Funding Opportunity for Local Health Departments: Health Brain Initiative Road Map Strategists

Building on the growth of public health action to address dementia nationwide, funding is now available for local health departments to become national leaders.

Under the new Healthy Brain Initiative (HBI) Road Map Strategists initiative, up to six (6) local health departments, or partnering nonprofit hospitals/health systems, will be selected through a competitive application process. Successful applicants will receive $48,000 in funding, training and technical assistance to establish a part-time HBI Road Map Strategist. This public health professional will serve as a system change agent on cognitive health and dementia.

Sponsored by the Alzheimer’s Association and the National Association of County and City Health Officials (NACCHO), this 15-month initiative runs from September 2021 through November 2022. With support and guidance of the program sponsors, Road Map Strategists will conduct a public health needs assessment, train local health officials and key community partners, and lead implementation of public health action on dementia, informed by guidance from the State and Local Public Health Partnerships to Address Dementia, The 2018-2023 Road Map.

Applications are due on Monday, August 2. Local health departments or partnering nonprofit hospitals/health systems are encouraged to apply. Click here to learn more and submit an application. Please contact Meghan Fadel at mlfadel@alz.org for additional questions.

This edition of Alzheimer’s Public Health News is supported by the 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 $2,795,933 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. For subscription services, please visit alz.org/publichealth