

# Alzheimer's Awareness Grants RFP Media Toolkit

AGING AND HEALTHY COMMUNITIES UNIT  
1/3/2025

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## How to use the Media Toolkit

This media toolkit contains language for newsletters, social media, etc., a suggested timeline for sharing to said channels, key dates, and the intended audience for the request for proposal. Use this toolkit as reference when sharing information or discussing the Alzheimer's Awareness grant.

## About the Alzheimer's Awareness Grant

The Minnesota Department of Health (MDH) Aging and Healthy Communities Unit is requesting proposals to partner with MDH to implement a public information campaign to provide awareness of Alzheimer's Disease and Related Dementias (ADRD). We are seeking organizational partners with experience in ADRD who can reach communities disproportionately impacted by underdiagnosis and misdiagnosis. These communities include Black, Indigenous, People of Color (BIPOC), Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ+), American Indian, people living with disabilities, and communities in Greater Minnesota.

Project proposals will demonstrate how organizations can use implementation-ready strategies to disseminate messages that increase awareness of ADRD. This grant RFP is supported by [Minn. Law 2023 c 70 art 4 s 101, 2023 c 70 art 20 s 3\(<https://www.revisor.mn.gov/laws/2023/0/ession+law/chapter/70/#laws.20.4.0>\)](#) and will enable the creation of publicly available materials.

The Alzheimer's Awareness Grants aim to achieve the following:

- Promotes the benefits of early detection and the importance of discussing cognition with a health care provider.
- Outlines the benefits of cognitive testing, the early warning signs of cognitive impairment, and the difference between normal cognitive aging and dementia.
- Provides awareness of Alzheimer's disease and other dementias.

- Including messages for the general population and underserved communities (e.g., Black, Indigenous, people of color (BIPOC); Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ+); American Indian; people living with disabilities; and communities in Greater Minnesota).
- Ensure culturally specific messages are developed in consultation with community leaders experienced in Alzheimer’s and dementia.

This funding aims to support promotion of ADRD materials by community-based organizations to a statewide Minnesota audience and the organization’s own relevant communities **before June 30, 2025**. Materials and dissemination tactics should reflect the community need for the applicant’s focus population(s).

Strategies and tactics to achieve these goals may include:

- Community events or one-day workshops
- Social media advertising
- Digital media advertising
- Print flyers and infographics
- Videos
- Television and radio
- And other relevant dissemination channels

## Key dates

Date	Activity
01/06/2025	Request for Proposal released
01/13/2025	Informational webinar session
01/15/2025	Last day to submit RFP questions
02/05/2025	Proposals due
02/10/2025	Reward applicants
03/03/2025	Estimated grant start date
06/30/2025	Grant end date

## Who should receive this RFP?

- Community-based organizations
- Tribal governments
- Nonprofit organizations

- Faith-based organizations
- Social service organizations
- Clinics or health care organizations
- Community Health Boards/Local Public Health
- Local government
- Community coalitions
- Media and marketing companies

## Timeline for sharing

Here are suggested dates for sharing the RFP information

Date	Strategy
1/6-1/10	Request for Proposal released – share before Info session
Week of 1/20	Share again/Reminder - 2 weeks before application due date

## Key Messages

### Message #1

Minnesota Department of Health’s (MDH) Aging and Healthy Communities Unit is requesting proposals to partner with MDH to implement a public information campaign to provide awareness of Alzheimer’s Disease and Related Dementias (ADRD).

Organizations that aim to disseminate culturally relevant materials that increase awareness of ADRD to a statewide Minnesota audience and the organizations own relevant communities should apply. Materials and promotional tactics should reflect the community need for the applicants’ focus population(s).

Up to four organizations will be awarded for a 3-month grant period up to \$80,000. The deadline for applications is Feb. 5, 2025. There will be an information session on Jan. 13, 2025. We encourage all to attend the information session so all questions can be answered. Go here to learn more about the grant, who should apply, download the application, and attend the information session: [Alzheimer’s Awareness Grant Funding - MN Dept. of Health \(https://www.health.state.mn.us/diseases/alzheimers/funding/awareness/index.html\)](https://www.health.state.mn.us/diseases/alzheimers/funding/awareness/index.html).

### Message #2

Minnesota Department of Health’s (MDH) Aging and Healthy Communities Unit is requesting applications for the Alzheimer’s Awareness Grant. The purpose of this grant funding is to design and make publicly available materials that:

1. Promote 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 Related Dementias.

Organizations who engage in ADRD work should apply. Up to four organizations will be awarded for a three-month grant up to \$80,000. The deadline for applications is Feb. 5, 2025. There will be an information session on Jan. 13, 2025. We encourage interested applicants to attend the information session so all questions and concerns can be answered!

To learn more about the grant, who should apply, download the application, and attend the information session, visit [Alzheimer's Awareness Funding webpage](https://www.health.state.mn.us/diseases/alzheimers/funding/awareness/index.html) (<https://www.health.state.mn.us/diseases/alzheimers/funding/awareness/index.html>).

### **Alternative message #1**

Minnesota Department of Health's (MDH) Aging and Healthy Communities Unit is requesting applications for the Alzheimer's Awareness Grant. The purpose of this grant funding is to design and make publicly available materials that:

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3. Provides awareness of Alzheimer's Disease and Related Dementias.

Organizations who engage in ADRD work should apply. To learn more about the grant, who should apply, and download the application to apply by Feb. 5, 2025, and attend the information session on Jan. 13, 2025, visit [Alzheimer's Awareness Grant Funding - MN Dept. of Health](https://www.health.state.mn.us/diseases/alzheimers/funding/awareness/index.html) (<https://www.health.state.mn.us/diseases/alzheimers/funding/awareness/index.html>)

### **Alternative message #2**

Minnesota Department of Health's (MDH) Aging and Healthy Communities Unit is requesting applications for the Alzheimer's Awareness Grant. The purpose of this grant funding is to design and make publicly available materials that:

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## **Links and Supporting Docs**

- **Alzheimer's Awareness Funding Opportunities webpage Link:** Alzheimer's Awareness Grant Funding - MN Dept. of Health  
(<https://www.health.state.mn.us/diseases/alzheimers/funding/awareness/index.html>)
- **About MDH's ADRD work webpage link:** Alzheimer's Disease and Related Dementias - MN Dept. of Health: (<https://www.health.state.mn.us/diseases/alzheimers.html>)
- **RFP:** Alzheimer's Awareness Grant  
(<https://www.health.state.mn.us/diseases/alzheimers/docs/alzawarerfp.pdf>)
- **Minnesota Dementia Strategic Plan:** Minnesota Dementia Strategic Plan  
([www.health.state.mn.us/diseases/alzheimers/docs/dementiaplan.pdf](http://www.health.state.mn.us/diseases/alzheimers/docs/dementiaplan.pdf))

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1/6/2025

To obtain this information in a different format, contact: [health.healthybrain@state.mn.us](mailto:health.healthybrain@state.mn.us)