



Robert Wood Johnson Foundation

Tobacco Policy Change: A Collaborative for Healthier Communities and States



2006 Call for Proposals—Round 3

Proposal Deadline

August 1, 2006

Program Overview

(Please refer to specific sections for complete detail.)

Purpose

Tobacco Policy Change: A Collaborative for Healthier Communities and States provides resources and technical assistance for local, regional and nationally-based organizations and tribal groups to implement effective tobacco prevention and cessation policy initiatives. The program seeks to engage diverse organizations and professionals in sustainable tobacco control activities to decrease tobacco use and exposure in the United States.

Eligibility Criteria (page 7)

To be eligible, an applicant:

- must be a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code or a tribal group recognized by the U.S. federal government.
- cannot be a private foundation as defined under Section 509(a) of the Internal Revenue Code.
- must have demonstrated success in policy advocacy and grassroots organizing. *Note: particular attention will be given to applicants working in communities or states most affected by tobacco-related disease and exposure.*
- must not currently accept funds or other support from tobacco companies nor have any tobacco industry employees or board members involved in decision-making positions within the organization.
- must provide proof of hard cash matching fund commitments for grants over \$75,000. See *Eligibility Requirements* section for details.

Selection Criteria (page 9)

Applicants will be evaluated based on the selection criteria listed on page 9.

Total Awards

Grants will range from \$75,000–\$150,000 depending on the strength of the proposal and the matching funds raised by the applicant. Grants will be 13 months in duration from December 1, 2006 to December 31, 2007.

Key Dates and Deadlines

- **June 2, 5 and 6, 2006 (4 p.m. EDT)**—Informational webcasts (recommended but not required).
- **August 1, 2006 (3 p.m. EDT)**—Deadline for receipt of proposals.
- **September 11–25, 2006**—Selected site visits to applicant organizations.
- **September 29, 2006**—Selected finalists are notified of awards.
- **December 1, 2006**—Grants are awarded and begin.

How to Apply (page 11)

This program accepts proposals submitted online only through the RWJF Grantmaking Online system. Additional information and instructions may be obtained by visiting the program Web site or contacting:

Beverly J. Alston, *program team coordinator*

Phone: (888) 795-3636

E-mail: tobaccopolicychange@rwjf.org

www.tobaccopolicychange.org

Background

Tobacco Policy Change: A Collaborative for Healthier Communities and States is a Robert Wood Johnson Foundation (RWJF) national initiative that provides resources and technical assistance for local, regional and state-based organizations and tribal groups to implement effective tobacco prevention and cessation policy initiatives. Previous experience with tobacco-related work is not required for RWJF funding, although significant experience in policy advocacy and a commitment and ability to continue this work beyond the grant period is essential.

This program supports professional staff and other activities, such as public education, advocacy, communications, technical assistance and outreach to stakeholders in support of tobacco policy change work.

This initiative provides resources for local and statewide tobacco control advocacy groups to address tobacco-related health challenges, with a particular emphasis on people in communities most affected by tobacco-related disease and exposure. Examples of communities of people disproportionately affected include those with low-socioeconomic status, communities of color (people of African, Asian/Pacific Islander, Latino/Hispanic, and/or Native American/Alaska Native descent), and other groups that suffer disproportionately from tobacco-related diseases (e.g., blue collar workers, Lesbian, Gay, bisexual and transgender).

Death and disease caused by tobacco use are well known and scientifically documented. Yet almost one-quarter of adults and youth in the United States still smoke—rates that are unacceptably high. Less than 45 percent of people in the United States are protected by law from secondhand smoke in public places. Among smokers, 70 percent want to quit and effective treatments are available. The Robert Wood Johnson Foundation employs multiple strategies to reduce smoking rates, promote healthier communities and save lives. This program addresses the Foundation's

strategic objective to sustain policies and maintain previous policy gains that are shown to prevent and reduce tobacco use, protect nonsmokers and help smokers quit.

For more than a decade RWJF has cared about the harmful effects of tobacco use and exposure on all Americans and believes that tobacco prevention, cessation and protecting nonsmokers from secondhand smoke must continue to be a public health priority in the United States. Our grantmaking focuses on policy changes that have been scientifically proven to prevent tobacco use and promote tobacco cessation, such as clean indoor air protections, tobacco price increases, and adequate state funding for comprehensive tobacco control programs.

Since the early 1990s rates of tobacco use among youth and adults have declined and significant progress has been made, saving millions of lives. Thirteen states now have clean indoor air laws that protect all or most workers from secondhand smoke and, after years of effective advocacy, even states with traditionally low tobacco excise tax rates are increasing tobacco taxes. However, more than 440,000 people still die each year from tobacco-related disease. Many communities have inadequate tobacco prevention and cessation policies (e.g., lack of clean indoor air laws, disproportionate tobacco industry marketing, lack of enforcement of existing laws or regulations, limited access to cessation treatment) and limited funding and other resources for tobacco control.

With this national initiative, we seek to develop new partnerships with skilled organizations experienced in advocacy, policy research, communications and community-building. Our strategy is to maintain policy gains and momentum to decrease tobacco use and exposure.

The Program

The program is designed to support tobacco control advocacy to reduce harm caused by tobacco exposure. We will place particular emphasis on advocacy work in communities or states most affected by tobacco-related disease and exposure. The program is also designed to leverage the skills and expertise of RWJF-funded programs and individuals to assist grantees under this initiative.

RWJF seeks to work with a diverse group of people committed and dedicated to tobacco control. To strengthen state and community advocacy efforts, we are specifically interested in funding and collaborating with community-based organizations, regional groups, private sector partners, and organizations with membership diversity and those serving diverse communities of people. Diversity may include racial, ethnic, socioeconomic and sexual orientation, among others. It is essential that groups have previous success with policy advocacy.

We will support grantees to address one of the following tobacco policies that have been proven to decrease use, protect nonsmokers from secondhand smoke, help smokers quit or sustain tobacco control at the local, regional and national level:

- Comprehensive clean indoor air laws.
- Increases in local and state tobacco excise taxes or product price increases, with at least a portion of these funds allocated to tobacco prevention and treatment programs and other health care issues (e.g., access to health insurance coverage).
- Increases in public funding of tobacco-related programming (including expanded and more equitable access to treatment) for those states receiving Master Settlement Agreement (MSA) and tobacco excise tax revenue.
- Public and private coverage of cessation treatment for populations most affected by tobacco.
- Restrictions in tobacco product placement, licensing and land use.

Although these goals may be long-term, applicants must include yearly short-term strategies which will build toward the expected outcome. Examples include:

Comprehensive Clean Indoor Air Laws in Public Places.
Policy goal example: Faith-based organizations in city X will support a clean indoor air ordinance in 2006.

Examples of strategies and activities: The lead organization will educate and mobilize established networks including religious membership and volunteers to include tobacco control advocacy as part of its social agenda and develop targeted activities to support a clean indoor air ordinance.

Increase in Cessation Treatment Coverage.

Policy goal example: Residents in a community of city X will organize support of a legislative bill to increase access to smoking cessation treatment under Medicaid in 2007.

Examples of strategies and activities: The lead organization will educate and mobilize its established grassroots base to advocate for increased coverage under Medicaid for cessation treatment, through public education, media relations, community participation in outreach to policy-makers, strategic partnerships and other activities.

Grantee Requirements

Applicants must be prepared to:

- educate the public and policy-makers about one or more tobacco policy issues;
- advocate for tobacco control policy initiatives by presenting the scientific evidence for their effectiveness and by making a persuasive case for how those policies improve the health of the public;
- engage their constituency in tobacco policy efforts;
- recruit visible and credible spokespersons and opinion leaders to engage media and decision-makers;
- participate in technical assistance training, as requested by RWJF;

- work collaboratively with RWJF staff, consultants, technical assistance providers and organizations at the national and local levels;
- submit quarterly progress reports, annual narratives, financial reports and matching funds information to RWJF as requested;
- maintain communication and share expertise and lessons learned with RWJF staff and other grantees;
- sustain work after the end of the RWJF grant.

Eligibility Criteria

Each applicant must:

- demonstrate success in policy advocacy and grassroots organizing to promote social change. (RWJF has a particular interest in applicants working in communities or states most affected by tobacco-related disease and exposure.) Policy advocacy involves groups working to engage decision-making bodies in establishing or changing policies (e.g., laws, ordinances, regulations, institutional procedures or administrative rulings). Previous experience with tobacco-related work is not required.
- be a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code or tribal group recognized by the U.S. federal government.
- show a strong commitment to continue this work beyond the grant period.
- match RWJF funds requirements (see page 8).
- be a local, national or regional collaborative.

In addition, applicants:

- cannot be a private foundation as defined under Section 509(a) of the Internal Revenue Code.
- must not currently accept funds or other support from tobacco companies nor have any tobacco industry employees or board members involved in decision-making positions within the organization.

Matching Funds Requirement

RWJF will make grant awards up to \$150,000. Grants up to \$75,000 will not require matching funds unless the applicant was awarded funds in previous rounds.* Grants from \$75,000–\$150,000 will require a 1:1 match in hard cash. We expect applicants to secure these matching funds from sources other than RWJF and its grantees. Awards over \$75,000 will not be granted until proof of matching funds has been verified by RWJF staff.

** Grantees funded in previous rounds of the Tobacco Policy Change program must apply with matching dollars to be eligible to compete in this funding cycle. Grants up to \$75,000 will require a \$25,000 match; we require a 1:1 match for grants of \$75,000–150,000.*

Prohibitions Concerning Tobacco Industry Funding

Applicants who currently receive funds or other support from tobacco companies will not be considered for program funding. However, applicants will not be disqualified for having accepted tobacco industry funding in the past. An applicant may not have tobacco industry employees or board members involved in decision-making positions within their organization. If you are unsure about a funding source or need more information concerning this requirement, please contact program staff via e-mail at tobaccopolicychange@rwjf.org.

Lobbying Prohibition

RWJF's *Conditions of Grant* prohibit any portion of the award to be used for direct or grassroots lobbying, as those terms are defined in federal tax law and regulations. Any lobbying activities must be supported with non-RWJF funds. We expect applicants to detail in their proposal how they plan to comply with this restriction. Proposed budgets must identify non-lobbying activities at least equal to the total RWJF funds requested.

Selection Criteria

We will use the following criteria to assess and select proposals:

- Applicants must describe the tobacco control issue(s) to be addressed.
- List specific community and state assets (e.g., local funding partners, or other partners who are skilled in advocacy, community organizing or marketing/communications) to be leveraged in their policy initiative.
- Applicants must briefly describe the communities in which they work, including regional and state issues that may most positively or negatively affect the success of the proposed project (e.g., public opinion, the policy environment in the communities concerned, and the prior effectiveness of state and/or community coalitions and other organizations that are working on tobacco prevention and/or cessation). Funding priority will be given to applicants working in communities and states most affected by tobacco-related disease and exposure *and* for initiatives that show the strongest potential for long-term sustainability.

RWJF has established two committees to assist in shaping and guiding this program. The Executive Committee* includes the executive directors of five organizations that RWJF supports to provide policy-related technical assistance to the tobacco control field. The Technical Assistance Providers Committee comprises individuals from each of the five organizations represented on the Executive Committee. These two committees will review grant applications and make funding recommendations to RWJF. Finalists will be selected based on:

- the strength of the policy plans;
- diversity among applicant organizations and breadth of partnerships represented;
- focus on people in communities or states most affected by tobacco-related disease and exposure;
- demonstration of previously successful advocacy efforts.

We will send all applicants written notification of their status throughout the selection process. RWJF does not provide individual critiques of proposals submitted.

* *Executive Committee members: American Nonsmokers' Rights Foundation, Asian Pacific Partners for Empowerment and Leadership, National African American Tobacco Prevention Network, National Center for Tobacco-Free Kids and Policy Advocacy on Tobacco and Health/The Praxis Project, Inc.*

Evaluation and Monitoring

Grantees will be expected to meet RWJF requirements for the submission of narrative and financial reports, as well as periodic information needed for overall project performance monitoring and management. Project directors will be asked to participate in periodic conference calls, Web casts, or meetings to give progress reports on their grants. *Note: Applicants' budget should include travel for the project director for one in-person meeting with RWJF staff.* At the close of each grant, the lead organization is expected to provide a written report on the project and its findings that is suitable for wide dissemination.

Use of Grant Funds

Grant funds may be used for project staff salaries, project-related travel, supplies, communications and public education, a limited amount of equipment deemed essential to the project (e.g., project-related computers, fax machine, printers) and other expenses directly related to project implementation. Grant funds may *not* be used to defray capital costs, or for renovation, construction or existing operational expenses or deficits.

RWJF funds may not be used for lobbying activities; applicants must specify plans in their proposal for complying with the lobbying restriction. Budgets and budget narratives should identify all activities outlined in the proposal, including activities that will be supported by the RWJF grant and those that will be supported by matching funds.

How to Apply

All proposals to this program must be submitted only through the *RWJF Grantmaking Online* system at <http://grantmaking.rwjf.org/pad3> which will be available beginning June 1, 2006. **To ensure accuracy, applicants should carefully review this CFP and the online grant application prior to drafting the proposal.**

Proposals must be submitted online by 3 p.m. EDT on August 1, 2006. Proposals that are mailed, faxed or are received late will *not* be considered. The line-item budget and budget narrative should cover the entire period and include the specific dollar request for RWJF funds (limited to \$150,000), matching funds and other revenues.

The application process has *one* stage that includes the online submission of a proposal narrative, one line-item narrative and one budget narrative. The proposal narrative should be typed in 12-point, Arial font with double spacing, one-inch margins, and not to exceed 12 double-spaced pages. The line-item and budget narratives are excluded from this page count limit.

The narrative proposal should clearly describe:

- An assessment of the cultural, socioeconomic and policy environment and specific opportunities for tobacco policy change in this target community/state/region.
- The tobacco policy project that includes, but is not limited to, the strategic plan, the target audience (e.g., the people most affected by tobacco-related diseases), progress expected over the grant period and after the grant period (please include intermediate and long-term objectives and activities and how they fit into the proposed initiative), and why this policy issue is important to address in the community/state/region.
- Details about the partner organizations with which the applicant is collaborating, including a discussion of each partner's mission, constituency, key personnel and the role of each partner in the proposed project.*
- The applicant's track record and history of community organizing and policy advocacy.

- The strengths of the applicant organization, its fiscal management capacity and community assets, including verifiable examples of policy success.
- The staff's specific skills, experience and leadership in policy advocacy, and a demonstrated knowledge of and connection to influential decision-makers at community and/or state levels.
- The applicant's long-term vision for its tobacco control advocacy.
- A detailed project budget.
- The applicant's independence from tobacco industry funding or sponsorship.**
- The matching funds requirement and a description of how those funds will be used in this project.***

* *Finalists and/or their identified partners may be contacted to answer questions related to the proposed project.*

** *Finalists will be required to provide a signed conflict of interest statement.*

*** *Finalists will be required to provide copies of recent bank deposits, audit reports, etc. as they pertain to the matching funds requirement.*

For more information on the program and application requirements please:

1. Participate in one of the informational webcasts scheduled for June 2, 5 and 6, 2006 (4 p.m. EDT).
2. Visit the Tobacco Policy Change Web site:
www.tobaccopolicychange.org
3. Contact the Tobacco Policy Change Program Office:
Beverly J. Alston, *program team coordinator*
Phone: (888) 795-3636
E-mail: *tobaccopolicychange@rwjf.org*

Program Direction

The program is managed internally by RWJF staff with substantive guidance provided by two advisory groups (Executive Committee and Technical Assistance Advisory Committee) experienced in tobacco control advocacy. RWJF staff will be responsible for managing the grantee selection process, monitoring the progress of selected grantees and convening meetings of the two advisory committees that will assist RWJF staff in the selection process. Targeted technical assistance for this program is provided by existing RWJF programs and grantees that have considerable experience in tobacco policy advocacy, communications and outreach. Our contact information is:

Tobacco Policy Change: A Collaborative for Healthier Communities and States
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Responsible staff members for the program are:

- Michelle Larkin, R.N., M.S., *senior program officer*
- Karen Gerlach, Ph.D., M.P.H., *senior program officer*
- James Marks, M.D., M.P.H., *senior vice president and director, Health Group*
- Joseph Marx, *senior communications officer*
- C. Tracy Orleans, Ph.D., *senior scientist*
- Marjorie Paloma, M.P.H., *program associate*
- Karen Rowden, *grants administrator*
- Beverly Alston, *program team coordinator*

Program consultants working on this program include:

- Carla Freeman, M.A., *senior program consultant*
- Kitty Jerome, M.A., *senior program consultant*
- Jerry Spegman, J.D., *senior program consultant*

Notes

Timetable**June 1, 2006**

Grant application is available to applicants online at <http://grantmaking.rwjf.org/pad3>.

June 2, 5 and 6, 2006 (4 p.m. EDT)

Informational webcasts. Details available online at www.tobaccopolicychange.org.

August 1, 2006 (3 p.m. EDT)

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About the Robert Wood Johnson Foundation

The Robert Wood Johnson Foundation focuses on the pressing health and health care issues facing our country. As the nation's largest philanthropy devoted exclusively to improving the health and health care of all Americans, the Foundation works with a diverse group of organizations and individuals to identify solutions and achieve comprehensive, meaningful and timely change. The Foundation seeks to:

- Assure that all Americans have access to quality health care at reasonable cost.
- Improve the quality of care and support for people with chronic health conditions.
- Promote healthy communities and lifestyles.
- Reduce the personal, social and economic harm caused by substance abuse—tobacco, alcohol and illicit drugs.

For more than 30 years the Foundation has brought experience, commitment, and a rigorous, balanced approach to the problems that affect the health and health care of those it serves. When it comes to helping Americans lead healthier lives and get the care they need, the Foundation expects to make a difference in your lifetime.

For more information, visit www.rwjf.org.

Sign up to receive e-mail alerts on upcoming calls for proposals at:

<http://subscribe.rwjf.org>.



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