



## **The Bloomberg 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 8 July 2010**

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 evidence-based 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 seven rounds of the grants program, 143 grants were approved in 46 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?**

Governmental and non-governmental organizations based in eligible countries can apply for grants.

- Governmental organizations include, but are not limited to, national Ministries, state/provincial authorities and affiliate offices.
- Non-governmental organizations (NGOs) with relevant advocacy experience aimed at changing or implementing policies.

Applicants must be recognized legal entities capable of entering into contractual arrangements, receiving foreign funds 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 does not fund individuals.

If you are a current grantee please discuss the development of your Project Idea with your assigned technical advisor or program officer before submitting.

### **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
- Direct and indirect advertising bans and effective enforcement of direct and indirect advertising bans
- Establishment of smoke-free workplaces and public places, and effective enforcement of smoke-free policies
- Implementation of graphic warning labels on tobacco products
- Other evidence-based regulatory/legislative initiatives

The grants program can also support, where improving tobacco policy is their central goal:

- Development of strategic alliances and coalitions
- Monitoring Industry behaviour and practices

### **What kind of projects will NOT be funded?**

The grants program does not fund education programs (school-based or otherwise) nor does it fund agricultural or crop-substitution programs.

Nor does the grants program 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 are not funded through the grants program.

### **How much funding can a project receive?**

Proposals can be submitted for grants from US\$50,000 up to US\$500,000 per year. Short-term, one-year or two-year project proposals will be considered.

Funding levels should be consistent with the scope and capacity of your organization. Cost reasonableness is a factor in the consideration of proposals.

### **Submitting your ideas for a project**

Applicants should first submit a short "Project Idea" using the online system at: [www.tobaccocontrolgrants.org](http://www.tobaccocontrolgrants.org)

Applicants may submit more than one Project Idea.

The deadline for submitting Project Ideas is 15:00 hours, US Eastern Daylight Time (GMT -4 hours) on Friday, 13 August 2010 (to see what time that is in your country please check [www.timeanddate.com](http://www.timeanddate.com)).

Applications can be accepted only in English.

### **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%).

Overall consideration will be given to Project Ideas that fill a strategic gap in tobacco control identified within countries / regions, and show effective partnerships. Gaps could include (but are not restricted to) taxation, industry monitoring, graphic health warnings, and smokefree initiatives.

Applicants will be informed by 8 October 2010 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 and cost reasonableness (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.