

## World Health Organization Western Pacific Region Healthy City Recognition 2012

### Call for Applications for Best Proposal

**Mobilizing support for 100% smoke-free environments**



### Background

Tobacco use and exposure to second hand smoke is a leading risk factor for death and disease in the Western Pacific. While there is increasing knowledge about the hazards and harm caused by smoking to smokers, there is less awareness of the dangers of exposure to second-hand smoke. Current scientific evidence points to the fact that there is no safe level of exposure to second-hand smoke. Second-hand smoke has been classified as a carcinogen in Finland and Germany and in the United States it is a Group A carcinogen along with arsenic, asbestos, benzene, radon and vinyl chloride.

Despite this, millions of people are exposed to second-hand smoke daily and are unaware of their right to clean air. Recent results of the Global Youth Tobacco Survey for the Western Pacific Region report that 64% of school children aged 13-15 are exposed to cigarette smoke in public places daily.

Analysis of the reporting instruments submitted to the Conference of Parties of the WHO Framework Convention on Tobacco Control (FCTC) reveal that policies on 100% indoor smoke-free settings are rather limited. For example, only 5 out of 27 parties report policies that provide 100% protection against second hand smoke in restaurants and bars. This poses serious threats to the health of workers in the hospitality sector who are exposed to the toxic chemicals of second-hand smoke throughout the day even if they themselves are not smokers.

It is of critical importance to render visibility to millions of people in the Region who are supportive of comprehensive bans on smoking. In support of this, the World Health Organization (WHO) Regional Office for the Western Pacific created the **Blue Ribbon** campaign for the Region's governments to recognize and acknowledge people and organizations working to implement the WHO Framework Convention provisions on smoke-free environments. The campaign seeks to communicate the importance of social solidarity for smoke-free indoor environments.

### **Recognition of Best Proposal**

Recognition is given to innovative proposals for adapting the Blue Ribbon Campaign to the city level and to develop a system through which city governments publicly recognize outstanding efforts to protect the public against second hand smoke and to create a 100% smoke-free indoor environment.

Guidance on how to implement the campaign can be found at URL:  
<http://www.wpro.who.int/entity/tobacco/documents/brcmanual.pdf>

### **Eligible applicants**

- (1) Alliance for Healthy Cities (AFHC) members
- (2) Cities from selected WPRO Member States

### **Call for application content**

Before preparing the application, please consult the following website, which contains pertinent background information about the Blue Ribbon campaign and includes a 'Guidance' document on how to implement the campaign:

<http://www.wpro.who.int/entity/tobacco/documents/brcmanual.pdf>

(This guidance is for WHO Country Offices and National Focal Points on Tobacco Control, but is adaptable to the city level).

For an example of a Blue Ribbon Campaign project please see

[http://hpb.gov.sg/uploadedFiles/HPB\\_Online/News\\_and\\_Events/News/2012/Media%20Release\\_Blue%20Ribbon.pdf](http://hpb.gov.sg/uploadedFiles/HPB_Online/News_and_Events/News/2012/Media%20Release_Blue%20Ribbon.pdf)

The proposal must include the following headings

- 1) Title page
- 2) Background and scope (in specific showing the magnitude of the tobacco epidemic in the city; 250 words)
- 3) Objectives
- 4) Methodology (Maximum 3 pages)
  - a. Team members
  - b. Description of partnership strategy, in specific through the creation of a steering committee with active participation of civil society
  - c. Approach and activities (with time line between November 2012 and September 2014 and budget and funding sources), in specific:
    - Orientation meetings with the steering committee
    - Deciding on a symbol for the LOCAL campaign, nominating and selecting outstanding practices to create a 100% smoke-free indoor environment
    - Organization of public events to announce the recipients
    - Proposed local legislation and ordinances for 100% smoke-free indoor environments.
  - d. Equity (approaches to promote equity, in specific by focusing on vulnerable groups)
- 5) Monitoring the process and evaluating the project outcome
- 6) Approaches for sustainability

The application will be evaluated based on the description of each of the items above.

### **Format**

Please download the template on the web site to submit your application. Please ensure that the key points in previous section are addressed in the application.

### **Materials to be submitted**

Completed application template.

Please submit an electronic version via email *and* a hardcopy to the postal address provided below.

### **Best Proposal Selection and Implementation Process**

Applications will be evaluated according to the key elements listed in the template for best proposals. Seed money of US\$5,000 will be awarded to the city with the highest evaluation score. The implementation phase should be completed on or before June 2013.

Awardees will be announced at the Alliance for Healthy Cities 5<sup>th</sup> Global Conference 24 – 27 October 2012 in Brisbane, Australia.

Awardees will receive technical support during the implementation phase and are expected to prepare a final report and present their project results at the 6<sup>th</sup> AHFC Conference in 2014.

### **Deadline for submission**

1 August 2012

### **Please submit the application and all supporting documents to**

Noncommunicable Diseases and Health Promotion  
WHO Regional Office for the Western Pacific  
P.O. Box 2932, United Nations Avenue  
1000 Manila, Philippines  
Tel: +63(2) 528-8001  
E-mail: [nhp@wpro.who.int](mailto:nhp@wpro.who.int)

### **For technical information, please contact**

Tobacco Free Initiative (TFI)  
WHO Regional Office for the Western Pacific  
P.O. Box 2932, United Nations Avenue  
1000 Manila, Philippines  
Tel: +63(2) 521-1036  
E-mail: [mercados@wpro.who.int](mailto:mercados@wpro.who.int)