



BLOOMBERG GLOBAL INITIATIVE TO REDUCE TOBACCO USE INFORMATION CIRCULAR ON THE GRANTS PROGRAM

The Pan American Health Organization is pleased to inform that it will provide support to countries who wish to participate in the grants program of the Bloomberg Global Initiative to Reduce Tobacco Use.

PAHO has supported the first round applicants in offering technical assistance to all pre-selected grantees. **For the second round, a different approach will be taken, with a much pro-active role: PAHO will provide regional consultants that are proficient in English, Spanish and Portuguese and with experience in writing grant proposals to help applicants with the development, drafting and submitting of the proposals.**

Please distribute this information among potential applicants in your country and please let us know if you are aware of a project idea for the grant program that could need the support from one of our consultants.

The focal point at PAHO for this activity is Ms. Ligia Maria Cruz Espinoza; Email: cruzligi@paho.org
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Thanks in advance for your help in making the second round of grant applications a success in our region!

Please find below the call for proposals:

The Bloomberg Global Initiative to Reduce Tobacco Use

Funded by Michael R. Bloomberg
and managed by the
International Union Against Tuberculosis and Lung Disease
and the
Campaign for Tobacco-Free Kids

CALL FOR PROPOSALS

Round 2

June 2007

A global initiative to reduce tobacco use in low- and middle-income countries was launched in 2006 with funds from Michael R. Bloomberg. A competitively awarded grants program is an important part of the Initiative. The grants program supports projects to develop and deliver high-impact tobacco control interventions.

The grants program is managed by the International Union Against Tuberculosis and Lung Disease (the Union) and the Campaign for Tobacco-Free Kids.

In the first round of the grant program in 2007, a total of 42 grants were awarded in 22 countries.

Which countries are eligible?

While applications are welcome from all low- and middle-income countries (as categorized by the World Bank), the Initiative places a priority on countries with the greatest number of tobacco users.

Approximately two-thirds of the world's tobacco users live in fifteen countries: China, India, Indonesia, Russia, Bangladesh, Brazil, Mexico, Turkey, Pakistan, Egypt, Ukraine, Philippines, Thailand, Vietnam and Poland.

Who can apply for a grant?

Governments, state/provincial authorities, and non-governmental organizations (NGOs) based in eligible countries can apply for grants.

Applicants must be recognized legal entities capable of entering into contractual arrangements and assuming legal and financial obligations.

NGO applicants cannot be the recipients of financial support from any tobacco product manufacturer or the parent, subsidiary or affiliate of a tobacco product manufacturer.

The grants program cannot fund individuals.

What kind of projects will be funded?

Proposals must focus on achieving policy change that will lead to substantial reductions in tobacco use. The grants program gives priority to projects that lead to sustainable improvements in tobacco control laws, regulations, policies and programs at the national or sub-national level (e.g. provinces, states), including (but not restricted to):

- Tax and price measures, including anti-smuggling measures
- Establishment of smoke-free workplaces and public places, and effective enforcement of smoke-free policies
- Direct and indirect advertising bans
- Other evidence-based regulatory/legislative initiatives
- Effective mass media campaigns and programs targeting the general population and sub-population groups
- Model Smoke-Free Jurisdictions Program (see section below)

The grants program can also support the development of strategic alliances and coalitions which have improving tobacco policy as their central goal.

What is the Model Smoke-Free Jurisdictions Program?

The Model Smoke-Free Jurisdictions Program is designed to support the creation and enforcement of 100% smoke-free environments in enclosed workplaces and public places within a given national or sub-national jurisdiction.

A '100% smoke-free environment' is created when smoking is not permitted in any enclosed part of the facility.

Proposals under the Model Smoke-Free Jurisdictions Program *must*:

- Cover at least one major city or province/state
- Involve a consortium of government and nongovernmental organizations (including the relevant enforcement agencies)
- Include communications, enforcement and evaluation plans
- Clearly state which facilities will be included, and under what authority
- At a minimum, create smoke-free environments in all healthcare facilities, public buildings and public transport under the authority of the jurisdiction

Proposals that include additional public places, such as private workplaces, restaurants and bars, will be reviewed more favorably.

What kind of projects will NOT be funded?

The grants program is NOT designed to fund education programs (school-based or otherwise) other than as part of mass media campaigns mentioned above, nor is it designed to fund agricultural or crop-substitution programs.

The grants program is also not designed to fund basic research, academic studies, prevalence surveys or cessation services.

Systematic surveys of adult prevalence are being undertaken separately with the support of the Bloomberg Initiative and do not form part of this grants program.

How much funding can a project receive?

Proposals can be submitted for grants from US\$10,000 for a short-term advocacy campaign up to US\$500,000 per year for a major comprehensive initiative. Short-term, one-year and two-year project proposals will be considered.

Submitting your ideas for a project

Applicants should first submit a short "Project Idea" using the online system at: www.tobaccocontrolgrants.org

Applicants may submit more than one Project Idea.

The deadline for submitting Project Ideas is 12 midnight, US Eastern Daylight Time (GMT -4 hours) on Wednesday, 13 June.

How will Project Ideas be selected to go forward?

Project Ideas will be reviewed by a joint working group of the Union and the Campaign for Tobacco-Free Kids.

The Union manages grants designed to strengthen government and NGO efforts to control tobacco use. The Campaign for Tobacco-Free Kids manages grants aimed at developing and implementing strategic advocacy campaigns.

Project Ideas will be scored on their potential to reduce tobacco use (50%); project design (25%); and organizational capacity and collaboration (25%).

Applicants will be informed by 25 July if their Project Idea is selected to go forward to full proposal. Full proposals submitted without a direct invitation will not be considered.

How are full proposals assessed?

Full proposals will be reviewed by grants program staff of the Union and the Campaign for Tobacco-Free Kids. Selected international tobacco control experts may also be invited to review particular proposals at the discretion of the grants program staff.

Full proposals will be scored based on: Potential to have a large population impact on reducing tobacco use (25%); project design (25%); organizational capacity (20%); budget (10%); collaboration (10%) and evaluation (10%).

Priority will be given to applicants who can demonstrate that they have one or more of the following:

- Proven ability to work in the areas of policy analysis, media advocacy, coalition building, public education or other related areas necessary to implement the most effective tobacco control strategies in their country
- An understanding of what it will take for the government to adopt and implement the proposed policies
- The capacity to carry out the proposed work according to the submitted plan in the timeframe outlined
- A proven history of, or capacity for, collaboration with other NGOs and/or with government and NGOs
- Capacity to establish good communication and coordination with project partners (including the government, as appropriate) early in the application process.