

Informational Call: Script for Informational Conference Call for CDC-RFA-DP20-2005:  
BOLD Public Health Centers of Excellence to Address Alzheimer's Disease and Related Dementias  
Tuesday, April 7, 2020  
1:00 p.m. – 2:00 p.m. EST.

Dial-in Conference Line: 1-800-369-2183  
Conference ID: 6654300

Agenda:

Introductions  
Welcoming Remarks  
General Overview of the NOFO  
Strategies and Activities  
Grants Management Issues  
General Information  
Questions  
Closing Reminders

## **Introductions**

Good afternoon. Welcome and thank you for joining the call today to discuss this new notice of funding opportunity, or NOFO, for Building Our Largest Dementia (BOLD) Public Health Centers of Excellence to Address Alzheimer's Disease and Related Dementias.

My name is Lisa Garbarino, I serve as a project officer for the Alzheimer's Disease and Healthy Aging Program and will be your main contact for questions you may have regarding this NOFO and its application process. My contact information is provided in the NOFO.

The lines will be muted through the call. If you think of a question during the call, please write it down. At the end of the call we will open the lines for questions. At that time, you will press \*1. The moderator for the call will then unmute your line for questions. Please do not state your name or affiliation.

Following today's call, the script for this call and any questions with answers will be posted on the CDC Alzheimer's Disease and Healthy Aging website, [cdc.gov/aging](http://cdc.gov/aging), soon after this call.

I will run through today's agenda and introduce the CDC staff that you will be hearing from today about our notice of funding opportunity.

Dr. Lisa McGuire, Team Lead, Alzheimer's Disease and Healthy Aging Program will provide the general overview of the Program and of the Notice of Funding Opportunity or the NOFO.

Ben Olivari will provide the information on the Strategies and Activities requirements.

Latoya Donaldson, Grants Management Specialist, Office of Grants Service will provide information on application submission and preparation.

Then I will go over some additional items that you may want to pay special attention to when preparing your application.

Michele Walsh, our Division's Associate Director for Policy and Communication will act as moderator for our Question and Answer portion.

Before we begin, I want to let everyone know that if you previously submitted an application to CDC-RFA-DP20-2003, The National Healthy Brain Initiative, this DOES NOT preclude you from submitting to CDC-RFA-DP20-2005, BOLD Public Health Centers of Excellence to Address Alzheimer's Disease and Related Dementias, or CDC-RFA-DP20-2004, BOLD Public Health Programs to Address Alzheimer's Disease and Related Dementias. Please check the eligibility criteria as it differs for each NOFO.

I will now turn the call over to Dr. Lisa McGuire who will give us an overview of the BOLD Public Health Centers of Excellence NOFO.

### **General Overview:**

Thank you, we are excited to have everyone join the call today to learn about the BOLD Public Health Centers of Excellence NOFO.

The overall purpose of this NOFO is to support nationwide implementation of the Healthy Brain Initiative (HBI) Road Map Series through actions that fulfill the aims of the BOLD Infrastructure for Alzheimer's Act. Applicants choose one of three topic-specific area of focus. These three topic-specific areas are: Dementia Caregiving, Dementia Risk Reduction, and Early Detection of Dementia. The focus of each of these Centers of Excellence will be described in the "Strategies and Activities" section.

The HBI Road Map Series includes the State and Local Public Health Partnerships to Address Dementia: The 2018-2023 Road Map and The Road Map for Indian Country. This Road Map Series advances brain health as an integral component of public health through an action agenda, outlining how public health agencies and their partners can prepare all communities to act quickly and strategically by stimulating changes in policies, systems, and environments

I will now turn it over to Ben Olivari who will give an overview of the strategies and activities.

### **Strategies and Activities**

Thank you, Lisa.

The logic model, which may be found on pages 4 and 5 of the NOFO, was developed to outline the activities and expected outcomes of all Public Health Centers of Excellence funded under this NOFO. The logic model depicts nationwide strategies and activities, short-term or intermediate outcomes, and long-term outcomes in order to illustrate how this NOFO strives to achieve its overarching goals. The bolded outcomes in the logic model are outcomes that are expected to be achieved during the period of performance. The long-term outcomes are not expected to be achieved during the period of performance.

Applicants may apply for only one topic-specific Public Health Center of Excellence—the center on Dementia Caregiving, the center on Dementia Risk Reduction, or the center on Early Detection of Dementia—and applicants must indicate which of the Public Health Centers of Excellence topics in the

application title that they are applying. Let me restate -- applicants must indicate for which one of the three center topics they are applying for in the title of their application.

The logic model identifies the following overarching strategies for all Public Health Centers of Excellence:

- Support public health agencies with Road Map implementation materials
- Coordinate approaches with national partners and other CDC funded Public Health Centers of Excellence
- Develop/expand available content for one of the topic-specific Public Health Centers of Excellence for use by state, local, and tribal public health agencies and make it publicly available.

In the strategies and activities section of the NOFO, found on page 6, there are additional specific actions required of Public Health Centers of Excellence that are taken directly from the HBI's *State and Local Public Health Partnerships to Address Dementia: The 2018-2023 Road Map*.

ALL Public Health Centers of Excellence are required to address the Road Map Actions specific to the applicant's selected center type. Two of these actions, P-1 and M-3, are crosscutting and all three centers will be required to adopt these two actions.

P-1: Promote the use of effective interventions and best practices to protect brain health, address cognitive impairment, and help meet the needs of caregivers for people with dementia.

M-3: Use data gleaned through available surveillance strategies and other sources to inform the public health program and policy responses to brain health, cognitive impairment, and caregiving.

Each Public Health Center of Excellence has an additional two required Road Map actions and each will apply their topic-specific center focus to these four Road Map actions.

In addition to the required 4 Road Map actions for each Public Health Center of Excellence, applicants may select up to 3 additional optional Road Map actions, which are listed in the NOFO. Applicants must demonstrate why these additional optional actions were chosen based on burden and impact and how they will enhance the applicant's Public Health Center of Excellence overall.

I will now walk you through the required actions for each topic-specific center.

### **Public Health Center of Excellence on Dementia Caregiving**

The focus for this center on Dementia Caregiving is public health, systematic approaches to support spouses, partners, adult children, and other relatives and friends providing unpaid help to people living with dementia. The actions come from the HBI's [State and Local Public Health Partnerships to Address Dementia: The 2018–2023 Road Map](#) supporting document, "[Supporting Caregivers](#)" Issue Map. The E-3 and W-3 actions from the Road Map are required for the center on Dementia Caregiving in addition to P-1 and M-3 that are required of all Public Health Centers of Excellence.

E-3: Increase messaging that emphasizes both the important role of caregivers in supporting people with dementia and the importance of maintaining caregivers' health and well-being.

W-3: Educate public health professionals about the best available evidence on dementia (including detection) and dementia caregiving, the role of public health, and sources of information, tools, and assistance to support public health action.

### **Public Health Center of Excellence on Dementia Risk Reduction**

The focus for this center on Dementia Risk Reduction is to advance public health awareness and increase action in promoting healthy behaviors that may reduce the risk for cognitive decline and possibly dementia. The actions come from [the State and Local Public Health Partnerships to Address Dementia: The 2018–2023 Road Map](#) supporting document “[Accelerating Risk Reduction and Promoting Brain Health” Issue Map](#). The E-2 and W-6 actions are required for the center on Dementia Risk Reduction in addition to P-1 and M-3 that are required of all Public Health Centers of Excellence.

E-2: Integrate the best available evidence about brain health and cognitive decline risk factors into existing health communications that promote health and chronic condition management for people across the life span.

W-6: Educate healthcare professionals about the importance of treating co-morbidities, addressing injury risks, and attending to behavioral health needs among people at all stages of dementia.

### **Public Health Center of Excellence on Early Detection of Dementia**

The focus for this center on Early Detection of Dementia is to promote early detection and diagnosis of dementia through multiple pathways. The actions come from [the State and Local Public Health Partnerships to Address Dementia: The 2018–2023 Road Map](#) supporting document “[Advancing Early Detection” Issue Map](#). The E-1 and W-4 actions are required for the center on Early Detection of Dementia in addition to P-1 and M-3 that are required of all Public Health Centers of Excellence.

E-1: Educate the public about brain health and cognitive aging, changes that should be discussed with a health professional, and benefits of early detection and diagnosis.

W-4: Foster continuing education to improve healthcare professionals' ability and willingness to support early diagnoses and disclosure of dementia, provide effective care planning at all stages of dementia, offer counseling and referral, and engage caregivers, as appropriate, in care management.

Let me restate—All Public Health Centers of Excellence are required to include P-1 and M-3 actions plus the 2 required topic-specific E & W actions. Up to 3 additional actions may be selected from the HBI's State and Local Public Health Partnerships to Address Dementia: The 2018–2023 Road Map and the HBI's Road Map for Indian Country. These additional optional actions require justification. The relevant information for Dementia Caregiving is detailed on pages 7 and 8, page 9 for Dementia Risk Reduction, and page 10 for Early Detection of Dementia of the NOFO.

I will now turn the call over to Latoya Donaldson to review application submission and preparation.

## **Application Submission and Preparation**

Thank you, Ben.

The Budget Period or Budget Year refers to the duration of each individual funding period within the five-year project period. For this NOFO, budget periods are 12 months long.

This NOFO is for non-research activities. The total project period length will be five years. It is estimated that \$1.5 million will be awarded annually for a total of up to 3 awardees during the 2020-2025 period of performance; estimated annual funding will be \$500,000 for one awardee of each Public Health Center of Excellence.

CDC will issue awards with a ceiling of \$800,000 for each Public Health Center of Excellence awardee. The award floor will be \$300,000 for each awardee. The average expected award will most likely be around \$500,000 for each awardee.

Let me further comment about the ceiling of \$800,000 per awardee. For the first year, CDC does not expect to have funding available to support each individual award at the ceiling amount. However, applicants may request up to this amount. Funding is subject to availability.

CDC will consider any application requesting an award higher than ceiling of \$800,000 as non-responsive and it will receive no further review. Throughout the project period, CDC will continue to award based on the availability of funds, the evidence of satisfactory progress by the awardee (as documented in required reports), and the determination that continued funding is in the best interest of the federal government. The total number of years for which federal support has been approved (project period) will be shown in the “Notice of Award”.

Applicants must submit an itemized budget narrative and justification. When developing the budget narrative, applicants must consider whether the proposed budget is reasonable and consistent with the purpose, outcomes, and program strategies outlined in the projective narrative. The budget must include: salaries, fringe benefits, consultant costs, supplies, travel, other categories, contractual costs, total direct costs, and total indirect costs. Please note that in this NOFO the project narrative should be a maximum of 20 pages. Text should be single spaced, 12 point font, 1-inch margins and numbers on all pages. Please refer to pages 23 and 41 of the NOFO.

For guidance on completing a detailed budget, see Budget Preparation Guidelines at:  
<https://www.cdc.gov/grants/applying/application-resources.html>. This website also gives you other useful information for applying for a NOFO. I strongly encourage you to visit this website. Should you have questions about the grant or budget process please email [BOLDCentersnofo@cdc.gov](mailto:BOLDCentersnofo@cdc.gov) during the application process.

Please remember that an organization must obtain three registrations before it can submit an application for funding at [www.grants.gov](http://www.grants.gov).

The first is the Data Universal Numbering System, or DUNS: All applicant organizations must obtain a DUNS number. A DUNS number is a unique nine-digit identification number provided by Dun & Bradstreet (D&B). It will be used as the Universal Identifier when applying for federal awards or cooperative agreements. The applicant organization may request a DUNS number by telephone at 1-866-705-5711 or Internet at <http://fedgov.dnb.com/webform>.

The DUNS number will be provided at no charge. If funds are awarded to an applicant organization that includes sub-awardees, those sub-awardees must provide their DUNS numbers before accepting any funds.

The second is the System for Award Management, or SAM: The SAM is the primary registrant database for the federal government and the repository into which an entity must submit information required to conduct business as an awardee. All applicant organizations must register with SAM and will be assigned a SAM number. All information relevant to the SAM number must be current at all times during which the applicant has an application under consideration for funding by CDC. If an award is made, the SAM information must be maintained until a final financial report is submitted or the final payment is received, whichever is later. The SAM registration process usually requires 10 or more business day and registration must be renewed annually. Additional information about registration procedures may be found at [www.SAM.gov](http://www.SAM.gov).

The last is Grants.gov: Once you have a DUNS number and an active SAM account, you are ready to register your organization at [www.grants.gov](http://www.grants.gov), the official HHS E-grant website. The first step in submitting an application online is having access to Grants.gov. Registration information is located at the “Get Registered” option at [www.grants.gov](http://www.grants.gov). All applicant organizations must register at [www.grants.gov](http://www.grants.gov). The one-time registration process usually takes not more than five days to complete. Applicants must start the registration process as early as possible.

The websites I mentioned can be found on pages 20 and 21 of the NOFO. You will want to register soon to ensure you have everything in place to submit an application by the May 26, 2020 deadline. If the application is not submitted by the deadline published in the NOFO, it will not be processed. Please allow enough time so that if challenges arise you have ample time to work them through. There will be no extensions granted.

Unsuccessful applicants will receive notification by email. Successful applicants will receive a notice of award by September 1, 2020, the anticipated project start date.

I will now turn the call back over Lisa to point out a few additional items to pay attention to when submitting the applications.

## **Additional Information**

Thank you Latoya

We will take a few moments to make sure you are aware of the resources that may be of use to you as you work on your application. The CDC Alzheimer’s Disease and Healthy Aging website, cdc.gov/aging, has a link on the left navigation bar specifically for this BOLD Centers for Excellence NOFO. There, you will see previously submitted questions and answers. If your question has not already been addressed, there is a link on the page for you to submit additional questions to the NOFO mailbox. Questions that have already been received are answered and

uploaded to the FAQ portion of the website approximately 72 hours after the conclusion of this call.

We would like to point out that only one application may be submitted per DUNS number. Therefore, you must decide which of the Public Health Centers of Excellence topics you are applying for and must only submit one application for the selected Public Health Center of Excellence and identify the selected topic of the center in your title.

Now I will turn it over to Michele Walsh for the question and answer portion of the call.

### **Questions and Answers**

Thank you, Lisa. When asking your question, we request that you do not state your name or affiliation. We will do our best to answer your questions today. If we are not able to answer your questions, we are taking notes and will post answers on our website at [www.cdc.gov/aging](http://www.cdc.gov/aging).

To ensure that your question is answered, you may submit a question to our mailbox [BOLDCentersNOFO@cdc.gov](mailto:BOLDCentersNOFO@cdc.gov). All questions and responses will be posted at <https://www.cdc.gov/aging/funding/phc/faq.html> in approximately 72 hours.

I will now turn it back to Lisa for closing remarks and reminders.

### **Closing Remarks and Reminders**

On behalf of CDC's Alzheimer's Disease and Healthy Aging Program we are looking forward to supporting this important NOFO.

As a reminder, optional letters of intent are due April 22, 2020.

The application due date is May 26 2020 at midnight EST, and the estimated award start date is September 30, 2020.

We thank you for your participation on today's call.