

# **Smoking Cessation Leadership Center at UCSF and Pfizer Medical Education Group**

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

**July 2, 2012**

### **I. Background**

The Smoking Cessation Leadership Center (SCLC) at the University of California in San Francisco and the Pfizer Medical Education Group (MEG) are collaborating to offer a new grant opportunity focused on smoking cessation.

Pfizer's MEG provides independent grant support to organizations for healthcare quality improvement and education projects related to smoking cessation. MEG's goal 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 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 Request for Proposals 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 proposals will receive funding. Grant funding will be provided by Pfizer. Collectively, up to \$2 million is available for award (see below for eligibility and size of awards).

## **II. Review Panel Members**

The Review Panel members, listed below, were selected and invited by SCLC and will receive no financial remuneration as they are volunteering their time. Panel members represent clinicians, researchers and one Pfizer employee.

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

Ken Duckworth, MD

Medical Director, National Alliance on Mental Illness, Arlington, VA

Karen Hudmon, DrPH, MS, RPh

Professor of Public Health Pharmacy and Associate Head for Operations, Department of Pharmacy Practice, Purdue University College of Pharmacy, Indianapolis, IN

Geoffrey Makinson, PhD

Director, Medical Affairs, Pfizer, New York, NY

Catherine Saucedo

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

Mary Ellen Wewers, PhD

Professor, Health Behavior and Health Promotion, The Ohio State University, College of Public Health, Columbus, OH

### III. Requirements

<b>Specific Area of Interest for this RFP:</b>	<p><u>Category 1</u> Grant support available for existing smoking cessation training initiatives. Eligible organizations may apply if they have a prior or ongoing project that addresses healthcare provider needs as it relates to improving clinical practice so that it leads to increased smoking cessation quit rates. Projects must have a proven track record of success with their educational methods and approach. Documentation must be provided that the initiative has achieved success in the past and how additional funding can expand or improve the effort. Grant requests must not exceed \$200,000.</p> <p><u>Category 2</u> Grant support available to individual hospitals or hospital networks for education and quality improvement programs that include implementation of and goals around the achievement of updated Joint Commission smoking cessation performance measures. <a href="http://www.jointcommission.org/core_measure_sets.aspx">http://www.jointcommission.org/core_measure_sets.aspx</a> See Reference: Fiore MC, Goplerud E, Schroeder SA. The Joint Commission’s New Tobacco-Cessation Measures—Will Hospitals Do the Right Thing? New Engl J Med, 2012; 366: 1172-74. Grant requests must not exceed \$50,000.</p> <p><u>Category 3</u> Grants in support of state-wide tobacco use reduction projects that include a healthcare provider training component related to smoking cessation. Special emphasis will be given to states that address high-risk populations with co-morbid conditions, such as smokers with mental health issues and/or substance abuse disorders. Grant requests must not exceed \$100,000.</p> <p>For all categories, priority will be given to programmatic efforts that show evidence of sustainability and/or exportability.</p>
<b>Target Learner Audience</b>	Healthcare professionals
<b>Geographic Scope:</b>	States and communities within the United States are the primary area of focus. Proposals related to other countries and global efforts may be considered but are not the priority for this RFP.

<b>Applicant Eligibility Criteria:</b>	<p>Medical, dental, nursing, allied health, public health, and/or pharmacy professional schools, universities, healthcare institutions, for-profit health systems, professional associations, member societies, state agencies involved with tobacco control, and other not-for-profit entities may apply. Collaborations between organizations are encouraged.</p>
<b>Maximum Grant Request Amounts:</b>	<p><u>Category 1:</u> Total available in this category is \$1,000,000. Individual grants requesting up to \$200,000 will be considered.  <u>Category 2:</u> Total available in this category is \$500,000. Individual grants requesting up to \$50,000 will be considered.  <u>Category 3:</u> Total available in this category is \$500,000. Individual grants requesting up to \$100,000 will be considered.</p> <p>The total available budget related to this RFP is \$2,000,000, including indirect costs. The maximum allowed overhead rate is 28%, and the maximum dollar amounts delineated above include overhead costs.</p>
<b>Key Dates:</b>	<p><b>All applicants MUST submit a Letter of Intent (LOI) by: 08/01/2012 at 5:00PM PDT</b></p> <p>Anticipated LOI Notification Date: 09/07/2012</p> <p>Please note, full proposals can only be submitted following acceptance of an LOI.</p> <p>Full Proposal Deadline: 10/10/2012 at 5:00PM PDT</p> <p>Anticipated Full Proposal Award Notification Date: 11/14/2012</p> <p>Grants awarded following execution of fully signed Letter of Agreement (LOA)</p> <p>Period of Performance: 12/2012 to 12/2014</p>
<b>How to Submit:</b>	<p>Submit LOIs online via the Pfizer Medical Education Group website <a href="http://www.pfizermededgrants.com">www.pfizermededgrants.com</a>  Submit LOIs in the clinical area: LOI-RFP Smoking Cessation</p> <p>Requirements for submission:  Organizations must first register on the Pfizer website. Please allow 2-3 business days to complete the registration process in advance of the LOI submission deadline.  Complete all applicable sections of the online application and upload the Letter of Intent. See details on LOI Guidance below.</p>

<b>Questions:</b>	<p>Questions must be submitted in writing. Send questions to <a href="mailto:MedEdGrants@Pfizer.com">MedEdGrants@Pfizer.com</a> with the subject line "RFP Smoking Cessation." Responses to common questions will be posted on the PFE MEG RFP Web site <a href="http://www.Pfizermededgrants.com">www.Pfizermededgrants.com</a>. You are encouraged to check this website often for updated postings regarding this RFP.</p> <p>Other communications may also be directed to the MEG Education Director for this clinical area, Jackie Mayhew, via email (<a href="mailto:jacqueline.mayhew@pfizer.com">jacqueline.mayhew@pfizer.com</a>) or to Catherine Saucedo at the SCLC (<a href="mailto:csaucedo@medicine.ucsf.edu">csaucedo@medicine.ucsf.edu</a>).</p> <p>For any general, system or process-related questions, please contact the Grant Manager, Jaclyn Santora, via email (<a href="mailto:Jaclyn.Santora@pfizer.com">Jaclyn.Santora@pfizer.com</a>).</p> <p>The Pfizer Medical Education Group can be contacted through e-mail (<a href="mailto:mededgrants@pfizer.com">mededgrants@pfizer.com</a>) or voicemail (1-866-MEG 4647).</p>
-------------------	---

#### **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 Medical Education Group website [www.Pfizermededgrants.com](http://www.Pfizermededgrants.com).
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 insures 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 Request for Proposal. All applicants will be notified with either an acceptance or a declination. Successful applicants will be asked to submit a full grant proposal 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 principal investigator (PI)
- C. Primary goal(s) and brief description of project
- D. Baseline data summary, initial metrics or project starting point. What is the practice gap that will be addressed or improved?
- E. Technical Approach. What educational or quality improvement methods will be used as part of the project?
- F. Describe how this initiative builds upon existing work, pilot projects, or ongoing programs.
- G. Explain how the impact of the project would be evaluated. What are the goals or target measures of success? How might the program/project be sustained after the funding expires? To what extent can the program/project be disseminated?
- H. Project Timeline
- I. Requested Amount
- J. CV of PI (does not count toward 3-page limit)

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

*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. The CV of the PI should be the only additional documentation beyond the three (3) page LOI.*

**Smoking Cessation Leadership Center at University of California San Francisco  
and Pfizer Medical Education Group**

***Request for Proposals (RFP): Smoking Cessation***

***Frequently Asked Questions***

1. Are government agencies able to apply?  
**A:** As a government agency, you are not directly eligible to apply for a grant under this RFP. If you have a partner organization that you work with, perhaps a Foundation or a non-profit group, they would be eligible and could register and apply.
2. Can we submit multiple LOIs for different RFP Categories?  
**A.** Yes, you may.
3. What are the eligibility requirements for who can serve as the Principal Investigator?  
**A.** There are no predetermined eligibility requirements for the P.I. The PI is the person responsible for the project.
4. Is there a limit to the number of LOIs that come from one institution?  
**A.** No, there is no limit.
5. What percent of the grant funding can be used for salary?  
**A.** There is no pre-determined maximum percentage that has been set for salary costs
6. Must proposals be state-wide or national in scope or can they be local or regional within a given state?  
**A.** The scope can be national, statewide, or local.
7. In category 3, what is meant by state-wide tobacco use reduction projects? Will the scope of the project have to encompass the entire state?  
**A.** Projects do not have to be State-wide; a county-wide or other local project would be considered.
8. When the RFP refers to healthcare professionals, who does this include? Is it limited to Primary Care providers (e.g., MD, PA, NP, and other mid level providers) or does it include dentists, mental-health professionals, etc.?  
**A.** All healthcare professionals may be targeted including dentists, medical assistants, counselors - any and all professionals working with patients who smoke are included.
9. In the LOI requirements, item (j) CV of PI (does not count toward 3-page limit). What is the CV?

- A. The CV (Curriculum Vitae) is the resume or background document that explains the experience of the PI (Principal Investigator) or person responsible for the project.