

Health and Science Research

Request for Proposals

TOPIC

Services Available to Smokers Globally 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 \$400,000 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

The reduction in the global prevalence of tobacco use continues to be outpaced by overall population growth. The most comprehensive data show that in 2019 the number of tobacco users worldwide was over 1.14 billion, and tobacco use accounted for nearly 7.69 million deaths.¹ About 80% of tobacco smokers live in low- and middle-income countries (LMICs). Ensuring that all tobacco users, especially those in LMICs, have ready access to affordable evidence-based tobacco cessation services is vital to ending the tobacco epidemic. Meeting global health goals and targets – including those contained in the Sustainable Development Goals (SDGs) and the World Health Organization (WHO) Global Action Plan for the Prevention of NCDs 2013-2030 – depends on making such services available.

The potentially positive role of innovative tobacco harm-reduction (THR) products in smoking cessation is being increasingly recognized. A Cochrane Review published in 2021 concluded there is “moderate-certainty evidence” that: (1) e-cigarettes with nicotine work better as a cessation tool than nicotine-replacement therapy or e-cigarettes without nicotine, (2) evidence comparing nicotine e-cigarettes with either “usual care” or no treatment also suggests e-cigarettes with nicotine provide a benefit, and (3) no evidence of harm from nicotine e-cigarettes was detected.²

Despite these findings, smoking cessation services and support services to treat tobacco dependence, including treatment that includes THR products, remain inconsistent across the globe. According to data from the *WHO Report on the Global Tobacco Epidemic 2021*, less than 30% of the world’s 1.3 billion tobacco users currently have access to tools to help them quit

¹ [https://doi.org/10.1016/S0140-6736\(21\)01169-7](https://doi.org/10.1016/S0140-6736(21)01169-7)

² <https://doi.org/10.1002/14651858.CD010216.pub6>

successfully.³ Notably, the report does not elaborate on the accessibility, quality, or efficacy of services provided in each country.

Compounding the challenges for public health researchers, medical practitioners, and tobacco users is the lack of funds available to LMICs to conduct locally applicable research on the range of effective interventions. Nor are sufficient funds available to LMICs to develop and implement cessation services based on independent sound scientific evidence and efficacy data.

The Foundation for a Smoke-Free World (“the Foundation”) is committed to advancing global progress in smoking cessation and tobacco harm reduction worldwide. In furtherance of its [Strategic Plan 2022-2024](#), the Foundation is seeking proposals for the development of a white paper and at least two articles to be submitted for publication in peer-reviewed journals. The white paper and articles should present research evidence from a range of countries on the variety and effectiveness of smoking cessation services available.

Objective: Develop a white paper and at least two articles to be submitted for publication in peer-reviewed journals documenting the availability, quality, and effectiveness of smoking cessation services in a defined group of countries.

³ <https://www.who.int/publications-detail-redirect/9789240032842>

Deliverables

- White paper that includes evidence from a range of countries on the variety and effectiveness of services available to smokers and users of other forms of toxic tobacco products that provide support in quitting or switching to THR products
- At least two articles to be submitted for publication in peer-reviewed journals

These documents should include:

- Representative sample of countries from each of the six WHO regions focusing on those with the highest prevalence of tobacco use
- Comprehensive literature review and evaluation of the status of cessation services in these countries
- Identification of gaps in services in the countries evaluated
- Breakdown of data by detailed subcategories, such as gender, socioeconomic status, and other relevant demographic indicators, where available
- Evidence-based recommendations for the enhancing the availability, quality, and effectiveness of smoking cessation services globally
- Formation and convening of an expert group to verify findings and to contribute to the “recommendations for future research”

The Foundation will evaluate all proposals for their potential to deliver on the objective of the RFP.

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 \$400,000
- 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](#).

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.