

REQUEST FOR PROPOSALS: GLOBAL STATE OF SMOKING POLL 2019

BACKGROUND

The Foundation for a Smoke-Free World (FSFW) is an independent, nonprofit organization created to accelerate worldwide efforts to reduce health impacts and deaths from tobacco smoking. It aims to enable research, promote dialogue, and generate ideas to reduce smoking globally while monitoring, evaluating, and addressing the impact of reduced smoking rates on the global burden of disease, agriculture, and the economy.

To gain a clear understanding of the current landscape of habits and perceptions regarding tobacco products and alternative nicotine delivery systems (ANDS) among adults across the world, the FSFW aims to conduct a global poll across a range of countries reflecting different cultural, socio-economic, and tobacco-regulatory backgrounds. The poll will focus on current smoking behaviors, awareness, and consumption of alternative products, as well as beliefs and perceptions in terms of harmfulness and addictiveness of different nicotine products. Characterizing the participants in terms of social environment, socio-economic status, and educational level will help contextualize the findings.

In 2017, the FSFW commissioned an **initial poll** in 13 countries that served as a baseline assessment of the global state of tobacco harm reduction efforts. Compared to the initial poll, the 2019 edition will be conducted in fewer countries but will capture a larger population of participants per country. The 2019 poll will include a well-defined set of targeted questions with a particular focus on beliefs and perceptions in terms of harmfulness and addictiveness of different products and compounds. The target population will be composed of previous and current smokers and vapers, as well as dual- and poly-product users and users of bidis and smokeless tobacco products, the former being primarily from India. Depending on the size of the population and the prevalence rates, the number of respondents may range from 10,000 to 100,000 per country. It will be important to have adequate statistical power at the level of in-country user groups (e.g., bidi users in India).

In parallel, a series of focus group discussions will be conducted with previous and current smokers and vapers, as well as dual- and poly-product users. A rigorous and reliable methodology will be applied to shed light on the private and work-related smoking and vaping experiences of focus group discussion participants. Video testimonials, photographs, and quotations will be collected to provide more personal impressions and opinions/perceptions of the participants.

DESIRED END PRODUCT

Scope of Work

- Develop and test the questionnaire, in close collaboration with the FSFW, to include question items on risk perception based on questions from the 2017 poll
- Establish a sampling plan, including sample size calculation, recruitment and randomization strategy, and weighting scheme
- Obtain approval from ethical committee in target countries, as required
- Perform data collection using personal face-to-face interviews and online surveys applying state-of-the art data collection software
- Conduct focus group discussions, including synthesis of findings
- Clean data and perform descriptive analysis

Deliverables

- Final questionnaire results
- Clear and complete results database, including a data dictionary
- Photographs, videos and video transcripts
- Synthesis of findings from focus group discussions
- Final report on:
 - Aim of the poll
 - Detailed methodology, including questionnaire development and testing; participant randomization, including all countries in which the poll was conducted; and data analysis
 - Detailed descriptive analysis of the findings, including figures and tables
 - Lessons learned and recommendations for future polls

Geographic Focus

Seven target countries: Greece, USA, India, UK, Norway, Japan, and South Africa

Estimated Duration

March 15-August 31, 2019: 5.5 months

APPLICATION PROCESS

Deadline for receipt of proposals: February 22, 2019

Announcement of grant: March 15, 2019

Expected Qualifications

- The FSFW encourages participation by groups whose mission aligns with the FSFW's mission to eliminate smoking within a generation. These groups may include institutions of higher education, nonprofits, commercial enterprises, governmental agencies, or other research-based organizations.
- Applicants should have a track record of market research in a geographically diverse range of countries, and a demonstrated ability to collect data via field and online surveys, focus group discussions, and personal interviews.
- Applicants will be expected to have reliable and justifiable input on the pros and cons of different data collection methods for estimating prevalence and for assessing measurement biases and on the appropriateness of different polling methods for different countries.
- Applicants should possess expertise in randomization techniques and quantitative and qualitative data analysis; and experience writing reports is also critical and expected.

Proposal Structure

All interested parties should submit a detailed proposal to the FSFW. Although there is no page number requirement for submissions, we expect submissions to be around 5-10 pages. The FSFW's previously commissioned 2017 **third-party Global State of Smoking Survey** will serve as a template for applicants.

Please be sure to cover the following in your submission:

1. Summary of Organizational Capabilities and Experience

- A description of your organization's capabilities and experience with survey design and execution, focus group discussions, and data analyses
- A description of your organization's experience with similar projects in low- and middle-income countries, as well as information on your collaborators in target countries

2. Project Team Information

- A list of your organization's key personnel and collaborators who will be involved in this project
- CVs of your key personnel, highlighting their experiences that are relevant to this project

3. Detailed Approach

- The overall approach that you will take to recruit participants and to perform the interviews
- A concept for the topics and proceedings of the focus group discussions
- A summary of all activities
- A data analysis plan
- The format of the final report
- A detailed workplan for the duration of the project (click [here](#) to download the workplan template)

4. Costs

- A detailed budget for all activities, personnel, and resources (click [here](#) to download the budget template)

Evaluation Criteria

The following criteria will be used to evaluate submissions:

- Alignment with the FSFW's mission to eliminate smoking globally within a generation
- Technology expertise and prior experience
- Demonstrated ability to perform on similar projects
- Cost and timeline
- Probability of meeting the objectives of the RFP
- Potential for further scale-up (either internally or in collaboration with partners)
- Key organizational documents provided to the FSFW as part of our due diligence process, as outlined in our **Grant Policies and Procedures**

Submission Instructions

Applications should be submitted through our online portal which can be accessed [here](#). This link will always start a new application form.

You may save a started application at any time by using the 'Save & Finish Later' button at the end of each page. If you do so, please use [this link](#) to return to the log-in screen to access the saved form.

A list of application portal FAQs can be found [here](#).

For all other inquiries, please contact us at support@smokefreeworld.org.

KEY INFORMATION

The FSFW may disclose proposals, documents, communications, and associated materials submitted in response to this RFP to its employees, consultants, legal counsel, contractors, and potential co-funders. Applicants should carefully consider the content of submitted materials if they have any doubt about the impact of disclosure of confidential or proprietary information. Although submissions will not be disclosed publicly during the evaluation process, all funded projects will be made public. The FSFW will work with awardees to ensure that any materials made public will not disclose any protected information.

To be considered for an award, the applicant agrees that the FSFW may:

- Amend or cancel the RFP, in whole or in part, at any time
- Extend the deadline for submitting responses
- Determine whether a response does or does not substantially comply with the requirements of the RFP
- Issue multiple awards

The applicant must ensure that it has responded to the RFP with complete honesty and accuracy. If information in the applicant's response changes, the applicant will supplement its response in writing with any deletions, additions, or changes within 5 days of the changes. Any material misrepresentation, including omissions, may disqualify an applicant from consideration for an award.