	• Support the implementation of HBI Road Map actions • Support partnership development and sustainability • Support the RMS in connecting with relevant parties to sustain work	technical assistance during the initial implementation phase
Participate and Engage Fully	• Attendance at all monthly meetings, regular communication with program sponsors and peers, and completion of all program evaluation activities	• Support the RMS's active and full participation	• Provide monthly updates and reminders on meetings and deliverables • Review all deliverables in a timely manner • Support RMS through technical assistance

Appendix B: Frequently Asked Questions (FAQ) for the HBI Road Map Strategist Program

Eligibility, Application and Scoring

1. What organizations are eligible to apply?

This funding opportunity is intended for local health departments only. Health departments who have previously participated in the Road Map Strategist Program are not eligible to apply. The sponsors will not consider incomplete applications or applications from those who do not meet the eligibility criteria (see eligibility criteria on page 1).

2. If my organization is already receiving federal funding for dementia programming, can we apply?

Yes. However, components of your proposed Strategist plan should complement rather than duplicate other federally funded initiatives. Organizations that already receive related federal funds may be asked to provide additional documentation to demonstrate how their proposed activities are distinct.

3. What support is offered to help complete the application?

Templates for both the local health department's [letter of commitment](#) and the [budget proposal](#) are available. Both a letter and budget must be submitted as part of the application.

4. What budget or financial information must applicants provide?

A budget is a required part of the application. All applications are required to use the [budget proposal template](#). See page 5, Section E of this announcement for full instructions.

5. Does my organization need to already be connected with the Alzheimer's Association?

No, an existing relationship with a local Alzheimer's Association chapter is not required. If you need help getting connected to your local chapter, email publichealth@alz.org.

6. How many HBI Road Map Strategists will be selected?

Up to eight HBI Road Map Strategists will be awarded for the 2027 cohort.

7. Can my application identify more than one HBI Road Map Strategist?

No. Each application must identify a single existing employee to serve as the HBI Road Map Strategist.

8. Can my organization submit more than one application in response to this RFA?

Only one application is allowed per organization.

9. How will applications be scored?

All applications will first be reviewed to ensure eligibility. Each eligible application will be scored by at least 2 reviewers using a standardized scoring rubric aligned to the requirements listed in the RFA.

Strategist Program Requirements

10. What is required of the HBI Road Map Strategist?

See Appendix A: Program Deliverables and Expectations.

11. “Public health knowledge” is required for HBI Road Map Strategists. Does this mean proposed Strategists must have a degree in public health?

No. The Strategist does not need to have a degree or specific training in public health. Selected Strategists must demonstrate understanding of their community, population health (as compared with clinical or individual care) and should reflect this understanding in the application.

12. Will the HBI Road Map Strategists Program be in-person or virtual?

All sessions are virtual. The HBI Road Map Strategist will participate in monthly virtual sessions alongside a cohort of all awarded Strategists. Additional virtual and written individual technical assistance will be provided.

13. If a Strategist cannot attend the regular monthly meeting, will it be recorded or will someone else be able to attend for them?

All efforts will be made to select the times and dates of the regular monthly meetings so that all Strategists can attend each session. If a Strategist needs to miss a meeting, they should inform the program sponsors in advance to ensure they receive the necessary education, information and support.

14. How will data collected as part of the program evaluation be used?

Program sponsors will collect evaluation data about the Strategist’s experience through pre and post program assessments. Completion of pre and post program assessments will be required for all Road Map Strategists. All data will be protected and kept confidential. Program evaluation data will be used by the Alzheimer’s Association for required grant reporting to CDC, and internally to improve the program.

Additional Information

15. Who should I contact with further questions?

Email publichealth@alz.org with any additional questions.

16. Where can I find more information?

Visit alz.org/HBIPrograms to view the RFA for details on the program and

application.

17. How do I submit an application?

Applications must be submitted through the [Alzheimer's Association's Submittable webpage](#). The Submittable platform requires the development of a free individual user account.

18. Is there a possibility for an extension of this project past September 2027?

No – this HBI Road Map Strategist Program cohort is only available through September 2027.

19. Could program components or funding change?

Components of this plan may be modified to assure the HBI Road Map Strategist 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 Strategist Program in federal fiscal year 2027 is contingent upon the availability of funds.