What is considered an effective proposal?

A good project should:

- Be evidence based and integrate best practices, both in outcome (effective population-based policies) and in process (strategies and activities, including training and capacity building, that lead to the achievement of effective policies);
- Fit well with the political realities and opportunities that exist in country (including the realities of infrastructure in government and civil society);
- Involve organizations and individuals with relevant experience and capability to implement the proposal and achieve the desired outcomes;
- Have activities that support the desired outcomes;
- Be adequately financed;
- Have measurable indicators (of both process and outcome);
- Not duplicate existing/previous projects or policy areas already addressed in country.

Is your project evidence based?

- Does it focus on one of the Bloomberg priorities?
    - Tobacco taxation
    - Advertising (TAPS)
    - Smoke-free environments
    - Pictorial health warnings
    - FCTC article 5.3
- Does it address these policies on a scale that will have a significant impact on your country or community?
- Does it use appropriate methods to achieve these policies, such as: drafting policy documents based on international best practice, mobilization of key community leaders, engagement 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?

- Is there sufficient 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?

Are you the right organization to carry out your project?

- Does your organization have the experience to properly plan and implement the project that you are proposing?
- Do you involve organizations or individuals familiar with the policy-making process in your country?
- Do you have organizations or individuals involved who work effectively with decision makers?

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

- When permissible within your country's laws and regulations, are advocacy, awareness-raising and mobilization activities directed toward the decision makers?
- If the project outcome is ambitious, are your activities designed to make specific progress towards the interim and long-term goals?

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

- Is the requested budget appropriate for the scope of work proposed?
- Does the budget amount provide sufficient funding to cover the required staff/consultants, operational/activity and administrative costs?

How will you measure the success of your project goals?

- How will you measure the success of the progress of your project and the achievement of its goals?