

Health and Science Research

Request for Proposals

TOPIC

E-health Services Available to Smokers to Quit or Switch to Tobacco Harm-Reduction (THR) Products

Issue date	September 26, 2022
Closing date	November 7, 2022
Closing time	12:00 noon, UK Time
Submit proposals to	(See submission instructions in RFP)
Financing instrument	Grant
Financing amount	Budget not to exceed US \$500,000 Paid in US dollars, amount consistent with proposal and work plan
Financing duration	Maximum of 8 months, consistent with proposal and work plan
Contact information	support@smokefreeworld.org

Introduction

Although the global prevalence of tobacco use has decreased, reduction in use continues to be outpaced by overall population growth and in many countries, there was either no change or the prevalence increased between 2007-2019¹. The most comprehensive data show that in 2019 tobacco use accounted for nearly 7.69 million deaths, with over 1.14 billion tobacco users worldwide.² Helping people quit tobacco use is vital to ending the tobacco epidemic. According to World Health Organization (WHO) data, most smokers who are aware of the dangers of tobacco want to quit.³ Meeting global health goals and targets – including those set out in the Sustainable Development Goals (SDGs) and the WHO Global Action Plan for the Prevention of NCDs 2013-2030 – hinges on making comprehensive cessation services available to all the world’s tobacco users.⁴ Moreover, with over 80% of tobacco users residing in low- and middle- income countries, provision of smoking cessation services and broadening the outreach of such services are critical to redressing inequities and reducing the adverse impacts of the tobacco epidemic on both health and development globally.

“Electronic health” (e-health) refers to the use of information and communications technology in health care. Recent research has indicated that e-health approaches and tools can be applied to improve smoking cessation globally.⁵ There are many advantages to using e-health, including easy

¹ Drope J, Hamill S, Chaloupka F, Guerrero C, Lee HM, Mirza M, Mouton A, Murukutla N, Ngo A, Perl R, Rodriguez-Iglesias G, Schluger N, Siu E, Vulovic V. The Tobacco Atlas. 2022. New York: Vital Strategies and Tobacconomics.

² [https://doi.org/10.1016/S0140-6736\(21\)01169-7](https://doi.org/10.1016/S0140-6736(21)01169-7)

³ <https://www.who.int/activities/quitting-tobacco>

⁴ <https://www.who.int/publications/i/item/9789240039285>

⁵ <https://doi.org/10.2147/PPA.S169397>

accessibility, affordability, and the flexibility to deliver tailored and proactive messaging directly to users. However, to our knowledge, there has been no recent attempt to summarize the range, efficacy, and potential effect modifiers of published e-health approaches and tools available to smokers globally to help them either quit combustible tobacco or switch to tobacco harm-reduction (THR) products, leading to development of a comprehensive e-health tool to achieve those goals.

The Foundation for a Smoke-Free World (“the Foundation”) is committed to advancing global progress in smoking cessation and THR worldwide. In furtherance of its [Strategic Plan 2022-2024](#), the Foundation is seeking proposals for development of: (1) a white paper that will present and extend knowledge of the range and efficacy of e-health approaches and tools available to smokers; (2) a concept, based on the findings of the white paper, for a scalable, innovative, and nonduplicative e-health tool; and (3) a detailed plan for the development of such a tool.

Objective: Develop a detailed plan for an e-health tool based on the findings of a white paper presenting existing research that extends knowledge of the range and efficacy of e-health approaches and tools available to smokers to help them either quit or switch to THR products.

Deliverables

1. White paper documenting the range and efficacy of published e-health tools and approaches available to smokers to provide support in quitting or to switching to THR products. The white paper should include:
 - Classification of e-health intervention types (e.g., web-based, mobile-based)
 - Comprehensive review of recent research worldwide and evaluation of e-health tools and approaches available across the globe
 - Breakdown of efficacy data by detailed subcategories, such as gender, socioeconomic status, and other relevant demographic indicators, where available
 - Identification of strengths, gaps, and weaknesses of the tools and approaches evaluated
2. Based on the findings and recommendations of the white paper, a detailed concept for a scalable, innovative, and nonduplicative e-health tool that will help smokers to quit and/or switch to THR products
3. Detailed plans for the development of the e-health tool, to be submitted to the Foundation for assessment and possible future funding

The Foundation will evaluate all proposals for their potential to fulfil the objectives of the RFP. Preference will be given to proposals able to demonstrate the ability to establish a consortium of experts to verify findings and contribute to the work and final deliverables.

Expected Qualifications

Eligible institutions include all research and civil society organizations, especially those with experience in evaluating and developing interventions for public health programs and other relevant multidisciplinary areas. Proposals should be submitted by entities registered in their country of origin with an ability to accept research grants from not-for-profit foundations incorporated in the United States.

Geographic Focus

Global

Estimated budget and duration

- Budget not to exceed US \$500,000
- Duration not to exceed 8 months

Evaluation Criteria

The following criteria will be used to evaluate submissions:

- Expertise and prior experience, including demonstrated experience on similar projects
- Research presence
- Ability to meet the objectives of the RFP
- Cost and timeline
- Adequate resources (quantity and type) to satisfy project scope and timeline
- Key organizational documents provided to the Foundation as part of the due diligence process, as outlined in [Grant Policies and Procedures](#)

The Foundation will prioritize proposals that demonstrate a commitment to our values, including diversity, equity, and inclusion, and that provide the Foundation with the opportunity to interact with diverse teams, bringing together a range of perspectives.

Submission Instructions

Applications should be submitted through the Foundation's online portal, which can be accessed [here](#). This link will start the new application form. Upon clicking the link, you will be prompted to log in, and then taken to the application form.

The application form has links to three templates, which are also listed here for your convenience:

- [Proposal template](#)
- [Budget template](#)
- [Work plan template](#)

You may save your application at any time by using the Save & Finish Later button at the end of each page.

To return to an in-progress application, [log in to the portal](#).

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

If you have any technical issues, please contact the grants management team via support@smokefreeworld.org, and we will be happy to help.

Key Information

The Foundation 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. The applicant should carefully consider the content of submitted materials if there is any concern about the impact of disclosure of confidential or proprietary information. Although submissions will not be disclosed publicly during the evaluation process, all funded

projects (scoping and final awards) will be made public. The Foundation 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 Foundation 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 five days of the change. Any material misrepresentation, including omissions, may disqualify the applicant from consideration for an award.

About Foundation for a Smoke-Free World

The Foundation for a Smoke-Free World is an independent, US nonprofit [501\(c\)\(3\)](#) private foundation with the purpose of improving global health by ending smoking in this generation. The Foundation supports its mission through three core pillars: Health and Science Research; Agriculture Diversification; and Industry Transformation. Funded by annual gifts from PMI Global Services Inc. ("PMI"), the Foundation is independent from PMI and operates in a manner that ensures its independence from the influence of any commercial entity. Under the Foundation's [Pledge Agreement](#) with PMI and [bylaws](#), PMI and the tobacco industry are precluded from having any control or influence over how the Foundation spends its funds or focuses its activities. For more information about the Foundation, please visit www.smokefreeworld.org.