



# Alzheimer's Awareness Grants Information Session

Aging and Healthy Communities Unit | December 11, 2025

# Announcements



Please stay on mute if you are not talking



Type all questions in the chat so we can capture it in the FAQ – All questions will be posted on the FAQ page.

# Agenda



Welcome and Introductions

Aging and Healthy Communities  
Unit Overview

Alzheimer's Awareness Grants Request for  
Proposal

Application Process and Instructions

Questions

# Welcome

Hannah Broadbent, *Sisseton-Wahpeton Oyate*,  
*She/her*

- Communications Specialist, Aging and Healthy Communities Unit, MDH
- Alzheimer's Awareness Grant Manger







# Aging and Healthy Communities Unit

“Healthy Brain Initiative”

# MDH's Aging and Healthy Communities Unit Overview

- Minnesota Dementia Strategic Plan
- BOLD
  - "Building our Largest Dementia" (BOLD) Infrastructure on Alzheimer's Act
  - **Healthy Brain Community Grants**
- Alzheimer's Awareness Campaign
  - Grant Program
  - [Community Toolbox](#)



# Alzheimer's Awareness Grants Overview



## Chapt. 70 Alzheimer's Public Information Campaign

“(a) The commissioner of health shall design and make publicly available materials for a statewide public information program that:

- (1) promotes the benefits of early detection and the importance of discussing cognition with a health care provider;
  - (2) outlines the benefits of cognitive testing, the early warning signs of cognitive impairment, and the difference between normal cognitive aging and dementia;
  - (3) provides awareness of Alzheimer's disease and other dementias.
- **(b) The commissioner shall include in the program materials messages directed at the general population, as well as messages designed to reach underserved communities** including but not limited to rural populations, Native and Indigenous communities, and communities of color.
  - **The program materials shall include culturally specific messages developed in consultation with leaders of targeted cultural communities who have experience with Alzheimer's disease and other dementias.** The commissioner shall...make them available online to local and county public health agencies and other interested parties.



## Chapt. 70 Alzheimer's Public Information Campaign

(c) To the extent funds remain available for this purpose, **the commissioner shall implement an initial statewide public information campaign using the developed program materials.**

- **The campaign must include culturally specific messages and the development of a community digital public forum.** These messages may be disseminated by television and radio public service announcements, social media and digital advertising, print materials, or other means.

(d) The commissioner may contract with one or more third parties to initially implement some or all of the public information campaign, provided the contracted **third party has prior experience promoting Alzheimer's awareness** and the contract is awarded through a competitive process.

# Alzheimer's Awareness Campaign High-Level View



# 2025 Alzheimer's Awareness Grant RFP

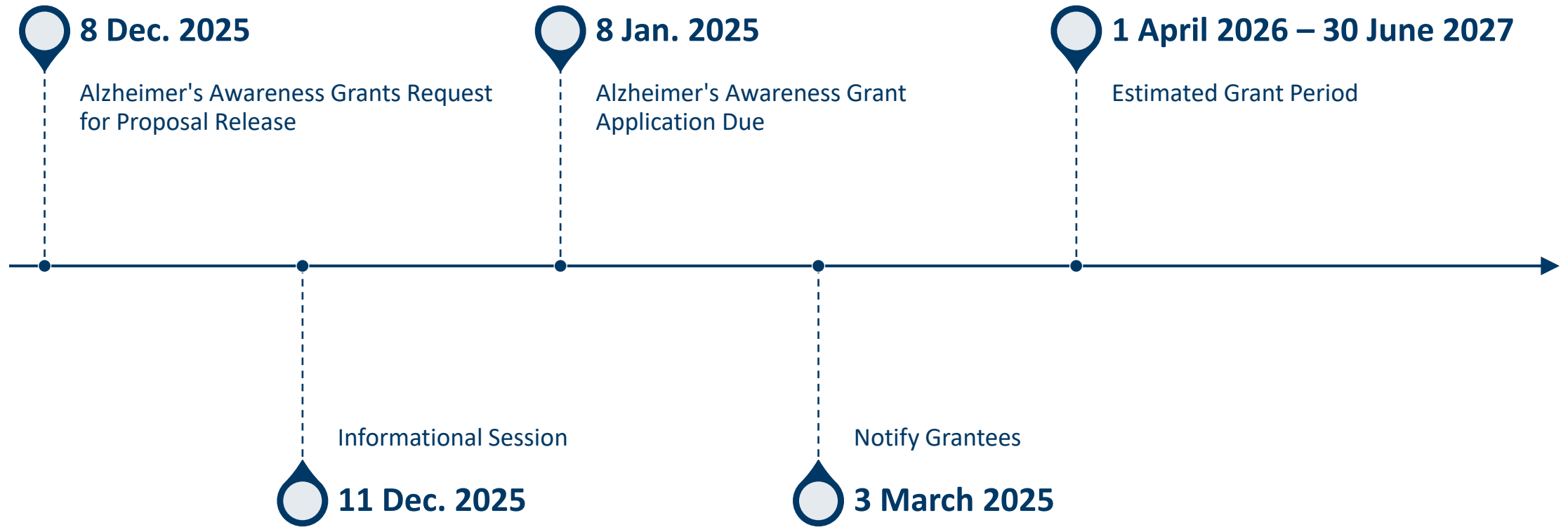
- [Estimated]Grant timeline: April 1, 2026 – June 30, 2027
- All work under this grant should include promotion of culturally responsive content and materials that address:
  - Awareness of ADRD and what causes it.
  - Benefits of early detection and cognitive testing, including the importance of discussing memory and other cognition concerns with a health care provider.
  - The early warning signs of cognitive impairment.
  - The difference between normal aging and symptoms of ADRD.
- Fund up to 4 grantees with an estimated \$40,000/grantee over 15 months





# Grant Request for Proposal Details

# Timeline



# Alzheimer's Awareness Grants Funding

Funding	Estimate
Minimum Award Amount	\$40,000
Estimated Number of Awards	1-4
Maximum Award Amount	\$160,000



- Eligible Applicants
  - Community-based organizations
  - Nonprofit organizations
  - Faith-based organizations
  - Social service organizations
  - Clinics or healthcare organizations
  - Community Coalitions
- We cannot fund research with this grant.
- Current Healthy Brain Community Grantees are not eligible to apply.

# What are we looking for?

- Priority on Focus Populations
  - This grant is focused on supporting populations affected by health inequities related to dementia, including BIPOC, LGBTQ+, American Indian, people living with disabilities, and communities in Greater Minnesota.
- Culturally responsive
- Creative, adaptable, and community-informed promotional strategy
- Alignment with MN Dementia Strategic Plan
  - Education and Awareness: dementia risk reduction, importance of early detection/diagnosis

# Eligible Projects

- Applicants must use diverse channels to educate their community. Diverse channels are including but not limited to:
  - Community events or one-day workshops
  - Social media advertising
  - Digital media advertising
  - Print flyers and infographics
  - Videos
  - Television and radio
  - And other relevant promotional tactics



# MN Dementia Strategic Plan

The plan is organized into four main areas:

- **Educate and Activate**
  - Develop Policies and Partnerships
  - Ensure Culturally Responsive Care Teams
  - Accountability, Monitoring and Evaluation
- 
- [MN Dementia Strategic Plan](http://www.health.state.mn.us/diseases/alzheimers/docs/dementioplan.pdf)  
[www.health.state.mn.us/diseases/alzheimers/docs/dementioplan.pdf](http://www.health.state.mn.us/diseases/alzheimers/docs/dementioplan.pdf)



# Educate and activate strategies

- **Raise Awareness:** Teach people about dementia, including what causes it, how early detection and diagnosis can help, and the importance of caregiver health and well-being.
- **Educate Providers:** Inform health care and social service providers about local, culturally responsive resources for dementia.
- **Support People with Dementia:** Help people living with dementia and their care partners understand the disease, plan for future changes, and find services that can help.
- **Reduce Stigma:** Work with communities to create messages that address misinformation and provide an accurate understanding about dementia.
- **Eliminate Discrimination:** Work with communities to address discrimination and build welcoming spaces, programs, and care for people living with dementia and their care partners.

# Community Engagement



Make sure your application describes how you engaged the community you serve in shared decision-making.



- Co-creation of materials, health education, or programming



- Actively seeking feedback or guidance from the community the project aims to serve



- Gathering community members for listening sessions, forums, or planning purposes



- Engaging community members as leadership or guides for project scope



- Supporting outreach events or activities to excite, engage, or connect with community members



- Using community health assessments, surveys, or other existing community-developed resources to guide work

# Grant Outcomes

- The primary purpose of this request is to receive proposals from organizations that can promote culturally-relevant ADRD materials to a statewide Minnesota audience and the organization's own relevant communities.





# Grantee Activities

- Submit an Activity Tracker and Final Report on grant activities. MDH staff will provide template for Activity Tracker and report. The report will include successes, reach, and challenges experienced.
- Participate in monthly check-ins with assigned grant manager to cover topics such as: grant management support; invoicing, reporting, and timeliness of communications.
- Co-develop simple evaluation plan with MDH staff to identify activities and ways to measure their impact.

# Technical Assistance



Workplan



Partnership  
Development



Budgeting



Invoicing



Evaluation  
Plan



# Application Process and Instructions

# Application Section

You must submit all the following for your application to be considered complete:

1. Application Form-Attachment A (*Microsoft Word Template*)
2. Budget-Attachment C (*Microsoft Excel Template*)
3. Due Diligence Review Form-Attachment D (*Use the form provided*)
4. Conflict of Interest Disclosure Form-Attachment E (*Use the form provided*)
5. Work Samples (No template, submitted by applicant)

Section B is scored and required. Please answer all the questions below. Word limits are in place to give you an estimate of how much content to include for our reviewers.

## Applicant Profile (5 points)

1. Provide a brief overview of the lead organization, including history, mission, services, and major programming. (Up to 5 points) (200 word max)

## Strategy Proposal (20 points)

2. How will you increase Alzheimer's Awareness in your community? Include 2 to 4 goals, the key dissemination or promotional activities, and the communities you plan to reach. (Up to 10 points) (500 word max)
3. Who will do the work (staff, contractors, partners)? What experience do they have that will help make this project successful? (Up to 5 points.) (200 word max)
4. How did community inform the dissemination tactics (promotional materials, events)? How will community stay involved to make sure your project is meaningful and inclusive? (Up to 5 points) (200 word max)

## Project Alignment (10 points)

5. Describe how your proposed strategy will do one or more of the following: 1) promote the benefits of early detection and the importance of discussing cognition with a health care provider; 2) outline the benefits of cognitive testing, the early warning signs of cognitive impairment, and the difference between normal cognitive aging and dementia; and/or (3) provide awareness of Alzheimer's disease and other dementias. (Up to 5 points) (300 word max)
6. How will your project connect to at least one of the strategies in the Educate and Activate area of the Minnesota Dementia Strategic Plan (MDSP)? (Up to 5 points) (300 word max)

## Expected Results and Measuring Success (10 points)

7. What outcomes do you hope to achieve? (up to 5 points) (200 word max)
8. How will you know that your project was successful? (Up to 5 points) (200 word max)

## Scoring criteria related to additional attachments:

### Attachment C: Budget (Scored) (5 points)

Please complete the budget template provided. Scoring will be determined by allocation, alignment, and appropriateness.

# Application Scoring

- All scoring information can be found on the website in Attachment B: Grant Application Scoring Criteria
- Numerical scoring system out of 60 possible points
  - Applicant Profile (5 pts)
  - Strategy Proposal (20 pts)
  - Project Alignment (10 pts)
  - Expected Results and Measuring Success (10 pts)
  - Budget and Budget Justification (5 pts)
  - Alzheimer's Awareness Examples (10pts)
- Please stay within the word limit for each section



## Attachment B: Grant Application Scoring Criteria

### Overview

A numerical scoring system will be used to evaluate eligible applications. Scores will be used to develop final recommendations.

Rating Table

Rating or Score	Description
Excellent or 5	Outstanding level of quality; significantly exceeds all aspects of the minimum requirements; high probability of success; no significant weaknesses
Very Good or 4	Substantial <u>response</u> , meets in all aspects and in some cases exceeds, the minimum requirements; good probability of success; no significant weaknesses.
Good or 3	<u>Generally</u> meets minimum requirements; probability of success; significant weaknesses, but correctable.
Marginal or 2	Lack of essential information; low probability for success; significant weaknesses, but correctable.
Unsatisfactory or 1	Fails to meet minimum requirements; little likelihood of success; needs major revision to make it acceptable.
Blank/did not answer or 0	Did not answer the question or offered no response



# Budget

A21											
	A	B	C	D	E	F	G	H	I	J	K
13	UEI (Unique Entity Identifier)										
14											
15	Budget										
16	Deliverables & Deliverable Element	Details					Cost per unit	Quantity (#, hrs, etc.)	Amount (cost per unit x quantity)		
17	Printing (materials) costs										
18	Event/Workshop costs										
19	Equipment										
20	Digital Media Buy										
21	Staff/Agency time (design)										
22	Staff/Agency time (design)										
23	Other Costs										
24											
25	Subtotal										
26	Indirect										
27	Subcontract										
28	Total Budget:									\$0.00	
29											

# Application Submission Instructions

- Submit via email to [health.healthybrain@state.mn.us](mailto:health.healthybrain@state.mn.us)
- Subject line: “Alzheimer's Awareness Grant Application – [*lead organization name*]”
- Submit applications no later than Wednesday, **Jan. 8, 2026, at 11:59 p.m. CT**
- Please plan ahead and do not wait until the last minute to submit!

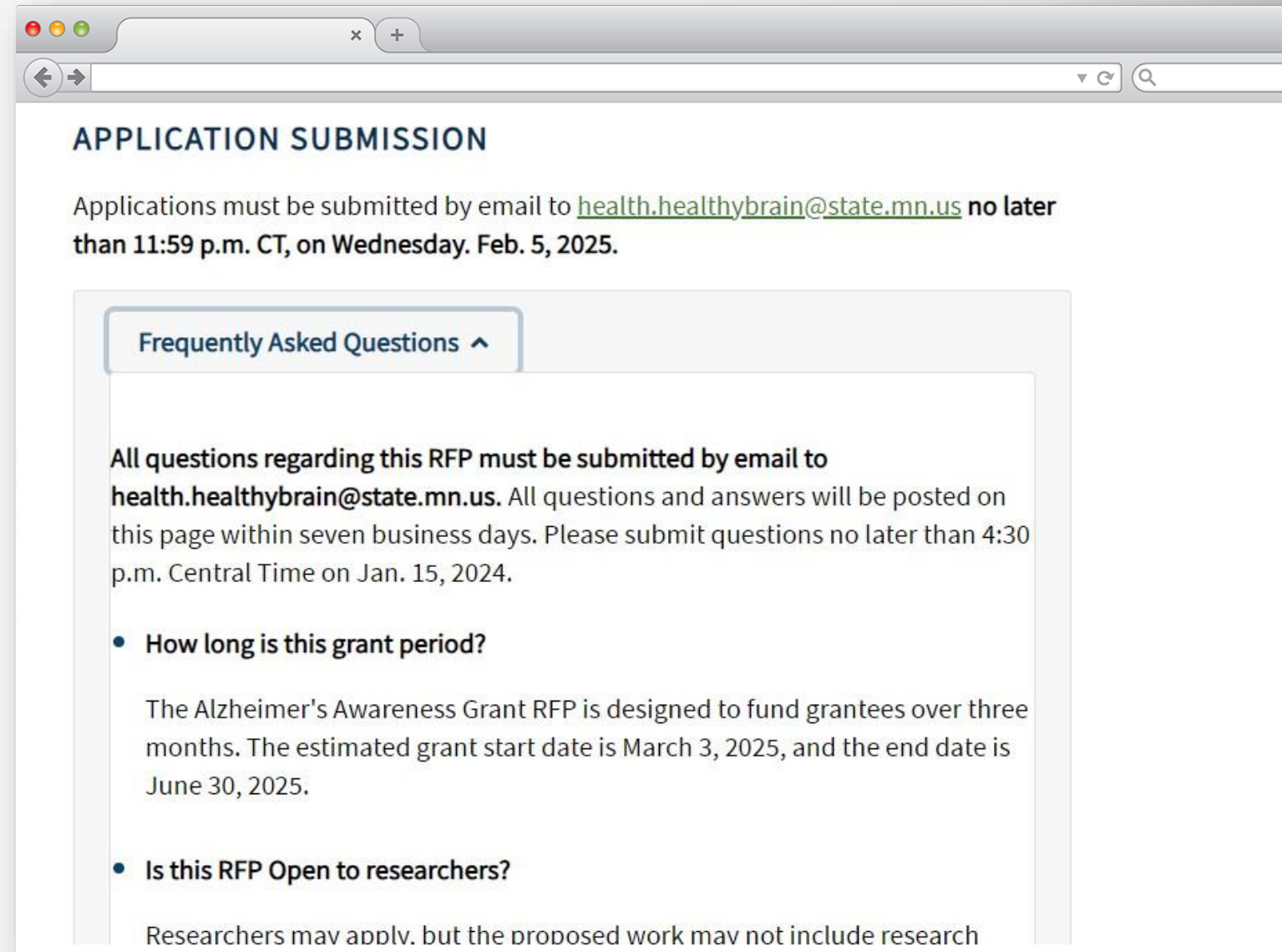
# Application Review and Selection Process

Funding will be allocated through a competitive process with review by a committee representing content and community specialists with specific knowledge of and experience with brain health and related dementias, MDH staff, agency partners, and other state agency staff.

The review committee will evaluate all eligible and complete applications received by the deadline.

# Find answers to your questions on the FAQ webpage

Submit questions by Dec. 15 at 4:30



**APPLICATION SUBMISSION**

Applications must be submitted by email to [health.healthybrain@state.mn.us](mailto:health.healthybrain@state.mn.us) no later than 11:59 p.m. CT, on Wednesday, Feb. 5, 2025.

**Frequently Asked Questions** ^

**All questions regarding this RFP must be submitted by email to [health.healthybrain@state.mn.us](mailto:health.healthybrain@state.mn.us).** All questions and answers will be posted on this page within seven business days. Please submit questions no later than 4:30 p.m. Central Time on Jan. 15, 2024.

- **How long is this grant period?**  
  
The Alzheimer's Awareness Grant RFP is designed to fund grantees over three months. The estimated grant start date is March 3, 2025, and the end date is June 30, 2025.
- **Is this RFP Open to researchers?**  
  
Researchers may apply, but the proposed work may not include research

# Questions



# Thank You!

**Healthy Brain Initiative**

*Health.healthybrain@state.mn.us*