



Robert Wood Johnson Foundation

Tobacco Policy Change

A Collaborative for Healthier Communities
and States



**2007 Call for Proposals—
Special Solicitation**

Proposal Deadline

September 14, 2007

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 state-based organizations and tribal groups to advocate for effective, sustainable policies that decrease tobacco use and exposure. This *special solicitation* will build on previous success in attracting new and diverse partners whose constituencies are most directly affected by tobacco use and exposure. Grantees are expected to apply their advocacy skills and experience to advance tobacco and other public health policies in their communities.

Eligibility Criteria (page 7)

To be eligible, applicants 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; and not a private foundation as defined under Section 509(a) of the Internal Revenue Code;
- if not a tribal group, propose a project (local, regional or statewide) in one of the following states: Ala., Ark., Fla., Ga., Ind., Ky., La., Mich., Miss., Mo., N.C., Ohio, Okla., S.C., Tenn., Texas, W.Va. or Va.
- demonstrate success in policy advocacy and grassroots organizing;
- provide proof of matching funds as discussed on page 8; and,
- 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.

Selection Criteria (page 9)

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

Total Awards (pages 5–6)

Under this *special solicitation*, there will be two phases of funding:

- **Planning grants**—Grants of \$50,000 from January 1, 2008 through June 30, 2008.
- **Implementation grants**—Grants ranging from \$150,000 to \$300,000 from July 1, 2008 to December 31, 2009. Grantees who have demonstrated progress during their planning phase will be eligible to apply for an implementation grant.

Key Dates and Deadlines (page 15)

- **July 10 and 12, 2007 (3 p.m. ET)**—Informational webcasts (recommended).
- **September 14, 2007 (3 p.m. ET)**—Deadline for receipt of planning proposals.
- **March 14, 2008**—Grantees invited to submit an implementation proposal.
- **April 15, 2008 (3 p.m. ET)**—Deadline for receipt of implementation proposals.

How to Apply (page 11)

This program only accepts proposals submitted through the RWJF Grantmaking Online system. For information and instructions please contact:

Linda Manning, *program team coordinator*

Phone: (888) 795-3636

E-mail: tobaccopolicychange@rwjf.org

www.tobaccopolicychange.org

Background

Since the early 1990s, rates of tobacco use among youth and adults have declined and significant progress in tobacco control has been made, saving millions of lives. A growing number of states now have clean indoor air laws that protect all or most workers from secondhand smoke and, after years of effective advocacy, states with traditionally low tobacco excise tax rates are increasing tobacco taxes. However, more than 400,000 people still die each year from tobacco-related disease, and tobacco-related disparities exist in many communities. *Tobacco Policy Change: A Collaborative for Healthier Communities and States* is a Robert Wood Johnson Foundation (RWJF) national program that supports policy advocacy to advance effective, sustainable policies that decrease tobacco use and exposure, particularly in communities that are disproportionately impacted by tobacco.

Our strategy has focused on expanding the base of support for policy changes by creating and strengthening new and diverse partnerships within the tobacco advocacy movement. As the tobacco control movement has grown, the value of advocates collaborating across public health issues such as obesity and health care has become clear.

With this funding, Tobacco Policy Change grantees will work on tobacco policy change and one other issue to be determined by the applicant. To advance these policies successfully, applicants must engage new partners or leverage existing partnerships. These partnerships will apply community organizing and policy advocacy skills to local and statewide efforts that advance public health policies to make communities healthier places to live, work and play.

Leveraging advocates in a community to work on tobacco and other public health policy change meets the Foundation's mission in advancing these areas. As tobacco policy success builds, pressing issues like obesity and raising revenue for public health and health care are mounting. Many of the strategies

that are effectively used by the tobacco control movement can be applied to advancing policies supporting health and health care needs, including public education campaigns and mobilizing grassroots advocacy. This *special solicitation* aims to spearhead collaborative advocacy to support policies that help people lead healthier lives and get the care they need.

The Program

This *special solicitation* of Tobacco Policy Change: A Collaborative for Healthier Communities and States, will provide resources and technical assistance for local, regional and state-based organizations and tribal groups to advocate for effective, sustainable public health policies.

This program supports professional staff and other activities, such as public education, advocacy, communications, technical assistance and outreach to stakeholders. In previous rounds Tobacco Policy Change has provided 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.

Tobacco Policy Change seeks to work with a diverse group of people committed to tobacco control and, in this *special solicitation*, seeks to leverage partnerships to support other areas of public health. To strengthen state and community advocacy efforts, we are specifically interested in funding and collaborating with community-based organizations, regional groups, private sector partners, 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 applicants have previous success with policy advocacy.

RWJF 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 access treatment or to sustain tobacco control at the local, regional or state 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 issues (e.g., access to health insurance coverage, immunization programs);
- increases in public funding of tobacco-related programming (including expanded and more equitable access to treatment) for those states receiving Master Settlement Agreement and tobacco excise tax revenue; or
- public and private coverage of cessation treatment for populations most affected by tobacco.

In addition, grantees will be expected to advance one other public health issue. We are interested in the following public health laws and policies:

- policies that promote accessibility to healthy foods and/or increase physical activity;
- policies that reduce the number of uninsured; or
- policies that address a pressing public health need that broadly and significantly impact the target community.

Tobacco Policy Change: A Collaborative for Healthier Communities and States will award grants of up to \$350,000 over 24 months, as follows:

First Phase: Planning Grants

(January 1, 2008–June 30, 2008)

Six-month planning grants of \$50,000. During this planning phase, grantees will:

- initiate strategic activities toward the tobacco policy goal;
- convene a planning team of community members and organizations to begin crafting the strategy for work on the second public health policy;

- draft a fundraising and development plan and raise the necessary matching funds for the implementation grant; and
- work collaboratively with RWJF staff, consultants and technical assistance providers to ensure completion of all required materials for the implementation grant award, including development of a detailed campaign plan and 18-month budget.

Second Phase: Implementation Grants

(July 1, 2008–December 31, 2009)

Eighteen-month implementation grants of up to \$300,000 (dependent upon the amount of matching dollars). Grantees who have demonstrated progress during their planning grant will be eligible to apply for an implementation grant. During the implementation phase, grantees must:

- educate policy-makers and the public about the tobacco and public health policies that are the focus of the grant;
- advocate for these policies by presenting scientific evidence for their effectiveness and by making a persuasive case for how those policies improve the health of the public;
- engage their constituency and other public health advocates in the policy change process;
- recruit visible, credible spokespersons to engage media and decision-makers;
- participate in technical assistance training;
- 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; and
- sustain work after the end of the RWJF grant.

Eligibility Criteria

For this *special solicitation*, eligibility will be limited to applicants in an eighteen-state region that has been identified based on several factors, including the program purpose of Tobacco Policy Change, RWJF's priorities, state health data, state tobacco control policies, and state and community infrastructure. The regions identified as priorities fall below the median in rank in at least two of the following categories: adult tobacco use, tobacco taxes, funding for tobacco prevention, number of uninsured children and rate of adult obesity. RWJF recognizes these regions as suffering from greater disparities in tobacco use and exposure, children in need of health care coverage, and the prevalence of adult obesity. The program will also continue supporting efforts by Native American advocates to reduce the impact of commercial tobacco use in Indian Country.

Applicants other than tribal groups must propose a project in one of the following states: Alabama, Arkansas, Florida, Georgia, Indiana, Kentucky, Louisiana, Michigan, Mississippi, Missouri, North Carolina, Ohio, Oklahoma, South Carolina, Tennessee, Texas, Virginia or West Virginia.

Applicants 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;
- demonstrate success in policy advocacy and grassroots organizing to promote social change;
- provide proof of matching funds meeting the requirements defined on page 8; and
- show a commitment to continue work beyond the grant period.

In addition, applicants:

- cannot be a private foundation as defined under Section 509(a) of the Internal Revenue Code; and

- 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 (see below).

Applicants who currently receive funds or other support from tobacco companies will not be considered for program funding. However, applicants who have accepted tobacco industry funding in the past will not be disqualified. Applicants 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.

Matching Funds Requirement

RWJF will award planning grants of \$50,000 without requiring matching funds. However, during the six-month planning grant period, grantees are expected to secure matching funds for the implementation grant period. Grantees will be expected to verify match funds by April 15, 2008.

RWJF will award implementation grants of up to \$300,000 to planning phase grantees that have demonstrated progress toward their planning grant benchmarks. The minimum award will be for \$150,000 which will require a cash match of \$75,000. Awards exceeding the minimum amount will require a dollar-for-dollar cash match. To receive a maximum award of \$300,000, a cash match of \$225,000 is required.

Applicants are expected to secure these matching funds from sources other than RWJF and its grantees. Implementation grants will not be awarded until proof of matching funds has been verified by RWJF staff.

Selection Criteria

First Phase: Planning Grants

We will use the following criteria to assess and select proposals for the \$50,000 planning grants:

- applicants must describe the tobacco policy to be addressed;
- applicants must 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, and how these assets contribute to the long-term sustainability of their efforts;
- applicants must briefly describe the communities in which they work, including regional and state issues that may 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); and
- applicants must indicate the second public health policy on which their planning efforts will focus, and include key partners/stakeholders to be engaged in the planning process.

Second Phase: Implementation Grants

All grantees making progress toward planning grant benchmark activities will be eligible for implementation grants. We will use the following criteria to award the \$150,000–\$300,000 implementation grants:

- observation of one substantive (non-introductory) planning team meeting;
- review of the planning team’s written strategic plan and 18-month budget;
- confirmation of matching funds in hand; and
- first quarter progress report on tobacco policy project.

Review Committee

RWJF has established a review committee to assist in this *special solicitation*. The Review Committee is comprised, in part, of individuals from several

organizations that RWJF supports to provide policy-related technical assistance to the tobacco control field. The committee will review First and Second Phase 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 and states most affected by tobacco-related disease and exposure; and
- 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.

Evaluation and Monitoring

Grantees are 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, webcasts 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 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; in their proposal, applicants must specify 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.

How to Apply

All proposals for this program must be submitted **only** through the *RWJF Grantmaking Online* system at <http://grantmaking.rwjf.org/pad4> which will be available beginning July 2, 2007. **To ensure accuracy, applicants should carefully review this special solicitation and the online grant application prior to drafting the proposal.** Ongoing updates to frequently asked questions will be posted at www.tobaccopolicychange.org.

Proposals must be submitted online **by 3 p.m. ET on September 14, 2007**. Proposals that are mailed, faxed or are received late will *not* be considered.

The application process has two phases:

First Phase: Planning Grants

The first phase includes the online submission of a proposal narrative, a line-item narrative and a budget narrative. The line-item budget and budget narrative should outline the \$50,000 six-month planning grant only, but should indicate the anticipated dollar amount of RWJF funds (limited to \$300,000) needed for the implementation period. Applicants must also submit an outline of anticipated matching funds and other revenues planned for the implementation phase.

The proposal narrative must be typed in 12-point, Arial font with double spacing, one-inch margins, and not exceed 15 *double-spaced* pages. The line-item and budget narratives are excluded from this page count limit.

The proposal narrative should clearly describe:

- an assessment of the cultural, socioeconomic and policy environment and specific opportunities for policy change in this target community/state/region;
- the tobacco policy project, including 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, and why this policy issue is important to address in the community/state/region (please include intermediate and long-term objectives and activities and how they fit into the proposed initiative);
- 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 and public health advocacy;
- a brief discussion of the second area of public health policy which the applicant intends to pursue if awarded an implementation grant, including key partners/ stakeholders to be engaged in the planning process;
- the applicant's independence from tobacco industry funding or sponsorship;** and
- a detailed project budget for the planning grant and a projection of funds likely to be requested for the implementation grant, based on the applicant's anticipated amount of matching funds.***

Second Phase: Implementation Grants

Grantees making progress toward planning grant benchmarks will be eligible to apply for implementation grants. The second application phase will include the review of the grantee's policy action plan, detailed budget and budget narrative and involves the assessment (by RWJF and the Review Committee) of progress made by the grantee with its planning grant, as outlined on pages 5–6.

For more information on the program and proposal requirements please:

1. participate in one of the informational webcasts scheduled for **July 10 and 12, 2007 (3 p.m. ET)**
2. visit the Tobacco Policy Change Web site at www.tobaccopolicychange.org; and
3. contact the Tobacco Policy Change program office:

Linda A. Manning, *program team coordinator*

Phone: (888) 795-3636

E-mail: tobaccopolicychange@rwjf.org

* *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 at two points in the process: prior to the start of implementation funding, and prior to the last six months of implementation funding.*

Program Direction

The program is managed internally by RWJF staff with substantive guidance provided by senior program consultants. RWJF staff will be responsible for managing the grantee selection process, monitoring the progress of selected grantees and convening meetings of the Review Committee 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.

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Responsible staff members at the Robert Wood Johnson Foundation are:

- Marjorie Paloma, M.P.H., *program associate*
- Michelle Larkin, R.N., M.S., J.D., *senior program officer*
- James Marks, M.D., M.P.H., *senior vice president and director, Health Group*
- Joseph Marx, *senior communications officer*
- Thomas Andruszewski, *grants administrator*
- Linda Manning, *program team coordinator*

Senior program consultants include:

- Carla Freeman, M.A.
- Kitty Jerome, M.A.
- Jerry Spegman, J.D.

Timetable

- **July 10 and 12, 2007 (3 p.m. ET)**
Informational webcasts.
- **September 14, 2007 (3 p.m. ET)**
Deadline for receipt of planning proposals.
- **October 3–26, 2007**
Site visits to selected applicant organizations.
- **November 1, 2007**
Finalists are notified.
- **January 1, 2008**
Planning grants are awarded and begin.
- **March 14, 2008**
Grantees invited to submit an implementation proposal.
- **April 15, 2008 (3 p.m. ET)**
Deadline for receipt of implementation proposals.
- **June 30, 2008**
Planning grants end.
- **July 1, 2008**
Implementation grants are awarded and begin.
- **December 31, 2009**
Implementation grants end.

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, we work with a diverse group of organizations and individuals to identify solutions and achieve comprehensive, meaningful and timely change.

For 35 years we've brought experience, commitment and a rigorous, balanced approach to the problems that affect the health and health care of those we serve. When it comes to helping Americans lead healthier lives and get the care they need, we expect 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
www.rwjf.org/services.



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