

Health and Science Research

Request for Proposals

TOPIC

Community Educational Program for Supporting Tobacco Cessation and Switching to Safer Nicotine Products

Issue date	Tuesday, May 16, 2023
Closing date	Monday, July 10, 2023
Closing time	12 Noon – UK Time
Submit proposals to	(See submission instructions in RFP)
Financing instrument	Grant
Financing amount	Amount consistent with proposal and work plan (paid in US dollars)
Financing duration	Maximum of 18 months, consistent with proposal and work plan
Contact information	support@smokefreeworld.org

Background

The enormous global health burden of combustible tobacco smoking is well established and undisputed. In 2019, the number of cigarette smokers worldwide was over 1.1 billion, and tobacco smoking accounted for nearly 7.7 million annual deaths globally.¹ Progress has been slow in offering smokers effective options to help them quit. Although existing research has demonstrated the value of safer nicotine products (SNPs) as effective smoking cessation tools, conventional cessation services focus on nicotine-replacement therapy (NRT), such as gums and patches, with

limited information provided to smokers on tobacco harm-reduction products or SNPs such as e-cigarettes (ECs).

A recent Cochrane review concluded that there is moderate- to high-certainty evidence that ECs are more effective in helping smokers to quit than NRTs.² The authors of another study, conducted in Germany, found that the odds of abstinence were 1.78 times higher for smokers in the group who had used ECs in their quitting attempts than for those who had used no aids.³ Additional evidence comes from England, where it was reported that changes in the prevalence of EC use in England were positively associated with successful smoking cessation attempts.⁴ Given the compelling evidence, the UK government recently launched a "swap to stop" program offering free vaping starter kits to one million smokers to aid them in quitting smoking.⁵

The apparent mismatch between the scientific evidence on effective quitting methods and the availability of consumer education about smoking cessation is a subject that merits greater attention. Given the immense global smoking-related disease burden, the modest outcomes of conventional tobacco-control programs, and the potential role of SNPs in mitigating this problem, additional research and educational programs are needed so that the health burden of combustible tobacco use can be reduced in the most effective manner.

Objective

The Foundation for a Smoke-Free World ("the Foundation") invites proposals to develop and test an innovative and scientifically plausible smoking-cessation program that considers the full range of nicotine-replacement products. The goal is to conduct a localized, community pilot study to evaluate the effectiveness of an education-based intervention, which subsequently can be scaled up to a more extensive program in other regions and countries. The program should be evidence-based, feasible, and developed in a way that minimizes barriers to smoking cessation, including those related to socioeconomic, racial, ethnic, demographic, and psychosocial factors. The

program should set out to show the tangible change in behavior that wider community awareness and understanding of SNPs can bring to existing smokers of combustibles.

The proposed project should include an evaluation component that collects and analyzes data related to the program. Ideally, the evaluation component would be based on experimental or quasi-experimental methods for adopting the full range of NRTs.

Eligibility

Eligible institutions include academic, think-tank, and health-related research and science centers and institutions, and other collaborating centers and institutions with experience in related subject areas such as epidemiology, behavioral health, public health, and public awareness communication studies. Experience in research related to addiction or tobacco use is desirable.

Proposals should be submitted by entities registered in their country of origin with an ability to accept grants from not-for-profit foundations incorporated in the United States.

Geographic Focus

The geographic focus should be on localities where safer nicotine delivery systems are legally available. The goal is to conduct a localized, community pilot study to evaluate the effectiveness of an education-based intervention, which subsequently can be scaled up to a more extensive program in other regions and countries.

Estimated Budget and Duration

Budget: Application budgets consistent with proposal and work plan

Duration: The scope of the proposed project should determine the project duration. Maximum duration not to exceed 18 months, with reporting on the progress of (1) development and (2) testing status at 6 and 12 months.

Evaluation Criteria

Applicants are advised to read and understand the [Foundation's Strategic Plan](#). All project objectives must align with the Foundation's goals.

The following criteria will be used to evaluate submissions:

- The scientific plausibility and innovativeness of the proposed smoking cessation program
- The feasibility and scalability of the proposed smoking cessation program
- The expertise and prior experience of the applicant, including demonstrated experience on similar projects
- Adequate physical and intellectual resources to meet the objectives of the proposed project
- Cost vis-à-vis significance and contribution
- Key organizational documents provided to the Foundation as part of the due diligence process, as outlined in [Grant Solicitation and Application Process](#)

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 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, and contractors. 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 focuses its grantmaking in three broad categories: 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.

References

¹ GBD 2019 Tobacco Collaborators (2021). Spatial, temporal, and demographic patterns in prevalence of smoking tobacco use and attributable disease burden in 204 countries and territories, 1990–2019: a systematic analysis from the Global Burden of Disease Study 2019. *Lancet (London, England)*, 397(10292), 2337–2360. [https://doi.org/10.1016/S0140-6736\(21\)01169-7](https://doi.org/10.1016/S0140-6736(21)01169-7)

² Hartmann-Boyce, J., Lindson, N., Butler, A. R., McRobbie, H., Bullen, C., Begh, R., Theodoulou, A., Notley, C., Rigotti, N. A., Turner, T., Fanshawe, T. R., & Hajek, P. (2022). Electronic cigarettes for smoking cessation. *The Cochrane database of systematic reviews*, 11(11), CD010216. <https://doi.org/10.1002/14651858.CD010216.pub7>

³ Kotz, D., Jackson, S., Brown, J., & Kastaun, S. (2022). The effectiveness of e-cigarettes for smoking cessation. *Deutsches arzteblatt international*, 119(17), 297–301. <https://doi.org/10.3238/arztebl.m2022.0162>

⁴ Beard, E., West, R., Michie, S., & Brown, J. (2016). Association between electronic cigarette use and changes in quit attempts, success of quit attempts, use of smoking cessation pharmacotherapy, and use of stop smoking services in England: time series analysis of population trends. *BMJ (Clinical research ed.)*, 354, i4645. <https://doi.org/10.1136/bmj.i4645>

⁵ Wise, J. (2023). Vaping: government announces "swap to stop" scheme to cut smoking rates. *BMJ (Clinical research ed.)*, 381, 815. <https://doi.org/10.1136/bmj.p815>