ALZHEIMER'S ASSOCIATION® | REQUEST FOR APPLICATIONS

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

Purpose: The Healthy Brain Initiative (HBI) Road Map Champion Program supports Tribally-led health programs in implementing public health strategies to address brain health, caregiving and dementia in their community.

Up to eight (8) Tribally-led health programs and urban Indian health organizations will receive direct funding, education, and technical assistance to designate a part-time HBI Road Map Champion to advance community-focused population health approaches related to dementia. The HBI Road Map Champion will receive education and technical assistance that enables them to:

- Develop expertise in Alzheimer's and dementia across primary, secondary and tertiary prevention levels with emphasis on a strengths-based approach that honors American Indian and Alaska Native (AI/AN) cultures and incorporates the Indigenous and social determinants of health;
- Share dementia-related knowledge with community members and other program or organizational staff;
- Assess local needs and community strengths;
- Provide local leadership to prioritize, implement, and coordinate actions from the *HBI Road Map for American Indian and Alaska Native Peoples*.

Eligibility: Tribally-led health programs and urban Indian health organizations.
Applicants must designate an existing employee with public health knowledge to participate in the Road Map Champion Program. This individual should be able to devote at least 20% of their time to this program during the participation period. Organizations that have previously participated in the Road Map Champion Program are not eligible to apply.

Application Open: October 5, 2026
Application Due: November 10, 2026 at 11:59 p.m. ET
Frequently Asked Questions: An informational meeting and opportunity to ask questions was held on October 20, 2026. The recording can be found here. Additional guidance can be found in Appendix B: Frequently Asked Questions.
Notification: By 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, including American Indian and Alaska Native (AI/AN) people.[1] An estimated 10.5% of AI/AN people age 65 and older with Medicare have a diagnosis of dementia.[2] The strengths present throughout AI/AN communities offer unique ways public health and partners can address brain health, dementia and caregiving and promote and protect holistic health and well-being.

Participation in the HBI Road Map Champion Program is an opportunity to develop and strengthen community public health capacity to address dementia, establish your program or organization as a leader on brain health, and receive national recognition for your efforts.

Up to eight **Tribally-led health programs or urban Indian health organizations** will receive funding and designate an employee to serve as a HBI Road Map Champion. The HBI Road Map Champion will receive virtual education and technical assistance that enable them to:

- Develop expertise in Alzheimer's and dementia across primary, secondary and tertiary prevention levels with an emphasis on a strength-based approach that honors AI/AN cultures and incorporates Indigenous and social determinants of health.
- Share dementia-related knowledge with community members and other program or organizational staff.
- Assess local needs and strengths related to dementia.
- Provide local leadership in prioritizing, implementing, and coordinating actions from the *HBI Road Map for American Indian and Alaska Native Peoples*.

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

Road Map Champions will be provided with education, technical assistance, and tools. Their program or organization 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. doi:10.1002/alz.71345
[2] O'Connell J, Grau L, Goins T, et al. The costs of treating all-cause dementia among American Indians and Alaska native adults who access services through the Indian Health Service and Tribal health programs. *Alzheimers Dement*. 2022;18(11):2055-2066. doi:10.1002/alz.126032

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

Applicants 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

Staff from local Alzheimer's Association Chapters will be invited to support awarded HBI Road Map Champions throughout the duration of the program. An existing relationship with the local chapter is not required to apply.

Timeline

Application Selection and Notification: By November 30, 2026.

Period of Participation: January 2027 – September 2027. There will be voluntary 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, program/organization, division/unit, telephone, address, and email

B. Statement of Purpose (18 points)

- Goal for participating in the HBI Road Map Champion Program.
- Description of local community; describe the population or individuals the HBI Road Map Champion will engage.
- High-level overview of need for public health action on Alzheimer's and other dementias as chronic conditions in the local community.
- Selected a single focus area for the work: Risk Reduction, Early Detection and Diagnosis, Dementia Caregiving.
- Relationship of the chosen topic area to Indigenous and social determinants

of health and strengths within the community.
- Commitment to actively participate in and complete the Road Map Champion Program including evaluation activities.

C. Program/Organization Capacity (12 points)
- Description of how the program/organization is Native-led and serving a Tribe(s) and/or AI/AN people.
- Program or organization's ability to build community partnerships to advance Alzheimer's and dementia by describing existing and potential collaborations.
- Program or organization's ability to sustain efforts as a result of this opportunity.

D. Road Map Champion (10 points)
- Designation of at least 20% FTE of an existing staff person to actively participate in the Road Map Champion Program.
- Brief rationale for selecting this individual, including prior experience and other qualifications.

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 template. See Financial Support and Funding above for complete details and instructions, including allowable expenses.

Appendices to Include in the Single PDF for the Application (3 points)

The page limit does not apply to this section.

A. Statement of commitment from organization

Applicant program/organization must have a written commitment (sample template available) signed by Tribal chair, CEO, or relevant administrator assuring high-level institutional commitment to:

a. Serve as the primary worksite for the Champion, including by providing workspace;
b. Actively support the Road Map Champion to become a subject matter expert;
c. Commitment to build community partnerships to advance Alzheimer's and dementia by describing existing and potential collaborations;
d. Commitment to sharing evaluation data with program sponsors related to the HBI Road Map Champion Program itself, and
e. Capacity to serve as the fiscal and/or administrative lead.

B. Resume or CV for the proposed Champion

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 American Indian Public Health Resource Center (AIPHRC) at North Dakota State University's mission is to partner with Tribal communities to support health sovereignty. AIPHRC envisions healthy Tribal communities led by traditional knowledge, ingenuity, and reciprocity for generations to come. At the heart of the AIPHRC's philosophy is respect for tribal authority, autonomy, and self-determination.

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

Application Review and Notification

The Alzheimer's Association and AIPHRC 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 characteristics.

Acknowledgement

The Healthy Brain Initiative Road Map Champion 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 third cohort of the HBI Road Map Champion 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 Champion (RMC)	**Tribally-Led Health Programs and Urban Indian Organizations**	**National Sponsors (Alzheimer's Association & AIPHRC)**
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	• Support the RMC in obtaining relevant data from within program/organization and from other sources • Assure relevant units from program/ organization participate in landscape assessment • Provide timely leadership involvement in prioritization	• Support linkages to Alzheimer's Association chapters • Provide group and individual technical assistance on landscape assessment and partnership development • Coordinate peer-to-peer support
Embedding core knowledge of Alzheimer's disease and other dementias as a public health issue within the program/ organization.	• Build knowledge within the program/ organization about dementia as a public health issue	• Designate an existing employee to devote 20% FTE to serve as the RMC for the program/ organization	• Provide education from subject matter experts, practitioners and people impacted by dementia • Provide the RMC with educational materials
Develop an Implementation Plan	• Engage partners in selecting at least two Road Map strategies that are inclusive of the roles and needs of community partners. E-1 must be included	• Provide leadership input to shape the development of the implementation plan, including involvement of relevant units • Support the	• Provide an implementation plan template • Review implementation plans

	as one of the actions. • Draft and revise the implementation plan with involvement from program/organization leadership and relevant departments, external partners and program sponsors • Begin actions outlined in the implementation plan	implementation of HBI Road Map actions • Support the RMC in connecting with relevant parties to sustain work	• Provide relevant training and 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 RMC's active and full participation	• Provide monthly updates and reminders on meetings and deliverables • Review all deliverables in a timely manner • Support RMC through technical assistance

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

Eligibility, Application and Scoring

1. **What organizations are eligible to apply?**
   Tribally-led health programs and urban Indian health organizations.
   While this program is designed to support public health work in Tribes and Tribal communities, we recognize that different organizations may be doing that work in each community. If you decide to submit an application, be sure to include how the work you are doing and would like to do under this program is Tribally-led and will support the health of the community.

   Organizations that have previously participated in the Road Map Champion Program are not eligible to apply.

2. **If my organization is already receiving federal funding for dementia programming, can we apply?**
   Yes. However, components of your proposed Champion 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 applicant program/organization'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. Staff from local Alzheimer's Association Chapters will be invited to support awarded HBI Road Map Champions throughout the duration of the program.

6. **How many HBI Road Map Champions will be selected?**
   Up to eight HBI Road Map Champions will be awarded for the 2027 cohort.

7. **Can my application identify more than one HBI Road Map Champion?**
   No. Each application must identify a single existing employee to serve as the HBI Road Map Champion.

8. **Can my organization submit more than one application in response to this RFA?**
   Multiple applications from a single organization are allowed if each applicant is serving a different population.

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.

Champion and Program Requirements

10. **What is required of the HBI Road Map Champion?**
    See Appendix A: Program Deliverables and Expectations.

11. **"Public health knowledge" is required for HBI Road Map Champions. Does this mean proposed Champions must have a degree in public health?**
    No. The Champion does not need to have a degree or specific training in public health. Selected Champions 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 Champions Program be in-person or virtual?**
    All sessions are virtual. The HBI Road Map Champion will participate in monthly virtual sessions alongside a cohort of all awarded Champions. Additional virtual and written individual technical assistance will be provided.

13. **If a Champion 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 Champions can attend each session. If a Champion 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 Champion's experience through pre and post program assessments. Completion of pre and post program assessments will be required for all Road Map Champions. 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. If a need to share evaluation data beyond these two instances arise, the Association will connect back with the individuals who provided data to ask permission and give notification.

    The Association routinely develops collateral materials such as Success Stories featuring successful implementation of public health strategies in communities around the country. These types of materials are developed in consultation with the staff/personnel performing the work and publication of the story is optional and at the

discretion of the Champion and their organization.

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 Champion 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 Champion Program complements and does not duplicate other CDC-funded efforts in the future that support implementation of the HBI Road Map by Tribally-led health programs and urban Indian health organizations. Support for the HBI Road Map Champion Program in federal fiscal year 2027 is contingent upon the availability of funds.