

Pfizer Independent Medical Education RFP

Addressing Barriers to Care: Destigmatizing Breast Cancer through Patient Education

Competitive Grant Program – Pfizer Internal Review Process



Overview

This competitive program seeks to champion patient learning and address breast cancer stigma through health education or literacy among people living with breast cancer to support them in understanding their disease and making evidence informed decisions in alignment with their values, wishes and goals.



Geographic Scope

Rwanda and Ghana



Project Types and Area of Interest

The aim of this RFP is to support projects that design and provide culturally sensitive and tailored educational and counseling resources to patients diagnosed with breast cancer and their families, starting from the time of their diagnosis throughout the course of their disease.

Developing patient education materials on breast cancer requires careful consideration of cultural sensitivities, addressing myths, promoting empowerment and ensuring accessibility. Such resources will help patients better comprehend the meaning of their disease, their options for treatment and anticipated health outcomes, establish meaningful, ongoing relationships with the team providing care, and make informed healthcare decisions that reflect their values and wishes.



Key Milestones

- Application submission deadline: **September 8, 2023**
- Anticipated decision notification date: **October 11, 2023**
- Anticipated approximate project start date: **December 20, 2023**



Funding Range and Project Length

Grant range expected to be from \$10,000 to \$150,000 USD. Total budget for this RFP is \$500,000. Maximum project length is 2 years.

I. Eligibility

Geographic Scope:

- Rwanda and Ghana

Applicant Eligibility Criteria

- Only organizations are eligible to receive grants, not individuals or medical practice groups.
- The following may apply: patient advocacy organizations, non-governmental organizations, medical, nursing, allied health, and/or pharmacy professional schools, public and global health schools; healthcare institutions (both large and small); professional organizations/medical societies; medical education companies; and other entities with a mission related to patient education and/or healthcare delivery.
- If the project involves multiple departments within an institution and/or between different institutions / organizations / associations. All institutions must have a relevant role and the requesting organization must have a key role in the project.
- The applicant must be the project/program lead or an authorized designee of such individual (e.g., project/program lead's grant coordinator).
- The project/program lead must be an employee or independent contractor of the requesting organization.
- Requesting organization must be legally able to receive award funding directly from Pfizer Inc. We strongly recommend that applicants confirm this with their organization or institution prior to submitting an application. Grants awarded to organizations that are subsequently found to be unable to accept funding directly from Pfizer Inc. may be subject to rescission.
- For projects offering continuing education credit, the requesting organization must be accredited.

II. Requirements

Date RFP Issued:

- August 8, 2023

Clinical Area:

- Breast Cancer

General Area of Interest for this RFP:

- Projects that will be considered for Pfizer support will focus on optimizing patient outcomes by making culturally tailored educational resources equitably available and accessible to all patients and their families affected by the disease.
- Proposals under this RFP should be aimed at:
 - helping patients to understand and conceptualize their disease at first diagnosis as well as during the course of the disease.
 - assisting patients to assess management and treatment options towards shared decision-making.
 - facilitating timely initiation of appropriate therapeutic including non-pharmacological interventions.
 - supporting treatment compliance and adherence eventually optimizing patient outcomes.
- Potential applicants are encouraged to co-develop and design materials with target populations that:
 - employ culturally sensitive language, visuals, and the use of narratives to support patient understanding of disease
 - address myths and misconceptions
 - encourage patient empowerment and emphasize the importance of emotional support systems for breast cancer patients
 - overcome sociocultural barriers, including addressing social stigma

- include culturally competent community outreach and educational events that increase knowledge and understanding of disease.
- All educational activity formats will be considered under this RFP (live in-person, live virtual, enduring courses, social media, apps, digital platforms, print, audio, video, etc.)
- Education resources should be in appropriate local languages, or include translational or communication services
- Engaging local influencers and the use of peer educators and navigators is also encouraged.
- It is not our intent to support clinical research projects. Projects evaluating the efficacy of therapeutic or diagnostic agents will not be considered.

Target Audience:

- Proposals may be for education programs aimed directly at patients and caregivers, and/or programs, resources or tools designed for healthcare professionals to utilize with their patients.

Expected Approximate Monetary Range of Grant Applications:

- Individual projects requesting up to \$150,000 will be considered. The estimated total available budget related to this RFP is \$500,000
- In order to be competitive, projects that will have a more limited patient reach such as a one regional community should have a lower grant request amount – in the \$10,000 to \$40,000 range.
- Award amounts include direct costs, institutional overhead costs (capped at 28% per Pfizer policy), and indirect costs.

Key Dates:

- RFP release date: **August 8, 2023**
- Grant Application due date: **September 8, 2023**
Please note the deadline is 23:59 Eastern Standard Time (e.g., New York, GMT -5).
- Anticipated Grant Award Notification Date: **October 11, 2023**
- Grants will be distributed following a fully executed agreement.
- Anticipated Project Start and End Dates: **December 20, 2023 to December 20, 2025**

How to Submit:

Note: Please read this section carefully since applications submitted not following these instructions will not be accepted and will be cancelled.

- Please go to www.cybergrants.com/pfizer/knowledge and sign in. First-time users should click “Create your password”.
- Click the “Start A New Knowledge Gap Application” button.
- In the application:
 - For the question “What type of request are you submitting?” select Response to a Request for Proposal (RFP)
 - For the question “Are you replying to a Request for Proposal (RFP) as part of the Competitive Grant Program?” select Yes
- Select the following Competitive Grant Program Name: 2023 ONC MERA Destigmatizing Breast Cancer IME
- Select the following Primary Area of Interest: Oncology - Breast
- Requirements for submission:

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.

IMPORTANT: Be advised applications submitted after the due date will not be reviewed.

Questions:

- If you have questions regarding this RFP, please direct them in writing to the Grant Officer, Camille Jimenez (Camille.Jimenez@pfizer.com), with the subject line “Destigmatizing Breast Cancer RFP”

Grant Agreements:

- If your grant is approved, your institution will be required to enter into a written grant agreement with Pfizer. Please click [here](#) to view the core terms of the agreement.
- Under Pfizer's competitive grant program, modifications to grant agreements will not be reviewed unless a genuine conflict exists as between applicable law and the terms of the relevant grant agreement. Applicant is encouraged to share the core terms with counsel for approval prior to submitting an application.
- Except where prohibited by applicable law and, in any case, subject to review by Pfizer Legal, payment of grant funding may only be paid to the grantee organization.
- This RFP is supported by Pfizer Inc. and, if approved, payment will be sent from the United States.
- Pfizer reserves the right to award grants as it sees fit in accordance with its evaluation of the anticipated patient and community benefit related to the proposed project. As such, Pfizer is under no obligation to issue a grant nor to fully utilize the total proposed budget.

Review and Approval Process:

- Grant requests received in response to a general RFP are reviewed by Pfizer to make final grant decisions.

Mechanism by which Applicants will be Notified:

- All applicants will be notified via email by the dates noted above.
- Applicants may be asked for additional clarification during the review period.

References:

- Stangl AL, Earnshaw VA, Logie CH, van Brakel W, C Simbayi L, Barré I, Dovidio JF. The Health Stigma and Discrimination Framework: a global, crosscutting framework to inform research, intervention development, and policy on health-related stigmas. *BMC Med.* 2019 Feb 15;17(1):31. doi: 10.1186/s12916-019-1271-3. PMID: 30764826; PMCID: PMC6376797.
- Meacham E, Orem J, Nakigudde G, Zujewski JA, Rao D. Exploring stigma as a barrier to cancer service engagement with breast cancer survivors in Kampala, Uganda. *Psychooncology.* 2016 Oct;25(10):1206-1211. doi: 10.1002/pon.4215. Epub 2016 Aug 21. PMID: 27421234.

About Pfizer Global Medical Grants and Institute of Translational Equitable Medicine

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 general Request for Proposal (RFP) that provides detail regarding a general area of interest, sets timelines for review and approval, and uses an internal Pfizer review process to make final grant decisions. Organizations are invited to submit an application addressing the knowledge gaps as outlined in the specific RFP.

For all independent medical education grants, the grant requester (and ultimately the grantee) is responsible for the design, implementation, and conduct of the independent initiative supported by the grant. Pfizer must not be involved in any aspect of project development, nor the conduct of the independent education program.

Institute of Translational Equitable Medicine (ITEM) aims to advance health equity by integrating equity across Pfizer's end-to-end development pipeline. ITEM directs its efforts towards identifying and addressing root causes of healthcare disparities and disease drivers that disproportionately impact underserved and minority populations globally. Our partnerships with external stakeholders allow us to serve as a catalyst for change, supporting communities around the world to solve health disparities by closing gaps in research, capacity, knowledge, and practice.

Appendix

General RFP Submission Requirements

Applications will be accepted via the online portal listed in the [How to Submit](#) section. Project Proposals should be single-spaced using Calibri 12-point font and 1-inch margins. Note there is a 15-page limit exclusive of references. When uploading your Project Proposal please ensure it addresses the following sections:

Goals and Objectives

- Briefly state the overall goal of the project.
- List the objectives you plan to meet with your project, in terms of learning and expected outcomes.

Needs Assessment for the Project

- Include a description of your organization's needs assessment for this proposed project which may include a quantitative baseline data summary, initial metrics, or a project starting point (please cite data on gap analyses or relevant patient-level data that informs the stated objectives) in your target area.

Target Audience

- Describe the primary audience(s) targeted for this project. Indicate whom you believe will directly benefit from the project outcomes. Describe the overall population size as well as the size of your sample population.

Project Design and Methods

- Describe the planned project, the educational approach, and the way the planned methods address the established need.

Innovation

- Explain what measures you have taken to assure that this project is original and does not duplicate other projects or materials already developed. Describe how this project builds upon existing work, pilot projects, or ongoing projects developed either by your institution or other institutions.

Evaluation and Outcomes

- In terms of the metrics used for the needs assessment, describe how your organization will determine if the gap was addressed for the target group. Identify the sources of data your organization anticipates using to make the determination. Describe how your organization is expected to collect and analyze the data. Explain the method used to control for other factors outside this project (e.g., use of a control group or comparison with baseline data). Quantify the amount of change expected from this project in terms the target audience. Describe how your organization will determine if the target audience was fully engaged in the project.

Dissemination Plan

- Describe how the project may have extended benefit beyond the grant. Will the teaching materials be made available to others to use? Will there be tools or resources that are made publicly available beyond the initial project. Describe how the project outcomes might be broadly disseminated.

Anticipated Project Timeline

- Provide an anticipated timeline for your project including project start/end dates.

Additional Information

- If there is any additional information you feel Pfizer should be aware of concerning the importance of this project, please summarize here.

Organization Detail

- Describe the attributes of the institutions / organizations / associations that will support and facilitate the execution of the project and the leadership of the proposed project. Articulate the specific role of each partner in the proposed project.

Budget Detail

- Please include a budget narrative that describes in greater detail the line items specified in the budget submitted within the application.
- While estimating your budget please keep the following items in mind:
 - The budget amount requested must be in U.S. dollars (USD).
 - Independent Medical Education Grants awarded by GMG cannot be used to purchase therapeutic assets (prescription or non-prescription).
 - Overhead rates of up to 28% of the total proposed project budget may be supported by Pfizer. Please [click here](#) for details.