



Pfizer and Mayo Clinic/Global Bridges Announce an **Independent Education Grant RFP**

Providing Access to Learning Resources for Tobacco Dependence Treatment

I. Background

Pfizer Global Medical Grants (GMG) supports the global healthcare community's independent initiatives (e.g., research, quality improvement, or education) to improve patient outcomes in areas of unmet medical need that are aligned with Pfizer's medical and/or scientific strategies.

Pfizer's GMG competitive grant program involves a publicly posted Request for Proposal (RFP) that provides detail regarding a specific area of interest, sets timelines for review and approval, and uses an external review panel (ERP) to make final grant decisions. Organizations are invited to submit an application addressing the specific gaps in knowledge as outlined in the specific RFP.

Mayo Clinic has been a world leader in understanding tobacco dependence and its treatment for more than 25 years. The Mayo Clinic Nicotine Dependence Center (NDC), founded in 1988, was one of the first centers to focus exclusively on treatments for tobacco dependence. The NDC's model of care has become the standard in many medical centers around the world. More than 58,000 people have used the NDC's services to help them stop using tobacco. Global Bridges, a unit of the NDC, is building a worldwide community of practice devoted to advancing evidence-based tobacco dependence treatment.

II. Eligibility

Geographic Scope:	China, Taiwan, Malaysia and Thailand
Applicant Eligibility Criteria	<ul style="list-style-type: none"> The following may apply: medical, nursing, allied health, and/or pharmacy professional schools; healthcare institutions (both large and small); professional associations and medical societies; medical education companies; and other entities with a mission related to healthcare professional education and/or healthcare improvement. Access to Mayo Clinic’s educational curriculum in tobacco dependence treatment can only be awarded to organizations under this RFP, not individuals

III. Requirements

Date RFP Issued	<ul style="list-style-type: none"> October 30, 2020
Clinical Area	<ul style="list-style-type: none"> Smoking Cessation/Tobacco Dependence Treatment
General Area of Interest for this RFP:	<ul style="list-style-type: none"> To broaden access to Mayo Clinic’s educational curriculum in tobacco dependence treatment for members of organizations which demonstrate a commitment to sustainable tobacco treatment education. Ultimately, this will improve patients’ awareness of the harms of tobacco and their chances of successfully stopping tobacco use. Mayo Clinic’s interactive online Tobacco Treatment Course (TTC) is designed to help health care providers develop important skills and deliver the best possible patient care. The 3.5 hour online course consists of videos, lectures, and a variety of interactive activities inviting participants to apply learning to actual cases. It is expected that all applications will include a needs assessment detailing why access to online TTC would benefit the applying organization, and also an implementation plan detailing how the training will be utilized and disseminated. Furthermore, it is expected that successful organizations will commit to evaluating the learning outcomes from the program.

<p>Target Audience:</p>	<ul style="list-style-type: none"> • Nursing, allied health and medical schools, healthcare institutions (both large and small), academic institutions and other organizations with a mission related to healthcare involving the nursing team. • Individual applications requesting institution access for up to: 10, 50, and 100 online TTC users will be considered.
<p>Expected Approximate Monetary Range of Grant Applications:</p>	<ul style="list-style-type: none"> • Please note that no funds will be transferred to the organizations to whom access to the online TTC is awarded. Access will be purchased on behalf of the successful organizations by Pfizer, and access granted by Mayo Clinic. • The funding required for provision of access for users increases with the number of users included within the application, and as such, it is important that the projected outcomes of the application are commensurate with the number of program users requested. • Pfizer will clearly state in any approval notification, the review panel's rationale for supporting a given institution's application and the number of users that shall be granted access at that institution. • Access to the online Tobacco Treatment Course will be granted to successful applicants for a period of 12 months. Following access, organizations will have a further 6 months to evaluate the impact of the program and assess any changes that they have made to practice as a result.
<p>Key Dates:</p>	<ul style="list-style-type: none"> • RFP release date: October 30, 2020 • Grant Application due date: Wednesday January 13, 2021 (DEADLINE EXTENDED) Please note the deadline is midnight Eastern Standard Time (e.g. New York, GMT -5). • Review of applications by external panel: February 2021 • Anticipated Grant Award Notification Date: March 2021 • Grants will be distributed following a fully executed agreement.
<p>How to Submit:</p>	<ul style="list-style-type: none"> • Please go to www.cybergrants.com/pfizer/knowledge and sign in. First-time users should click "Create your password". • In the application: <ul style="list-style-type: none"> • For the question "Are you replying to a Request for Proposal as part of the Competitive Grant Program?" select Yes • Select the following Competitive Grant Program Name: 2020 Pfizer and Mayo Clinic/Global Bridges –Access to Learning Resources for Tobacco Dependence Treatment • Select the following Primary Area of Interest: Smoking

	<p>Cessation/Tobacco Dependence Treatment</p> <p>Requirements for submission:</p> <ul style="list-style-type: none">• Complete all required sections of the online application and upload your Project Proposal (see Appendix) in the General RFP Submission field.• If you encounter any technical difficulties with the website, please click the “Technical Questions” link at the bottom of the page. <p>IMPORTANT: Be advised applications submitted after the due date will not be reviewed by the committee.</p>
<p>Questions:</p>	<p>If you have questions regarding this RFP, please direct them in writing to the Grant Officer, Renee.Yip@pfizer.com, or to Katie Kemper at Global Bridges, Kemper.katherine@mayo.edu, with the subject line “2020 Pfizer and Mayo Clinic/Global Bridges – Access to Learning Resources for Tobacco Dependence Treatment”</p>
<p>Mechanism by which Applicants will be Notified:</p>	<ul style="list-style-type: none">• All applicants will be notified via email by the dates noted above.• Applicants may be asked for additional clarification during the review period.

Appendix A

Please [click here](#) to access a Word version of the Project Proposal Form.

2020 Pfizer and Mayo Clinic/Global Bridges Access to Learning Resources for Tobacco Dependence Treatment Project Proposal Form

This Project Proposal should be completed in English in 12-point Calibri Font and should not exceed 3 pages. The completed form should be uploaded into the grant application in the “General RFP Submission” field.

Applicant Organization Name	
Needs Assessment and Project Goal	Describe the knowledge gap that the training would address. Briefly describe how access to the online TTC could improve health care provider education, continuing professional development and patient care at your organization (e.g. cite the number of health care providers you expect to receive training through the course and the changes to clinical outcomes you expect to see as a result).
Implementation Plan	Please outline how you plan to incorporate use of the online Tobacco Treatment Course into your organization’s training schedule.

<p>Evaluation Measures and Metrics</p>	<p>What measures and metrics will you use to evaluate the success of the project? <i>Ensure robust plan to capture baseline and end of project metrics. For example, you could include current local challenges in relation to access to nurse education, challenges in relation to nurses acquiring CPD points, financial barriers to providing ongoing nurse education, clinical challenges relating to nurse education etc.) If appropriate, utilize surveys seeking information regarding nurse satisfaction relating to available training opportunities and self-assessment relating to clinical confidence. Describe the source and method used to collect the data. Describe how the data was analyzed to determine that a gap in nurse education existed. If a full analysis has not yet been conducted, please include a description of your plan to obtain this information.</i></p>
<p>Educational Sustainability</p>	<p><i>How will the project support ongoing education for healthcare providers at your organization?</i></p>
<p>Organizational Detail (1 page maximum)</p>	<p><i>Describe the mission, capability, and relevant previous activity of the applicant organization and how it will facilitate the project.</i></p>