



REQUEST FOR PROPOSALS 2008 (PPCR 004)
**MOTIVATIONS FOR QUITTING SMOKING AND STAYING QUIT IN MAORI,
PACIFIC AND LOW-INCOME NEW ZEALANDERS**

Primary Prevention of Cancer and other Chronic Diseases Research Strategy:
A joint initiative funded by the HRC and the Ministry of Health

The Health Research Council of New Zealand (HRC) and the Ministry of Health have developed a Joint Venture in the Primary Prevention of Cancer and other Chronic Diseases¹. The broad objective of this initiative is to generate a targeted programme of research that will provide the evidence base required to reduce the incidence of cancer and other chronic diseases through primary prevention. The first three years of the programme will be focused on tobacco control and nutrition, physical activity and obesity.

A total funding pool of approximately \$5.4 million will be invested in this research programme over three years. This fund is overseen by the Primary Prevention of Cancer and other Chronic Diseases Research Strategy Steering and Governance Committees with members representing the funding partners, primary care sector, health provider services, non-governmental agencies, Maori and Pacific health, and health researchers.

This Request for Proposals (RFP) seeks to establish a qualitative project which examines the motivations for quitting smoking and for staying quit in Maori, Pacific and low-income smokers and ex-smokers. Specifically, the research should identify the key intrinsic and extrinsic motivations to quit for the priority population groups listed – whether and how these differ from what is known about motivations to quit in the general population and the relative importance of these for each group. The reasons why people choose formal and/or informal methods to quit should be explored, alongside an examination of the perceived strengths and limitations of these methods. Ultimately, this project should result in the identification of the key determinants that mediate behaviour change with regard to smoking; it should also outline the implications for the design of tobacco interventions in order to enhance motivation and facilitate the formation of intentions to take action.

This project along with all research contracts awarded through the Primary Prevention of Cancer and other Chronic Diseases Research Strategy will be subject to the same quality assurance processes, stringent contestability regime and monitoring

¹ Originally, this Joint Venture focused on cancer alone. The name and scope of the initiative have been broadened for the first three years to reflect the fact that, while the primary focus is on the prevention of cancer, the research will be highly relevant to a range of chronic diseases, in particular cardiovascular disease and diabetes.

protocols as is standard with research awarded through the HRC's Annual Funding Round and Partnership Programme initiatives.

A glossary of terms used in this RFP is appended.

PROFILE OF THE RESEARCH PROJECT

BACKGROUND AND RATIONALE FOR THE PROJECT

In New Zealand cancer is a major public health issue as in other economically developed countries. It ranks second as a cause of death (after cardiovascular disease), accounting for more than a quarter of deaths from all causes. To help reduce the burden of cancer in New Zealand the Minister of Health released *The New Zealand Cancer Control Strategy (NZCCS)* in 2003. The dual overall purposes of the NZCCS are to reduce the incidence and impact of cancer and reduce inequalities with respect to cancer.

The Ministry of Health and the HRC aim to support this strategy through the co-ordination of a Primary Prevention of Cancer Research Programme that will provide the evidence base required to “improve the effectiveness of cancer control in New Zealand through research and surveillance”. This research venture also presents an important opportunity to contribute to the Government's priority area of reducing the burden of chronic disease as the risk factors and, importantly, opportunities for primary prevention of cancer are the same as those for other chronic diseases such as cardiovascular disease and diabetes.

For the first three years, research in this programme will be focused on two distinct research areas related to cancer risk and prevention: Tobacco Control (as outlined in the strategic frameworks below) and Nutrition, Physical Activity and Obesity. This RFP is the first to be released under the Tobacco Control research area.

In New Zealand, as in many other countries, a prime impetus for undertaking tobacco control research is the scale of the human costs attributed to cigarette smoking. Despite an overall decreasing trend for smoking in New Zealand, tobacco smoking results in an estimated 4,700 premature deaths² and an estimated 347 deaths from exposure to second-hand tobacco smoke³ every year. In addition to its links to cancer, particularly lung cancer, tobacco smoking is also linked to increased risk of cardiovascular disease.

Furthermore, the prevalence of smoking continues to be high among Maori (46%) and Pacific peoples (36%) compared with the prevalence among Asian people (12%) and New Zealand European/other ethnic groups (20%). This high prevalence of smoking is also seen among Maori and Pacific young people aged 15 to 19 years, (around 46% and 36% respectively)⁴.

In 2003 the Tobacco Control Research Strategy Steering Group released ‘*A tobacco control research strategy for New Zealand*’ (hereafter Tobacco Control Strategy). This document provided a framework for current tobacco control research which identified seven broad priority areas, including tobacco-related harm (from active

² See Ministry of Health (2002).

³ See Woodward A, and Laugesen M. (2001).

⁴ See Ministry of Health (2006).

and passive smoking), tobacco control and Maori, tobacco control and Pacific peoples, and tobacco control effectiveness. Later consultation work by the Ministry of Health determined a number of research priorities, one of which was increasing understanding of the motivation to quit smoking, particularly using informal methods.

The vast majority of smokers want to quit on their own, without attending specialist programmes. To foster successful smoking cessation, health professionals need to understand better the reasons why smokers quit smoking. Factors such as concern about the health effects of smoking, wanting to set a good example for children, the costs associated with smoking, pressure from friends and family / whanau have all been identified in the literature as having an effect in smoking cessation. Furthermore, the relative importance of a reason has been found to influence the association of that reason with smoking cessation⁵.

The *Motivations to quit smoking and stay quit in Maori, Pacific and low-income New Zealanders* project should identify the motivations for quitting amongst smokers and ex-smokers. In-depth interviews should be conducted with Maori, Pacific and low-income New Zealanders to tease out the complex issues underlying the decision to quit smoking, including how these motivations develop over time. Research teams are expected to assess the relative importance of any factors in the international literature for Maori, Pacific and low-income New Zealanders and to pinpoint features of the Maori and Pacific cultural environments that promote or contribute to resilience in efforts to quit smoking. The research should contribute to an improved understanding of what factors motivate efforts to quit smoking and to stay quit leading to a solutions-focused set of recommendations for the development of effective interventions.

MAIN RESEARCH OBJECTIVES AND PRIORITIES

Research objective

The overall objective of this project, along with all research commissioned under the Tobacco Control research area of the Primary Prevention of Cancer and other Chronic Diseases Research Strategy, is to provide the funding partners with an evidence base which will fulfil current information needs and contribute to the development of policy and practice in New Zealand. This project will therefore need to be relevant to both NZCCS and Tobacco Control Strategy goals, objectives and priority populations, improve knowledge, be feasible and achievable, and result in recommendations that can be implemented.

Key research activities

It is envisaged the project will have two key activities. The first is a literature review and the second, to which greater weight should be given in terms of both the budget and the resources for the project, primary research which addresses the research topic noted above.

Key Activity One

⁵ Halpern, M.T. and Warner, K.E. (1993). Motivations for smoking cessation: A comparison of successful quitters and failures. *Journal of Substance Abuse*, 5, 247-256.

Given the exploratory nature of this RFP, a review of relevant national and international literature is required, which focuses on motivations for quitting smoking and the ways these motivations vary according to salient demographic, social influence, smoking history and other factors. This review should ensure the proposed work builds on current knowledge and existing practices and complements information from other relevant studies that address motivations to quit smoking. The research team is also expected to consult with representatives of key organisations that motivate people to quit smoking e.g. the Quit Group, ASH, Te Reo Marama (Maori Smokefree Coalition), Health Sponsorship Council. It is expected that the literature review and consultation will inform the development of the qualitative interview schedule outlined below.

Key Activity Two

This will comprise primary research to identify motivations to quit in priority population groups, their relative importance and whether these differ with motivations to quit in the wider population. It is likely to include in-depth focus groups and/or individual interviews with Maori, Pacific and low-income smokers and ex-smokers (quit for at least 12 months) across New Zealand. Applicants should give careful consideration to the proposed make-up of the sample (in terms of age, gender and ethnicity) and should demonstrate how the methodology proposed ensures meaningful engagement with Maori, Pacific and low-income New Zealanders. Themes for the interview schedule should develop directly from Activity One above although applicants are expected to identify likely preliminary areas in their proposals. Applicants are encouraged to consider the use of research methods which can attribute types of motivational factors and the relative importance of these across the developmental timeframe (e.g. life history interviews). Some of the issues that may be considered include:

- The triggers for making a quit attempt
- Factors that influence whether or not smokers seek formal support for quit attempts
- How contextual factors such as the home environment, peers, opportunities for autonomy and decision-making, etc influence the degree and type of motivation to quit smoking
- Feelings about how life will be after quitting smoking
- Perceptions about the strengths and weaknesses of formal versus informal methods to quit smoking
- What factors reinforce staying quit (for ex-smokers)

Applicants are expected to detail in their proposals the nature and scope of the approach they consider will best address the research questions taking into account the resources available. Full applications should provide detailed description of design and methods, including how Maori, Pacific and low-income New Zealanders will be engaged in this project.

Deliverables

Actual deliverables will be decided once the preferred provider is selected. Applicants are invited to make their own suggestions as to what these should be. Several deliverables that are expected include:

1. A review of national and international literature relevant to New Zealand regarding motivations to quit smoking and stay quit
2. A methodology report detailing the development of a qualitative interview schedule and sample selection
3. Draft and final reports detailing the results of the project and recommendations for the design of tobacco interventions with regard to enhancing motivation and facilitating the formation of intentions to take action

In addition to these research deliverables, regular six-monthly progress reports will also be required for the *Motivations to quit smoking and stay quit in Maori, Pacific and low-income New Zealanders* project. These reports are separate from reports listed above and should detail progress of the project and highlight any risks to its progress. The research provider will be sent templates for the reports from the HRC.

The researcher provider may also be expected to provide verbal updates/presentations to the Steering Committee on research progress and/or findings.

RESEARCH APPROACH

It is envisaged that this project should build capacity in Maori and Pacific research. Due to diversity between and within the priority population groups, applicants will need to detail in their applications how the research tools that they use are appropriate for Maori and Pacific respondents, including how appropriate interviewers (i.e. ethnicity, age) will be selected and assigned. This should also include full details of how the research methodology will ensure and enable full participation of Maori and Pacific peoples including initial contact and research tools and reimbursement of participation / koha / meaalofo.

CHARACTERISTICS OF THE RESEARCH PROJECT

Budget

The total budget for this project may be up to \$250,000 (fully-costed, exclusive of GST) and the project duration will be up to one year. Funding will be available for an immediate start for the research project, although the start-date for the research is negotiable. Within the budget, specific funds should be allocated to knowledge transfer.

Research Team

The research team will be required to demonstrate expertise in undertaking health research and a diverse range of skills that enable them to effectively work with research stakeholders. Addressing the scope of the project will require input from experts across a range of disciplines, in partnership with the relevant stakeholders – e.g. community groups, non-governmental organisations, community health providers. In developing this RFP, the HRC and Ministry of Health are very supportive of the development of novel linkages across diverse disciplines so research teams should consider synergies between different fields of research expertise and/or collaborations between different institutions. Applicants may wish to develop a consortium of teams who will work in partnership with the priority population groups listed in the RFP.

The provision of training opportunities for emerging Maori and Pacific research would be beneficial to the application.

Key competencies include the following disciplines and expertise:

- A researcher with a track record in public health research, preferably with a background in the primary prevention of cancer, with a significant time commitment to the project
- An individual with wide experience and expertise in motivation theory and/or behaviour change
- Qualitative research methods and analysis
- Tobacco control
- Maori health research with demonstrated community links
- Pacific health research with demonstrated community links

In addition to these disciplines, at least one member of the research team should have proven experience in project management and research stakeholder management. HRC and the Ministry of Health also recognise the need to develop New Zealand's capacity to undertake research in the areas of Maori and Pacific health, and applicants should outline how their project will contribute to workforce development in their proposals.

Fit with existing work

Research providers will be expected to demonstrate that their proposal builds on existing research efforts in this area. The focus of this initiative is to complement other related research projects, and not to duplicate research efforts. In particular, this work should be clearly grounded in the objectives of the following documents, *A tobacco control research strategy for New Zealand (2003)* and *Clearing the Smoke: A five-year plan for tobacco control in New Zealand 2004–2009*.

Policy Considerations and Future Work

It is expected that there will be an ongoing relationship between the research providers and the funding partners through the Steering Committee to order to ensure the appropriate translation of the research findings into evidence-based policy. This relationship will also ensure that the findings of the research meet the knowledge needs of the partner agencies.

Project Communication and Dissemination of Research Findings

Dissemination of the research findings is essential. The most appropriate methods for communication of research results to a range of stakeholders, including Government agencies, policy analysts, community health workers, and Maori and Pacific communities, will need to be identified. From the outset of the research project it is expected that research providers will focus on communication, beginning with the identification of key stakeholder groups and how dissemination strategies will be tailored to meet the needs of these groups. It is important that audiences are informed of the existence and aims of the project from the outset.

The research providers will be expected to ensure that all information is tailored to the needs of the intended audience, so that research findings can be of maximum utility. It is also expected that the research findings will be published in international, peer-reviewed journals. At the end of the project a summary report of all the information collected should be prepared, together with key findings and

recommendations. Other dissemination opportunities may include hui, fono, workshops, conference presentations, the internet and media releases.

APPLICATION PROCEDURE

A **two-stage** application procedure will apply. Individuals, groups and organisations interested in undertaking research within the scope of this RFP are invited to complete an Expression of Interest application (EOI208-PPCR004) and return it to the Partnership Programme team by **5pm, Thursday 24 July, 2008**.

The Steering Committee for this initiative will review the Expressions of Interest and invite full proposals from those research providers it considers most likely to advance understanding within the broad theme of motivations to quit smoking. Applicants will be informed of the outcome of the Expression of Interest by **8 August 2008**.

A full application on the correct form (JV208-PPCR004) must be submitted through a New Zealand host institution to the HRC Partnership Programme team by **5pm, Thursday 11 September, 2008** unless written authorisation has been received from the HRC at least one week prior to the closing date. Full consideration should be given to the HRC guidelines for completing the full application form. Both these forms and the guidelines are available on the HRC website. Consideration should also be given to the '*Guidelines for Conducting Research with Maori*' and the '*Pacific Health Research Guidelines*' (also available on the HRC website). The scientific integrity of the full application will be assessed through a peer review process. Applicants will be informed of the outcome of the Request for Proposals in early November 2008.

GENERAL NOTES

Closing Date and Time

Date	Action/Event
24 July 2008	Closing date for Expression of Interest
28 July 2008	First named investigator receives confirmation of his / her Expression of Interest application
8 August 2008	First named investigator receives outcome letter. Successful applicants will be invited to submit a full application.
11 September 2008	Closing date for receipt of full proposals
15 September 2008	First named investigator receives confirmation of his / her full application
Early November 2008	Applicants submitting full proposals will be advised of the outcome of the Request for Proposals

Application Form

The HRC form JV208-PPCR004, should be used when submitting a full application. Please download this form from the HRC website (www.hrc.govt.nz) or the Government Electronic Tenders Service (www.gets.govt.nz). Applications must be

presented in English. They should be typed in single space, using a font equivalent to (and not smaller than) Times New Roman 12 point type. The text must also be printed single-sided on white A4 paper.

NOTE: This is an example of Times New Roman 12 point font.

Page limits must be strictly adhered to. The HRC reserves the right to **not process** any application that does not comply with stated page limits or font size restrictions, as it is an unfair burden on those reviewing your application.

Applications must be correctly collated. No collation of inserts or of extra copies can take place after receipt of the application. All copies should be single sided and stapled. Please do not staple the original application.

Applications must be in hard copy format. The HRC will not accept disks (except where specified below), faxes or emailed applications.

Copies of Applications Required

Applications submitted to the HRC should include the signed original and twelve additional copies. The applicant should also ensure that an electronic copy of the application is included on CD-ROM. No part or parts of an application can be returned to the applicant.

Decision Advice

No legal obligations will arise between the funding partners and applicants for this Request for Proposals until such time as the Health Research Council enters into a contract with the successful applicant/s.

Privacy Provisions

In the event that an application is successful, the HRC reserves the right to release applicants' names, details of the host institution/company, contact details (work phone, fax or email), contract title and funding awarded for public interest purposes and to meet the statutory requirements of the Health Research Council of New Zealand Act 1990.

Mailing Address

The application should be sent to the Health Research Council's office as shown below:

Mailing Address:

Health Research Council of New Zealand
PO Box 5541, Wellesley Street
AUCKLAND

Physical/Courier Address:

Health Research Council of New Zealand
Level 3, 110 Stanley Street
AUCKLAND

The first named investigator will be sent confirmation of receipt of his/her application within five working days from the closing date.

Enquiries

All enquiries related to this Request for Proposals should be directed to:

Fiona Kenning
Project Manager, Partnership Programme
Phone 09 303 5227
Email fkenning@hrc.govt.nz

GLOSSARY

Ex-smoker - An ex-smoker is defined as someone who used to smoke regularly, but has not smoked for at least 12 months

Inequalities – differences in health that are unnecessary, avoidable and unjust (Ministry of Health)

Key stakeholders – an individual or group that has an interest in another group/organisation's success in delivering intended results or in maintaining the viability of the group/organisation's product and/or service

Motivation - either a behaviour (i.e. making an actual quit attempt, choosing to accept smoking cessation treatment) or a self-reported desire or intent to quit