



**The Bloomberg Initiative
To Reduce Tobacco Use**



Funded by Michael R. Bloomberg through his foundation, Bloomberg Philanthropies and managed by Vital Strategies and the Campaign for Tobacco-Free Kids

**CALL FOR PROPOSALS
Round 35
February 2024**

A global initiative to reduce tobacco use in low- and middle-income countries was launched in 2006 with funds from Michael R. Bloomberg. A competitively awarded grants program is an important part of the Initiative. The grants program supports projects to develop and deliver high-impact evidence-based tobacco control interventions.

The grants program is managed by Vital Strategies and the Campaign for Tobacco-Free Kids.

In the first thirty-four rounds of the grants program, 852 grants were approved in 65 countries.

Which countries are eligible?

While applications are welcome from all low- and middle-income countries ([as categorized by the World Bank](#)), the Initiative places a priority on countries with the greatest number of tobacco users. These are: Bangladesh, Brazil, China, India, Indonesia, Mexico, Pakistan, Philippines, Ukraine, and Vietnam.

Two rounds of grants are awarded annually, an Open Grant Round and a Strategic Grant Round.

Open Grant Round (OGR) – An international competitive grant round, open to applicants from any low or middle-income country.

Strategic Grant Round (SGR) – This round is only open to applicants from the ten priority countries listed above.

Who can apply for a grant?

Governmental and non-governmental organizations based in eligible countries can apply for grants.

- 1) Governmental organizations include, but are not limited to, national Ministries, state/provincial authorities, and city/municipal authorities & affiliate offices.
- 2) Non-governmental organizations (NGOs) with relevant advocacy experience aimed at changing or implementing policies including but not limited to civil society organizations, educational institutions (for example universities) and independent policy institutions (“think tanks”).
- 3) Applicants must be recognized legal registered entities capable of entering into contractual arrangements, receiving foreign funds for the proposed activities and assuming legal and financial obligations.

4) NGO applicants cannot be the recipients of financial support from any tobacco product manufacturer or the parent, subsidiary or affiliate of a tobacco product manufacturer including PMI IMPACT and Foundation for a Smoke-free World.

The grants program does not fund individuals.

What kind of projects will be funded?

Proposals must focus on achieving policy change that will lead to substantial reductions in tobacco use.

Priority will be given to projects that lead to sustainable improvements in tobacco control laws, regulations, policies at the national or sub-national level (e.g. provinces, states, and cities), including (but not restricted to):

- Tax and price measures, including illicit trade policy in relation to taxation.
- Direct and indirect advertising bans (including promotion and sponsorship)
- Establishment of smoke-free legislation for public places and workplaces
- Policies for graphic warning labels on tobacco products
- FCTC Article 5.3 policy (this must be in association with strengthening MPOWER policies).

*Tobacco Industry Interference Grants: For applicants interested in proposing a short-term project of up to 6 months and \$30,000 USD, that focuses primarily on identifying, exposing, and countering tobacco industry activity that undermines tobacco control measures, please consider applying for a **Tobacco Industry Interference Grant**. These short-term, targeted grants are supported by the Bloomberg Initiative under a separate grants program. For more information about Tobacco Industry Interference Grants, please visit <https://exposetobacco.org/work-funded-by-stop/> or email grants@exposetobacco.org. For applicants that wish to include countering tobacco industry interference within a longer-term, policy-focused project, please apply to the Global Initiative to Reduce Tobacco Control Strategic and Open Rounds at www.tobaccocontrolgrants.org per above instructions.*

Cessation Grants: For applicants interested in proposing a longer-term project, up to 24 months and \$400,000 USD, that focuses on tobacco cessation, with a specific focus on brief cessation advice, national quitlines, and/or mCessation, please consider applying for a Cessation Grant. These grants are supported by the Bloomberg Initiative under a separate grants program. For applicants that wish to include smaller scale tobacco cessation work, please consider applying to the Bloomberg Initiative to Reduce Tobacco Use Strategic and Open Rounds at www.tobaccocontrolgrants.org per above instructions. For more information about Cessation, please visit <https://www.tobaccocontrolgrants.org/cessation> or email tobaccocontrolgrants@vitalstrategies.org.

What kind of projects will NOT be funded?

The grants program does not fund education programs (school-based or otherwise), nor does it fund agricultural or crop-substitution programs.

The grants program does not fund basic research, academic studies, prevalence surveys or cessation services. However, we will consider funding for research that directly supports policy implementation.

Systematic surveys of adult prevalence are being undertaken separately with the support of the Bloomberg Initiative and are not funded through the grants program.

Projects should address a strategic gap in national tobacco control and avoid duplicating work already conducted ([please consult previously funded projects](#)).

How much funding can a project receive?

Proposals can be submitted for grants from US\$50,000 up to US\$250,000 per year. Project proposals between six and twenty-four months will be considered.

Funding levels should be consistent with the scope and capacity of your organization. Cost reasonableness is a factor in the consideration of proposals.

Submitting your ideas for a project

Applicants should first submit a short "Project Idea" using the online system at: www.tobaccocontrolgrants.org.

Applicants may submit more than one Project Idea; however, duplicate proposals will be deemed ineligible.

The deadline for submitting Project Ideas is 12:00pm hours, US Eastern Standard Time (GMT -5 hours) on **Thursday, 22 February 2024** (to see what time is in your country, please check www.timeanddate.com).

Applications will only be accepted in English.

How will Project Ideas be selected to go forward?

Project Ideas will be reviewed by a joint working group of Vital Strategies and the Campaign for Tobacco-Free Kids.

Vital Strategies manages grants designed to strengthen government and NGO efforts to control tobacco use. The Campaign for Tobacco-Free Kids manages grants aimed at developing and implementing strategic advocacy campaigns, where politically viable.

Project Ideas will be scored on their potential to reduce tobacco use (20%); population impact (20%); political will to support proposed policy goal (20%); project design (20%); demonstrated organizational capacity to impact relevant policy area (10%); and multi-sectoral collaboration and partnership (10%).

Overall consideration will be given to Project Ideas that fill a strategic gap in tobacco control identified within countries / regions and show effective partnerships. Gaps could include (but are not restricted to) taxation, FCTC Article 5.3 policy (this must be in association with strengthening MPOWER policies), graphic health warnings, and smokefree initiatives.

Applicants will be informed by 5 April 2024 if their Project Idea is selected to go forward to full proposal. Full proposals submitted without a direct invitation will not be considered.

How are full proposals assessed?

Full proposals will be reviewed by grants program staff of Vital Strategies and the Campaign for Tobacco-Free Kids. Selected international tobacco control experts may also be invited to review proposals at the discretion of the grants program staff.

The criteria for assessing proposals are as follows:

- A. Potential to reduce tobacco use in country with attainment of MPOWER policy/policies (15%)
- B. Population Impact (potential for lives saved) (15%)
- C. Political will to support proposed policy goal (15%)
- D. Project Design (15%)
- E. Demonstrated organizational capacity to impact relevant policy area (10%)
- F. Multi-sectoral collaboration and partnership (10%)
- G. Budget (10%)
- H. Evaluation Plan (10%)