



Thank you to all who provided their comments on the draft Gender Policy. We will be updating the Policy to reflect this input. It will be publicly available soon.

DRAFT GENDER POLICY

Goal of the Policy

The Gender Policy of the Foundation for a Smoke-Free World (FSFW) documents our commitment to gender equality and the application of a comprehensive gender perspective to all of our work. The policy is grounded in our [Strategic Plan](#) and wider commitments to:

- The [United Nations Sustainable Development Goals](#), which highlight the centrality of gender equality (SDG 5) for the attainment of all aspects of human development
- The [World Health Organization Framework Convention on Tobacco Control](#), which explicitly recognizes the need for a gender perspective and the full participation of women

Guided by these viewpoints, our grantmaking processes and the work of our grantees are key mechanisms for understanding the sex- and gender-based biological, social, and cultural dimensions of health and economic development and advancing progress toward our goals of ending smoking and transitioning smallholder tobacco farmers to alternative livelihoods.

Rationale for the Policy

1. [Health, Science, and Technology](#)

Research and new developments in smoking cessation and tobacco harm reduction have been largely gender-blind to date. When appropriately applied, sex- and gender-based analysis can be catalytic in developing better technology and products to aid cessation; effective tobacco harm reduction interventions to aid switching; more targeted social and digital media strategies to end smoking; and regulatory and pricing policies.

2. [Agriculture and Livelihoods](#)

Women represent the majority of the agricultural labor force. Their inequitable access to resources worsens poverty and malnutrition. A gender-specific approach to the development of alternative livelihoods for smallholder tobacco farmers directly addresses women's marginalization and limited opportunity, identifies opportunities for economic growth, and improves family health and education outcomes.

3. [Industry Transformation](#)

Industry progress toward a smoke-free world and gender equality are mutually supportive. Analytic work has shown the value of addressing environmental, social, and governance (ESG) principles to companies' long-term profitability, which is enhanced when women form a significant proportion of corporate Boards and leadership positions. Investors have the power to accelerate gender equality by



prioritizing companies that embrace the advancement of women and develop products that benefit women.

FSFW's Commitments

1. Organization-wide gender equality, operationalized through:

- A zero-tolerance [policy on sexual harassment](#), gender-based violence, exploitation, and bullying
- Exercising strong leadership in promoting awareness and support of effective strategies to address the sex- and gender-based biological, social, and cultural dimensions of smoking cessation, tobacco harm reduction, and sustainable livelihoods for smallholder tobacco farmers
- Internal capacity-building to close the gap between gender policy and practice
- Gender-balanced panels and speaker selection during FSFW-sponsored events

2. Increasing the participation of women

FSFW strives to secure women's involvement in the leadership of the organization, in the leadership of institutions submitting proposals, in capacity-building programs, as the participants of research, and as the implementers and beneficiaries of interventions. Capacity-building efforts apply to health sciences, agricultural science and interventions, and business entrepreneurship.

3. [Gender-related grantee requirements](#)

This guidance is to be used by potential and actual grantees as they develop and implement their proposals. FSFW expects grantees to incorporate evidence of how they have considered relevant aspects of this guidance into prospective grants, the implementation phases of proposals, and final reports.

Requirements for All Grantees:

- Ensure leadership opportunities for women and women's equitable participation throughout project development, implementation, and reporting phases.
- Demonstrate the capacity for ongoing application of sex- and/or gender-based analytical tools.
- Consider and make explicit the gender dimensions of specific proposals and, when appropriate, indicate how they are being addressed.
- Collect, analyze, and report sex-disaggregated data.
- Adequately report on and communicate the gender impact of projects.
- Support a zero-tolerance policy on sexual harassment.

Requirements for Health, Science, and Technology Grants:

- Study populations should be gender-inclusive.
- An analysis of sex and gender differences and similarities should be described in proposals, where appropriate.



- If applicable, grantees should utilize the [Essential Metrics for Assessing Sex & Gender Integration in Health Research Proposals Involving Human Participants](#) as guidance.
- If applicable, grantees should utilize the [Sex and Gender Equity in Research \(SAGER\) guidelines](#) for appropriate reporting of sex and gender.

Requirements for Agriculture and Livelihoods Grants:

- Proposals should include a problem statement and implementation plan that draw upon and demonstrate existing gender knowledge.
- Gender-specific goals, objectives, and participation targets should be set and reported upon. If gender parity is deemed not possible, the rationale should be clearly explained and justified.
- A gender-responsive monitoring and evaluation system should be developed to include baseline and endline sex-disaggregated data and specific gender-responsive indicators, such as those in the [Women's Empowerment in Agriculture Index \(WEAI\)](#).
- If grantees do not have the internal capacity, they should use a third-party evaluator to ensure evaluations and assessments are designed to allow for gender-specific analysis.
- Grantees should utilize gender-sensitive data collection methods (such as holding gender-disaggregated focus groups in safe and culturally sensitive spaces).