

# FSFW HEALTH, SCIENCE, AND TECHNOLOGY WAVE 2 REQUESTS FOR PROPOSALS

## TOPIC 5: SYSTEMS SCIENCE AND IMPLEMENTATION RESEARCH

<b>Issue date:</b>	January 18, 2019
<b>Question window ends:</b>	March 18, 2019
<b>Closing date:</b>	April 18, 2019
<b>Closing time:</b>	5pm US Eastern Standard Time
<b>Contact information:</b>	<a href="mailto:support@smokefreeworld.org">support@smokefreeworld.org</a>
<b>Submit questions to:</b>	<a href="mailto:support@smokefreeworld.org">support@smokefreeworld.org</a>
<b>Submit proposals to:</b>	See submission instructions in RFP
<b>Financing instrument:</b>	Grant
<b>Financing amount:</b>	Up to US\$ 1,000,000
<b>Financing duration:</b>	Up to one year

## SYSTEMS SCIENCE AND IMPLEMENTATION RESEARCH: INTRODUCTION

There have been different patterns of changes in smoking prevalence across countries since the mid-20th century. In some countries, prevalence started high and has decreased slowly. In a few, it started high and dropped significantly. In other countries, prevalence started low and has increased, while in a few, it has remained low.

It is worth understanding the reasons for these different patterns, particularly in countries where prevalence has dropped significantly and where it has not risen significantly.

### REQUEST FOR PROPOSAL 5: LESSONS FROM COUNTRIES WITH ANDS AVAILABILITY WHICH HAVE SEEN DRASTIC DROPS IN NUMBER OF SMOKERS

#### *Research question*

Sweden (and more recently Norway), England, and Japan (and now increasingly Korea) have all seen significant decreases in the prevalence of smoking, over a range of timeframes (from decades in Sweden, to 2-3 years in Japan). In these countries, this decrease has happened alongside increased availability of reduced-risk alternatives to cigarettes (snus, vapes and heated tobacco products respectively).

There needs to be a systematic, multi-disciplinary evaluation of the situation in these countries, to draw lessons that may help other countries accelerate their progress in reducing smoking. Such an evaluation would cover not only the standard changes in epidemiology and public health policy, but also:

- Relevant cultural and historical background
- Legal and regulatory framework for cigarettes and for ANDS
- Broader public health policy, and in particular a stance on harm reduction in other areas
- Gender norms and the status of women
- Political priorities
- Commercial considerations: product availability, industry structure, and economic interests of the different stakeholders
- The role of the media
- The role of key individuals and organizations.

These evaluations should cover a significant timeframe (at least 10 years for Japan/Korea, at least 30 years for Sweden/Norway and the UK). They should also progress systematically from 'whats' through 'hows' to 'whys', and cover:

- Framework for analysis and approach to execution
- Basic facts: What happened (e.g., changes in smoker prevalence, in volume of cigarettes sold, etc., with all data disaggregated by sex)
- Mechanisms: how did it happen (who did what, when?)
- Reasons: why did it happen (interests, incentives, partnerships, external factors, ...)
- Implications

## Deliverables

- Framework for analysis
- Country case studies
- Synthesis of lessons learned across case studies.

## Expected Qualifications

How this work is done is as important as what is done. We are looking for organizations that can design the right processes for broad engagement on this, and to have this process informed by relevant efforts in the past (e.g., World Bank series on Tobacco Control Policy: Strategies, Successes, and Setbacks).

We expect the work to be led and coordinated by one academic institution outside of case study countries, with the relevant academic disciplines and experience in developing complex case studies. This lead institution must then be able to:

- Recruit and coordinate work with one lead university per case study country
- Assemble an international advisory board.

We would also welcome proposals from major consulting firms with relevant expertise and experience.

## Geographic focus

Target countries

## Estimated budget and duration

Up to \$1,000k and up to one year

## 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 access inquiries, please contact us at [support@smokefreeworld.org](mailto:support@smokefreeworld.org).