

# **Smoking Cessation Leadership Center at UCSF and Pfizer Independent Grants for Learning & Change**

## **Request for Proposals (RFP)**

**April 8, 2013**

### **I. Background**

The Smoking Cessation Leadership Center (SCLC) at the University of California in San Francisco and Pfizer Independent Grants for Learning & Change (formerly Medical Education Group or MEG) began collaborating in 2012 to offer new grant opportunities focused on smoking cessation training for healthcare professionals. As a result of that collaboration, following an initial RFP, thirty-nine proposals were funded totaling \$4.5 million in awards. This current RFP is issued with the intent of funding one organization to organize a conference for the organizations that received the 2012 grants, as well as other organizations working in the field, which may or may not have previously been supported by Pfizer or the SCLC.

Pfizer provides independent grant support to organizations for healthcare quality improvement and education projects related to smoking cessation. The goal of the Pfizer team, now called Independent Grants for Learning & Change (IGL&C), is to increase the number of people who stop smoking by improving the frequency and effectiveness of smoking cessation interventions (e.g., counseling and/or FDA-approved pharmacotherapy) provided by health professionals.

The SCLC, which is volunteering its assistance to this collaborative grants program and receives no financial remuneration from Pfizer, is a national program office of the Robert Wood Johnson Foundation and also receives significant support from the American Legacy Foundation. The mission of the SCLC is to increase smoking cessation rates and increase the number of health professionals who help smokers quit. The Center creates partnerships with a variety of groups and institutions to develop and implement action plans for smoking cessation. Partnerships with dental hygienists, nurses, pharmacists, emergency physicians, hospitals, labor unions, family physicians, counselors, the Substance Abuse and Mental Health Services Administration, and myriad other groups all lead toward the same goal: saving lives by increasing smoking cessation rates and cessation interventions.

This RFP is being issued by both organizations. The SCLC is the lead organization for review and evaluation of applications. A review committee, led by the SCLC will make decisions on which proposal will receive funding. Grant funding will be provided by Pfizer. One grant of up to \$300K is available for award (see below for details and eligibility).

Pfizer will have no role in the planning or implementation of the conference. However the SCLC should be seen as a partner to the successful applicant in the conference planning and can be involved in helping with faculty invitations, learning session design etc.

## II. Requirements

<b>Specific Area of Interest for this RFP:</b>	<p>The goal of this RFP is to provide one grant to an organization willing to organize and implement a live in-person conference to bring together those currently working in smoking cessation education programs for healthcare professionals. In particular, the conference should provide a forum for the thirty-nine organizations who successfully received funding from the RFP grants program in 2012. See Appendix A for list of organizations and projects funded. The conference or workshop does not however have to be limited to this group. Proposals should describe who and how groups would be selected, invited and engaged.</p> <p>The conference should offer CME/CE credit and be available to all members of the smoking cessation community to register and attend. The amount of registration fee and whether or not to charge a registration fee is left to the successful applicant to decide. A portion of the grant should be used for travel stipends for the thirty-nine organizations receiving grants last year, and also to other conference participants on a financial need-basis with criteria to be decided by the successful applicant/conference organizer.</p> <p>The total length of the conference should be no less than 1.5 days.</p> <p>The conference should be educational in nature and also provide opportunities for discussion, best-practice sharing, resource sharing, collaborative discussion and other interactive forums.</p> <p>Presentations may include large group, breakout sessions, poster presentations. Planning should consider principles of effective adult education. Creativity is encouraged.</p> <p>The conference should take place before the end of 2013, ideally Fall 2013.</p>
<b>Target Learner Audience</b>	Implementers of tobacco cessation training and education programs, systems, or initiatives.
<b>Geographic Scope:</b>	Conference should be held in the contiguous USA

<p><b>Applicant Eligibility Criteria:</b></p>	<p>To respond to this RFP, the organization must be actively engaged in smoking cessation programs and in particular in providing education, or training or resources to healthcare professionals. The organization must also have past experience in organizing conferences.</p> <p>Accredited medical, dental, nursing, allied health, public health, and/or pharmacy professional schools, universities, healthcare institutions, for-profit health systems, professional associations, member societies, partners of state agencies involved with tobacco control, and other not-for-profit entities may apply.</p> <p>Organizations listed in Appendix A are eligible to apply.</p> <p>For-profit medical education and communication companies are not eligible to be the primary applicant.</p> <p>Collaborations between organizations are encouraged.</p>
<p><b>Maximum Grant Request Amounts:</b></p>	<p>The total available budget related to this RFP is \$300,000, including indirect or overhead costs. Maximum indirect rate is 28% per Pfizer policy.</p>
<p><b>Key Dates:</b></p>	<p><b>All applicants MUST submit a Letter of Intent (LOI) by: 04/30/2013 at 5:00PM PDT</b></p> <p>Anticipated LOI Notification Date: 05/21/2013</p> <p>Please note full proposals can only be submitted following acceptance of an LOI.</p> <p>Full Proposal Deadline: 6/11/2013 at 5:00PM PDT</p> <p>Anticipated Full Proposal Award Notification Date: 6/28/2013</p> <p>Grant awarded following execution of fully signed Letter of Agreement (LOA)</p>

<p><b>How to Submit:</b></p>	<p>Submit LOIs online via the Pfizer IGL&amp;C website <a href="http://www.pfizer.com/independentgrants">www.pfizer.com/independentgrants</a> and click on the button “Go to the Grant System”.</p> <p>If this is your first time visiting this site in 2013 you will be prompted to take the <i>Eligibility Quiz</i> to determine the type of support you are seeking. Please ensure you identify yourself as a first-time user. Submit LOIs in the clinical area: LOI-RFP Smoking Cessation</p> <p><b>Requirements for submission:</b> Complete all applicable sections of the online application and upload the Letter of Intent. See details on <a href="#">LOI Guidance</a> below.</p>
<p><b>Questions:</b></p>	<p>Questions must be submitted in writing. Send questions to the Pfizer Grant Officer Jacqueline Mayhew <a href="mailto:jacqueline.mayhew@Pfizer.com">jacqueline.mayhew@Pfizer.com</a> with the subject line “RFP Smoking Cessation Conference.”</p>

### **III. Review Panel Members**

The Review Panel members for this RFP are as follows:

Steven A. Schroeder, MD (chair)  
Distinguished Professor of Health and Health Care, Department of Medicine Director  
Smoking Cessation Leadership Center, University of California, San Francisco, CA

Geoffrey Makinson, PhD  
Director, Medical Affairs  
Pfizer, New York, NY

Catherine Saucedo  
Deputy Director  
Smoking Cessation Leadership Center, University of California, San Francisco, CA

### **IV. Terms and Conditions**

1. Complete TERMS AND CONDITIONS for Certified and/or Independent Professional Healthcare Educational Activities are available upon submission of a grant application on the website [www.pfizer.com/independentgrants](http://www.pfizer.com/independentgrants).
2. This RFP does not commit Pfizer or SCLC to award a grant, or to pay any costs incurred in the preparation of a response to this request.
3. Pfizer reserves the right to announce the details of successful grant application(s) by whatever means ensures transparency, such as on the Pfizer website, in presentations, and/or in other public media.

## **V. Letter of Intent Submission Guidance**

The Letter of Intent (LOI) is intended to be a brief concept document, describing the proposed project at a high level. The Review Committee will select LOIs that best align with the intent of the RFP. All applicants will be notified with either an acceptance or a declination. Successful applicants will be asked to submit a full grant proposal, with a budget, for consideration for funding.

**LOIs must be single spaced using Calibri 12-point font and 1-inch margins. There is a 3-page limit.**

Please include the following information in the LOI:

- A. Project Title
- B. Organization(s) involved in project, as well as the name of the project lead and principal contact.
- C. Primary goal(s) and brief description of project
- D. Conference objectives
- E. Technical Approach. What educational methods or formats will be used as part of the project?
- F. Describe prior experience in organizing conferences or other live forums.
- G. Explain how the conference would be evaluated. What are the goals or target measures of success? To what extent can the conference proceedings be repurposed or disseminated?
- H. Project Timeline
- I. Requested Amount

*Please note that the three (3) page limit for the Letter of Intent (LOI is inclusive of additional information of any kind. A submission of any more than three (3) pages WILL BE REJECTED and RETURNED UNREVIEWED.*

### Appendix A – 2012 Grant Recipients

Organization Name	Program Title
American Academy of Family Physicians	Office Champion's Smoking Cessation
Alliance for the Prevention and Treatment of Nicotine Addiction Corporation	Integrating Tobacco Use and Dependence Treatment into Perinatal Substance Abuse Services
American College of Emergency Physicians	Smoking Intervention with Trauma Patients in the Emergency Department
American Lung Association in Nevada	Increasing Cessation Access for All Nevadans (I-CAAN): Reaching the Medicaid Population
Association of Substance Abuse Programs of Texas	Texas Tobacco Cessation Integration Project (Cessation Integration Project)
Aultman Hospital	Reforming Inpatient Tobacco Treatment at Aultman Hospital
Berkshire Medical Center	Restore Health: Berkshire Medical Center Hospital wide, Multi-disciplinary, Tobacco Use Program
California Chapter 1, American Academy of Pediatrics	Clinical Effort Against Secondhand Smoke Exposure (CEASE)
Columbia University	Evaluating a Dental Tobacco Cessation System (DTCS) for Post-Doctoral Dental Students and Dental Residents
Case Western Reserve University	Smoking Cessation for People with Mental Health and/or Substance Abuse Disorders Expanding Capacity in Ohio's Medicaid Health Homes
Foundation for HealthSMART Consumers	Improving Access to Counseling Tools and Increasing Competence, Confidence and Frequency of Smoking Cessation Interventions among Convenient Care Clinic Providers
Georgetown University Medical Center	Bringing EX to a Million Hearts
Glendale Adventist Medical Center	PACT (Physicians and Community Together) to Quit
Hunterdon Medical Center Foundation	Expanding Provider Education and Resource Training for Tobacco Cessation (ExPERT Tobacco Cessation Program)
Institute for Health and Recovery, Inc.	On-PAR (Promote Active Recovery) Online Training
Mayo Clinic	Tobacco Control Curriculum for Anesthesiology and Surgery Residents
Medical University of South Carolina	Implementation of TelASK Quit Connection IVR System in Charleston Area Hospitals
Memorial Foundation	The Art of Quitting
Mental Health America of Licking County	Opportunities for Individuals Who Experience Severe and Persistent Mental Illness to Collaborate with Healthcare Provider in Reducing Tobacco Consumption
MultiCare Health Foundation	MultiCare Hospitals Tobacco Cessation Implementation and Measurement Project
Providence Health & Services	Closing the loop Assessing and documenting smoking status after discharge
Purdue University	Smoke Free Giant Eagle - Driving Smoking Cessation among Customers of a Regional Supermarket Chain

San Jose City College	Trash The Ash
Sloan Kettering Institute for Cancer Research	Improving the Implementation of PHS Guidelines for the Treatment of Tobacco Dependence in Oncology Care
St. Francis Medical Center of Lynwood Foundation	Vida Sana QUITs
St. Tammany Hospital Foundation	Living Tobacco Free
University of California Los Angeles	Registered Nurses Referral to Quit lines: Helping Smokers Quit
University of Arizona	Increased utilization of quit line services with pharmacist assistance in integrated health settings
University of Colorado, Denver	Tobacco Recovery and Wellness for the Behavioral Health Community
University of Colorado, Denver	A Tobacco Cessation Continuity-of-Care Model for the Re-entry Population
University of Kentucky Research Foundation	Managing Nicotine Withdrawal for Comfort and Cessation in Medically Ill Smokers
University of Maryland Baltimore County	SBIRT (Screening Brief Intervention Referral to Treatment) for Tobacco Cessation in Healthcare Settings: Targeted Multidisciplinary Training for Medicaid Providers
University of Maryland Baltimore County	Incorporating smoking cessation into behavioral health treatment protocols: creating flexible and tailored manuals, materials, training, and consultation to support behavioral health providers and agencies to provide smoking cessation interventions.
University of Medicine and Dentistry of New Jersey	A Statewide Implementation of the Treating Tobacco in Mental Health Settings Training
University of North Carolina at Chapel Hill	Systematic Design of Patient and Staff Smoking Cessation Processes at State Operated Substance Abuse Facilities in North Carolina
University of Washington School of Medicine	University of Washington Medical Center In-patient Tobacco Cessation Program (UWMC-TCP)
University of Pittsburgh Medical Center	Improving Smoking Cessation Care for Hospitalized Patients in a Large Regional Healthcare Organization
Woodhull Medical and Mental Health Center	The impact of tobacco cessation services in a primary care practice designed for the severely and persistently mentally ill
World Heart Federation through the Friends of the World Heart Federation	Change from within: increasing cardiologists' engagement in tobacco cessation and control