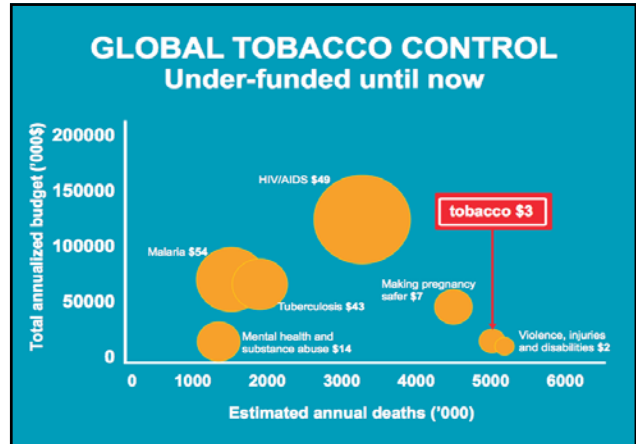


The Bloomberg Global Initiative (BGI) to reduce tobacco use

BGI grants




World Health Organization



What is the BGI?

- \$ 125 million towards activities to promote freedom from smoking



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Who are the BGI partners?


- The five key BGI partners are:
 - Campaign for Tobacco-Free Kids
 - Centres for Disease Control and Prevention (CDC) Foundation
 - Johns Hopkins Bloomberg School of Public Health
 - World Health Organization
 - World Lung Foundation



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What is the BGI grants program?


- The Bloomberg Global Initiative to Reduce Tobacco Use supports a competitively awarded grants program to develop and deliver high-impact tobacco control interventions in low- and middle-income countries.
- Partner organizations administering grants
 - International Union Against Tuberculosis and Lung Disease (IUATLD)
 - Campaign for Tobacco-Free Kids (CTFK)



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Which countries are eligible?

- Priority countries with the greatest number of smokers:
 - Bangladesh, Brazil, China, Egypt, India, Indonesia, Mexico, Pakistan, Philippines, Poland, Russia, Thailand, Turkey, Ukraine, and Vietnam.
- Applications from other countries classified by the World Bank as low- and middle-income will also be considered.



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Who can apply for a grant?

- Governments (including state and provincial authorities);
- Non-governmental organizations (NGOs) from low- and middle-income countries.

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What kind of projects will be funded?

- Projects leading to substantial, sustainable improvements in tobacco control laws, regulations, policies and programs:
 - Tax and price measures, including anti-smuggling measures;
 - Establishment of smoke-free workplaces and public places;
 - Direct and indirect advertising bans;
 - Effective mass media campaigns and programs
 - Other evidence-based regulatory and legislative initiatives;
 - Model Smoke-Free Jurisdictions Program

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How much funding can a project receive?

- Depending on duration of projects: short-term, one-year, and two-year project proposals
- US\$10,000 to US\$500,000 per year
- Applicants may submit more than one Project Idea.

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What kind of projects will not be funded?

- Projects that are not encouraged include:
 - Basic research, academic studies, school-based programs, agricultural studies, prevalence surveys or cessation services (unless integral to a policy initiative).
 - The grants program cannot fund individuals.

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What is the deadline for Round 2 grants?

- Applicants should first submit a short “Project Idea” using the online system at:
 - www.tobaccocontrolgrants.org
- Deadline to submit project idea for Round II is June 13, 2007



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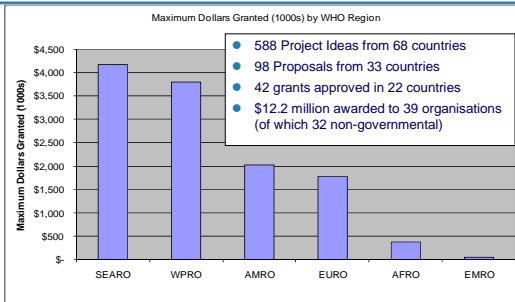
How will Project Ideas be selected to go forward?

- Project Ideas will be scored on their potential to reduce tobacco use (50%); project design (25%); and organizational capacity and collaboration (25%).
- Applicants will be informed by 25 July 2007 if their Project Idea is selected to go forward to full proposal. Full proposals submitted without a direct invitation will not be considered.

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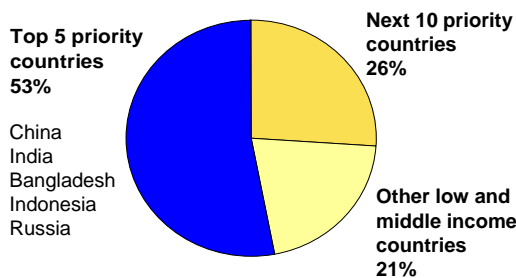
What did Round 1 grants look like?



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What did Round 1 grants look like?



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What did Round 1 grants look like?

- Brazilian government and NGO coalition for coordinated campaigns on smoke-free implementation and enforcement
- Indian Ministry of Health for work on enforcement of smoke-free policies
- Indian NGOs for Smoke Free Mumbai campaign
- Bangladesh NGO coalition for campaigns and capacity building
- Chinese government to make Olympics Games and six cities smoke-free
- Russian NGO to build a tobacco control coalition
- Indonesian Parliamentary Group to enact tobacco control bill and ratify FCTC
- Kazakhstan NGO coalition to run anti-smoking ads on national television

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What lessons were learned from Round 1?

- Plans for concrete policy change must be an essential part of the justification for each proposal
- New players outside health need to be better engaged
- There should be more concerted outreach to under-represented regions (e.g. EMRO) and countries
- Solid proposals on tax and economics need to be directly solicited

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What support can WHO provide?

- WHO offers technical assistance and advice to organizations preparing grant proposals.
- WHO guides and assists grant awardees to implement their tobacco control projects.
- WHO seeks joint grant proposal opportunities at the country level (for example, with governments on legislation and taxes or with NGOs on advocacy).
- Please note, WHO does not play any role in the final decision on who will be awarded grants.

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How do I contact WHO?

- For more information on BGI grants, please send an email to: tobacco.grants@who.int

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