

# CALL FOR PROPOSALS

## TOBACCO POLICY CHANGE: *A Collaborative for Healthier Communities and States*

**Deadline: August 1, 2005**

**This program only accepts proposals submitted online.**

## PROGRAM OVERVIEW

(Please refer to specific sections for complete detail.)

### Purpose

*Tobacco Policy Change: A Collaborative for Healthier Communities and States* is a national initiative supported by the Robert Wood Johnson Foundation that provides resources and technical assistance for local, regional and nationally-based organizations and tribal groups interested in implementing effective tobacco prevention and cessation policy initiatives. The goals of the program are to:

1. Support innovative projects designed to positively change tobacco policy through partnerships with or collaboration among groups that are most affected by tobacco use.
2. Maintain tobacco policy gains and momentum in communities, states and regions.
3. Strengthen and sustain the state and national tobacco policy change infrastructure (policy research, advocacy and communications).

The program seeks to engage diverse organizations and professionals in sustainable tobacco control activities to decrease the prevalence of tobacco use in the United States.

### Eligibility Criteria (page 7)

To be eligible, an applicant organization:

- Must be a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code or a federally recognized tribal group.
- Cannot be a private foundation as described in 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 \$50,000. See Eligibility Requirements section for details. *Note: Grantees funded in Round One of the Tobacco Policy Change program must demonstrate that match dollars are available to be eligible to compete in this funding cycle. Grants of \$50,000 will require \$25,000 match; a 1:1 match is required for grants above \$50,000 up to \$150,000.*

### Selection Criteria (page 9)

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

### Deadlines

- **August 1, 2005 (3 p.m. EDT)**—Deadline for receipt of proposals.
- **September 28, 2005**—Selected finalists are notified.
- **December 1, 2005**—Grants are awarded and begin.

### How to Apply (page 12)

Organizations must apply online. 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](mailto:tobaccopolicychange@rwjf.org)

## PURPOSE

*Tobacco Policy Change: A Collaborative for Healthier Communities and States* is a national initiative supported by the Robert Wood Johnson Foundation (RWJF) that provides resources and technical assistance for local, regional and state-based organizations and tribal groups interested in implementing 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 is a three year program (2004 through 2006) to support professional staff and other infrastructure, public education, advocacy, communications, technical assistance and outreach for tobacco control. Grants will be one year in duration.

This initiative provides resources for local and statewide tobacco control advocacy 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/Indigenous descent), and other groups that suffer disproportionately from tobacco-related diseases (e.g., blue-collar workers, Lesbian, Gay, Bi-sexual and Transgender groups).

## BACKGROUND

The 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—a rate that is unacceptably high. Less than 30 percent of those living within the United States are protected from secondhand smoke in public places by law. Among smokers, 70 percent want to quit and effective treatments are available. The Robert Wood Johnson Foundation is engaged in multiple strategies to reduce smoking rates, promote

healthier communities and save lives. This program addresses the Foundation's strategic objective *to sustain the state and national tobacco policy change infrastructure and maintain policy gains and momentum through targeted grantmaking.*

For more than a decade, the Robert Wood Johnson Foundation has cared about addressing the harmful effects of tobacco use and exposure on all Americans. RWJF's grantmaking strategies are designed to focus attention on those policy changes that are scientifically proven to prevent tobacco use and promote tobacco cessation, such as expanding clean indoor air protections in communities, tobacco price increases and adequate state funding for comprehensive tobacco control programs. Since the early 1990's, rates of tobacco use among youth and adults have declined and significant progress has been made, saving millions of lives. Seven states now have statewide comprehensive clean indoor air laws that protect all 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 die each year from tobacco-related disease. Therefore, tobacco prevention and cessation continues to be a public health priority in the United States. Many communities have inadequate tobacco prevention and cessation policies (e.g., lack of clean indoor air laws, disproportionate levels of tobacco industry marketing, lack of enforcement of existing laws or regulations, access restrictions to cessation treatment) and limited funding and other resources for tobacco control.

A Foundation priority will be to develop new partners and funding to sustain the state and national tobacco control infrastructure (e.g., individuals skilled and experienced in advocacy, policy research and communications) and maintain policy gains and momentum to further decrease the use of tobacco. This national initiative is an important part of RWJF's strategy to achieve those objectives.

## THE PROGRAM

The program is designed to support tobacco control advocacy to reduce tobacco-related exposure and harm, with a 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 supported under this initiative.

RWJF is committed to working with a diverse group of people with deep commitment, expertise and dedication to tobacco control issues. We are specifically interested in funding and collaborating with regional groups, community-based organizations, private sector partners, and diverse organizations (e.g. racial, ethnic, socioeconomic, sexual orientation) to strengthen the depth and breadth of state and community advocacy efforts for sustained attention to tobacco control policy. It is essential that groups have previous success in policy advocacy. Program grantees will be provided funding to address one of the following tobacco policies proven to decrease use or sustain tobacco control work 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 a specific focus on allocating at least a portion of these resources to tobacco prevention and treatment programs and other health care issues (e.g., access to health care coverage).
- Increases in public funding of tobacco-related programming (including expanded and more equitable access to treatment), especially for those states receiving Master Settlement Agreement (MSA) and excise tax revenue.
- Public and private cessation coverage for populations most affected by tobacco.
- Restrictions in tobacco product placement, licensing and land use.

Although these goals may be long-term outcomes, the applicant is required to describe how yearly short-term strategies will work in sync with its 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 its established networks including religious membership and volunteers to include tobacco control advocacy as part of its social agenda, and then 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 legislation to increase access to smoking cessation treatment under Medicaid in 2006.

*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. It will garner support for these efforts through public education, media relations, community participation in letter-writing and outreach to policy-makers, strategic partnerships and other activities.

**Grantee Requirements**

Applicants must be prepared to:

- Educate the public and policy-makers about the tobacco policy issue to be addressed.
- 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.
- Recruit visible and credible spokespersons and opinion leaders to engage media and decision-makers.

- Participate in technical assistance trainings, as requested by RWJF
- Work collaboratively with RWJF staff, consultants and technical assistance providers, in addition to 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, lessons learned and experiences with RWJF staff and other grantees.
- Sustain work after the end of the RWJF grant.

**ELIGIBILITY CRITERIA**

Selected applicants will have demonstrated success in policy advocacy and grassroots organizing to promote positive 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, although a strong commitment to continue this work beyond the grant period is essential.**

Applicants must be tax-exempt organizations under Section 501(c)(3) of the Internal Revenue Code or tribal groups recognized by the federal government. Local, national and regional collaboratives are eligible to apply. No organization classified as a private foundation under Section 509(a) will be considered for funding.

**Matching Funds Requirement**

Grant awards will be up to \$150,000. Grants for \$50,000 will not require matching funds unless the applicant was awarded funds in Round One. Grants above \$50,000 up to \$150,000 will require a 1:1 match in hard cash. Applicants are expected to secure these matching funds from sources other than RWJF and its grantees. No monies above \$50,000 will be granted until proof of matching funds has been verified by RWJF staff.

*Note: Grantees funded in Round One of the Tobacco Policy Change program must demonstrate that matching funds are available to be eligible to compete in this funding cycle. Grants for \$50,000 will require a \$25,000 match; a 1:1 match is required for grants above \$50,000 up to \$150,000.*

## PROHIBITIONS CONCERNING TOBACCO INDUSTRY FUNDING

Applicants who **currently** accept funding or other support from tobacco companies will not be considered for funding; however, applicants will not be disqualified for having accepted tobacco industry funding in the past. In addition, an applicant may not have tobacco industry employees or board members involved in decision-making positions within the 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](mailto:tobaccopolicychange@rwjf.org).*

### ***Lobbying Prohibition***

RWJF's Conditions of Grant prohibit any portion of the grant to be expended 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. Applicants will be expected to detail their plans for complying with this restriction in their proposal and proposed grantee budgets must identify non-lobbying activities at least equal to the total RWJF funds requested.

## SELECTION CRITERIA

Program applicants should propose the tobacco control issue or set of issues to be addressed and describe 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 should also provide brief descriptions of the communities in which they work and include information about regional and state issues that most positively or negatively influence the potential for success of the proposed project, including: 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 seven organizations that RWJF supports to provide policy-related technical assistance to the tobacco control field. The second committee, the Technical Assistance Providers Committee, which has helped design the program, comprises individuals from each of the seven organizations represented on the Executive Committee. These two committees will review grant applications and make funding recommendations to RWJF. Grantees will be selected based on reviewers' assessment of the strength of the policy plans, diversity among applicant organizations, breadth of partnerships represented, attention to people in communities or states most affected by tobacco-related disease and exposure, and demonstration of previously successful advocacy efforts. All applicants will be sent 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, National Latino Council on Alcohol and Tobacco Prevention, National Tobacco Technical Assistance Consortium, and Policy Advocacy on Tobacco and Health/The Praxis Project, Inc.*

## USE OF GRANT FUNDS

RWJF funds may be used only for project staff salaries, project-related travel, supplies, communications and public education, a limited amount of equipment (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, lobbying or existing operational expenses or deficits. RWJF funds may not be used for lobbying activities. Applicants are expected to specify in their proposal plans 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.

Grantees are expected to meet RWJF requirements for the submission of narrative and financial reports, and to submit 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 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 suitable for wide dissemination.

## PROGRAM AUTHORIZATION

This program is available to support professional staff and other infrastructure, public education, advocacy, communications, technical assistance and outreach for tobacco policy change. This is the second of three rounds of one-year grants; competition for funds will occur on an annual basis. Grants will vary in range from \$50,000-\$150,000 depending on the strength of the proposal and the matching funds raised by the applicant.

## PROGRAM DIRECTION AND MONITORING

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 initiative will be provided by existing RWJF programs and grantees that have considerable experience in tobacco policy advocacy, communications and outreach.

### Tobacco Policy Change: A Collaborative for Healthier Communities and States

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Web site: [www.rwjf.org/tobaccopolicychange](http://www.rwjf.org/tobaccopolicychange)

RWJF staff members responsible 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*
- Susan Krutt, M.A., *Communications 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*

## HOW TO APPLY

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

- An assessment of the cultural, socioeconomic and policy environment and specific opportunities for tobacco policy change in the target community/state/region.
- The tobacco policy project that includes, but is not limited to, a description of 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 activities being proposed), and why this policy issue is important to address in the community/state/region.
- A detailed description of the partner organizations that the applicant is collaborating with, 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 members' 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 demonstration of independence from tobacco industry funding or sponsorship.\*
- The matching funds requirement and a description of how those funds will be used in this project.\*\*

Proposals to the *Tobacco Policy Change* program, consisting of the proposal narrative, line-item budget, and budget narrative, must be made through the RWJF Grantmaking Online system which will be available beginning June 3, 2005. To ensure accuracy, applicants should carefully review the Calls for Proposals at [www.rwjf.org/cfp/tobaccopolicychange](http://www.rwjf.org/cfp/tobaccopolicychange) and the online grant application prior to drafting the proposal.

To access the system go to: <http://grantmaking.rwjf.org/pad2>

Proposals must be submitted online by 3 p.m. EDT on August 1, 2005. No mailed, faxed or late submissions will be considered. The line-item budget and budget narrative should cover the entire one-year period and include the specific dollar request for RWJF funds (limited to \$150,000), matching funds and other revenues.

For more information on the program and application requirements please:

1. Participate in the informational Web cast at [www.rwjf.org/tobaccopolicychange](http://www.rwjf.org/tobaccopolicychange) scheduled for June 6, 2005 (4 p.m. EDT)
2. Visit the *Tobacco Policy Change* Web site: [www.rwjf.org/tobaccopolicychange](http://www.rwjf.org/tobaccopolicychange)
3. Contact the *Tobacco Policy Change* Program Office:  
Beverly J. Alston, *Program Team Coordinator*  
Phone: (888) 795-3636  
E-mail: [tobaccopolicychange@rwjf.org](mailto:tobaccopolicychange@rwjf.org)

\* Finalists will be required to provide a signed conflict of interest statement and other financial information as necessary.

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



## ABOUT RWJF

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. 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](http://www.rwjf.org).

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