



The Bloomberg Global Tobacco Control Initiative Grants Program PAHO Guidance for Project Ideas May 24, 2007 (Round Two)

The Bloomberg Initiative

The Bloomberg Initiative was established in 2006 by funds contributed by Michael R. Bloomberg (New York City's mayor), to reduce tobacco use globally by investing in developing countries, with a particular focus on the 15 countries with the most smokers in the world: Bangladesh, Brazil, China, Egypt, India, Indonesia, Mexico, Pakistan, Philippines, Poland, Russian Federation, Thailand, Turkey, Ukraine and Viet Nam.

The five partner organizations in the initiative are:

The Campaign for Tobacco Free Kids (US), Centers for Disease Control and Prevention (US), International Union Against Tuberculosis and Lung Disease (international), Johns Hopkins Bloomberg School of Public Health (US), World Health Organization (international), and the World Lung Foundation (US). See http://www.who.int/tobacco/communications/highlight/s/bloomberg_partners_roles/en/index.html for more information on partners.

The Grants Program

The Initiative includes grants that will provide US\$50 million over two years to governments and non-governmental organizations to promote and implement effective tobacco control policies, in particular:

- tax and price measures, including anti-smuggling measures;
- smoke-free workplaces and public places;
- direct and indirect advertising bans;
- other effective regulatory/legislative initiatives; and
- effective, long-term mass media campaigns and programs.

The first round of grants was awarded in April 2007 with the second round currently underway. A third and fourth round are planned for a later date. There are two stages of application. First, interested organizations must submit a **Project Idea** (for the second round, these are due June 13). These ideas will be reviewed by the Initiative and successful applicants will be in-

ited to submit a **full proposal**. For the current round, successful applicants will be informed by July 25 if they have been selected to submit a full proposal. The full proposals are due in September (exact deadline will be announced later).

Although the Bloomberg Initiative focuses on the countries listed above, **applications from any low- or middle-income country will be considered for a grant**.^{*} Eligibility information can be found at: <http://www.tobaccocontrolgrants.org/article.php?id=37&sub=50>

This guidance focuses on the project idea stage. PAHO will issue a separate guidance on full proposals.

^{*}Country income classification tables are at: <http://web.worldbank.org/WBSITE/EXTERNAL/DATASTATISTICS/0..contentMDK:20420458~menuPK:64133156~pagePK:64133150~piPK:64133175~theSitePK:239419,00.html>

How to Apply for a Grant

For full information on the application process, see the home page of the grants program:

<http://www.tobaccocontrolgrants.org/index.php>

To begin the application process, you need to submit the on-line project idea application form at the link below. The “Step by Step” section provides more guidance on filling out the application form.

Application information for Round 2 (due 13 June 2007):

<http://www.tobaccocontrolgrants.org/article.php?id=38&sub=51>

Direct link to application form:

https://www.grantrequest.com/SID_722/?SA=SNA&FID=35006

More information about grants and eligibility:

<http://www.tobaccocontrolgrants.org/article.php?id=37&sub=50>

General Guidance: Develop a Good Project

This may be self-evident, but your best chance of getting a grant is to have a good project. A good project, badly written, may or may not be funded. A bad project, even with a well-written proposal, probably won't be funded. Working through these questions will help you ensure that your project is “the right project, in the right place, at the right time.”

A good project:

- Is grounded in evidence and integrates best practices, both in outcome (implementation of effective population-based policies) and in process (implementation of strategies and activities, including training and capacity building, that lead to the achievement of effective policies);
- Fits well with the political realities and opportunities where it will be carried out (including the realities of infrastructure in government and civil society);
- Involves organizations and individuals with experience to implement and capability to influence the desired outcomes;
- Has activities that can be expected to lead to the desired outcomes;
- Is adequately financed; and
- Has indicators (of both process and outcome) that can be measured.

A good project, badly written, may still be funded. A bad project, even with a well-written proposal, probably won't be funded.

Is your project evidence based? Does it:

- Focus on one of the Bloomberg priorities of smoke-free environments, tobacco taxes, advertising bans, implementing other effective policy measures, and/or long-term media campaigns to promote these policies?
- Does it address these policies on a scale that will have a significant impact on your country or community?
- Use evidence-based methods to achieve these policies, such as mobilization of key community leaders, direct contact with policy makers, working with the media (press), and strategic communications media and messages known to positively impact public opinion?

Is your project a good fit for the political realities in your country/area?

- Does it address an issue for which there has been some previous sensitization among the public and politicians?

- If it is a brand new issue, does the project have a strategy to substantially raise awareness of the issue and make it politically salient?
- Is there potentially political will to implement the desired policy outcome?
- If political will to achieve the desired policy is lacking, does your project propose to carry out activities that will increase the political will?
- If the project may run into obstacles outside of your control (for example, tobacco industry activities or changes in the political environment), do you have a plan to counter these obstacles?
- If the project outcome is ambitious, are your activities sufficiently diverse, effective and wide-reaching to significantly influence the outcome?
- Are your activities too narrow or far-removed from the outcome to have a likely impact?

Is your budget adequate for what you need to do to achieve the desired outcome?

Are you the right organization to carry out your project, and if not, do you have experienced individuals and partner organizations that you can involve?

- Have you included funds that will be needed to hire expertise outside of your organization?
- Have you taken into account administrative expenses, including phone calls and equipment purchase?
- Have you allotted enough for salaries to ensure that at least one professional is able to work full-time on your project?
- Have you included funds for travel if needed?
- If your project includes a media campaign, will you need to pay for media exposure and have you researched the cost of paid media needed to get your message out?
- Does your organization have the experience to properly plan and carry out the project that you are proposing?
- If not, what other organizations and individuals can you involve who have the skills, experience and qualities needed to carry out the project?
- Are you involving partners just to have more organizations involved, or are they partners who can substantially contribute to the goals of the project?
- Do you have organizations or individuals involved who are familiar with the policy-making process in your country?
- Do you have organizations or individuals involved who “have the ear” and respect of the targeted decision makers?

How will you measure the success of your project goals?

Are your activities directly linked to the outcome of the project?

- Are educational and mobilization activities directed toward the decision makers (or those that influence the decision makers who can change policies)?
- Have you thought about ways in which you will measure the success of the progress of your project and the achievement of its goals? (these will be required for the full project proposal)

Once you have developed your project, you are ready to draft it more formally and, when it is ready, to transfer its contents to the project idea application form. The next section addresses how you communicate your project to the reviewers. The application will be your chance to turn your good project into a well-written proposal.

Step-by-Step: The Project Idea Form

This section has two pages and asks for straightforward, factual information about your organization and the person who will be the primary contact for the project. It is self-explanatory; you just need to ensure that all the fields are filled in accurately.

Fields on the form with red stars **MUST** be completed.

Section 1 Organization (including Primary Contact)

- ∴ Organization Name
Please input the organization's legal name
- ∴ Street Address
- ∴ City
- ∴ Postcode
- ∴ Country
- ∴ Organization Email Address

Primary Contact

- Title
Dr, Prof, Mr, Ms
- ∴ First Name
- ∴ Last Name
- Position in Organization
- ∴ Email Address
- Alternate Email Address
- ∴ Phone Number
Including country code
- Alternate Phone Number
Including country code
- Please provide the name and email address of a second contact person
- ∴ Second Contact Name
- ∴ Second Contact Email Address

This section has one page but asks for more detailed information. Advice for each answer box follows.

Section 2 Project Idea

- ∴ Are you submitting a Project Idea for the **Model Smoke-Free Jurisdictions** Program?
Yes/No

The Model Smoke-Free Jurisdictions Program is to encourage projects that have as their goal the development, implementation, and enforcement of legislation covering one or more sectors and, ideally, all indoor public places and workplaces. There are specific guidelines for the Model Smoke-Free Jurisdictions Program at: <http://www.tobaccocontrolgrants.org/article.php?id=37>

- ∴ Project Title
No more than 20 words

The title should reflect the proposal's content, mentioning the issue/s and geographic area addressed.

The purpose should be specific. For example,

“The purpose of this project is to reduce smoking through raising awareness about the problem” is too general.

“The purpose of this project is to promote the implementation of tobacco tax increases and smoke-free environments through a campaign to mobilize key interest groups and educate policy makers” more specifically indicates what the project will do.

∴ Describe the overall **purpose** of your project

No more than 50 words

Don't assume that the reviewer knows the situation in your country. In describing the situation clearly, you will help the reviewer understand why your project is important.

Your description of the situation and how you propose to change it should demonstrate a clear understanding of the political/ educational/ mobilization process and how your project can be expected to affect it. If you don't do this, the reviewer may assume that your organization does not have the understanding or experience to affect the situation.

Look at the description from a reviewer's eyes for the project's potential impact. If you are working in a jurisdiction with a large population, say so. If the country or jurisdiction you're working in is small, describe how your project could create an influential precedent that has a larger “domino” impact in other places.

∴ Explain the tobacco **issues and/or policies** that your project will address

No more than 500 words

Provide a rationale for your project, including any relevant information about the social, economic, legislative and/or political context in your country

Your objectives should follow directly from the project purpose. If your purpose is, “to promote the implementation of tobacco tax increases through a campaign to mobilize key interest groups and educate policy makers”, specific objectives might be to “create an umbrella coalition of diverse organizations dedicated to achieving regular tobacco tax increases as a public health measure” and to “raise awareness among media and politicians of the link between higher taxes and lower youth smoking.”

Note that objectives must be measurable. This will need to be addressed under your evaluation plan in the full project proposal, so when setting objectives make sure you know how you will evaluate them.

∴ List your project's specific, measurable **objectives**

No more than 200 words

This section is important: it will demonstrate the depth of your understanding of the issues. If the activities are not directly related to the outcome (purpose and objectives) or do not include strategies known to be effective in the type of campaign you are proposing, the reviewers are unlikely to have confidence in your proposal.

Your activities should follow directly from the objectives. Taking the second objective listed in the above example, possible activities might be “development of fact sheets on taxes and tobacco use delivered regularly to key media contacts and policy makers” and “implementation of briefing sessions on taxes and tobacco use by invited experts for the media, key stakeholders, and policy makers.” It could also include a research activity if there is insufficient information on the tax situation in your country to develop convincing campaign materials. However, the research should be necessary to achieving the policy goal and should be directly linked to advocacy activities.

This is also a good place to mention any obstacles you see to achieving your goals and what activities you plan for addressing them if they come up.

∴ Describe the **activities** you will undertake to reach your objectives

No more than 1000 words

This box is optional. A combination of government and NGO partners can be ideal, but this is not always possible. Most important is the relevance of the partners to the project. For example, for a tax project, an economic department at a university or a business institute would be an ideal partner. For a smoke-free project, groups with wide community memberships and respect would be valuable.

Note the guidance in the previous section: Partners should only be included if they add value to the project (experience, influential membership, skills), not just for the sake of having lots of partners.

List up to 5 governmental and/or non-governmental **partners** you intend to work with on this project

Know your organization’s strengths and limitations. If your organization has only carried out educational or research activities in the past but is proposing a political campaign, ensure that you involve organizations or individuals with good experience and track records in the political arena.

Don’t list everything your organization has ever done; limit the description to experience or qualities that are relevant to the project.

∴ Describe any **relevant experience** your organization has for carrying out this project

No more than 500 words

Most projects don't want to ask for too much money, but it is just as important to make sure you ask for enough. Don't starve your project by underestimating your budget, especially if this will limit the project's scope or impact. The Bloomberg Initiative has significant funding, and projects will be judged not only on the project, but on whether or not it is realistic to carry out with the funds requested. What is more important is that the appropriate proportion of funds is being spent on the right things. This is an issue for the full proposal, for which PAHO will issue a separate set of guidelines.

∴ What is your total estimated **budget** (in \$US)?

Do not underestimate the amount of time it will take you to complete your project. The proposed project timeframe can be up to two years. Take advantage of the two-year window, if you think you need it. If you end up achieving your project goals in less than two years, there is no penalty!!

∴ What is the proposed **duration** of your project (in months)?

Additional Resources

Please contact the PAHO Tobacco Control Program with questions:
 Dr. Kerstin Schotte, schottek@paho.org, tel 1 202 974 3181

In addition, PAHO has engaged the assistance of regional consultants that are proficient in English, Spanish and Portuguese and with experience in writing grant proposals to help applicants with the development, drafting and submission of proposals. Please contact them directly for assistance with your proposal.

Brazil	Ana Curi: (anacuri@gmail.com)
Mexico, Central America and Spanish-speaking Caribbean countries	Patricia Ayala (Payala2004@aol.com)
MERCOSUR and affiliated countries excluding Brazil	Mirta Molinari (mirta287@gmail.com)
English-speaking Caribbean countries and Suriname	Heather Selin (heatherselin@mac.com)