Registered Nurses’ Association of Ontario  
Smoking Cessation Nursing Best Practice Initiative  
Request for Proposal: Smoking Cessation Implementation Site 2013-2014

The Registered Nurses’ Association of Ontario (RNAO) is requesting applications from interested and eligible health care organizations to become Smoking Cessation Implementation Sites. Applications must be received by the RNAO before 4:00 pm EDT on August 28, 2013.

Background:
RNAO’s Smoking Cessation Nursing Best Practice Initiative builds on RNAO’s expertise in developing and supporting uptake of clinical best practices guidelines, a program launched in 1999 that has gained wide international adoption. The RNAO Smoking Cessation Best Practice Initiative has been funded by the Ministry of Health and Long-Term Care since 2007. The purpose of the RNAO Smoking Cessation Initiative is to build capacity among nurses and other health care professionals in Ontario to integrate smoking cessation best practices into daily practice. The initiative’s multi-prong system approach recognizes the importance of the leadership role of health organizations, nurses and Smoking Cessation (SC) Champions in supporting individuals and organizations to integrate smoking cessation best practices at the individual, organizational and system levels.

Request for Proposal Purpose:
Health care organizations across the province are invited to apply to become Smoking Cessation Implementation Sites. Implementation Sites are committed to implementing the RNAO Smoking Cessation Guideline into their organizational health care delivery programs and to integrate tobacco cessation best practice interventions into the daily practice of nurses and other health professionals. Eight (8) Implementation Sites will be selected through this RFP, and will receive funding of $3000 each for implementation related activities and resources. Applications must be received by the RNAO before 4:00 pm EDT on August 28, 2013.

The Smoking Cessation Initiative Description- A Multi-Prong Approach:

1. RNAO Smoking Cessation (SC) Coordinators

Two (2) full-time RNAO Nurse SC Coordinators will support all Implementation Sites in their efforts to integrate the RNAO Smoking Cessation Best Practice Guideline into their clinical setting through knowledge exchange and transfer. The two RNAO Smoking Cessation Coordinators have smoking cessation and knowledge transfer expertise, and are not employed within the Implementation Site. The RNAO SC Coordinator will act in a consulting role, supporting the Implementation Site to implement the guideline and/or expand and sustain previous implementation activities through active engagement and ongoing collaboration. The RNAO SC Coordinators will support the organization’s specific SC best practice guideline implementation activities in the selected program(s) through regular communication (i.e. use of teleconference and distance technology) and/or in-person site visits.

2. Implementation Sites

A total of eight Implementation Sites will be selected through the 2013/14 Request for Proposal, with wide representation across all Tobacco Control Area Networks (TCAN) regions in Ontario.
Each implementation site will have a Smoking Cessation Team in place, which will consist of the following:

1. **Project Lead (Registered Nurse):** The Project Lead will act as the liaison between their organization and the RNAO SC Coordinator. The Project Lead will provide dedicated time to work with the RNAO Smoking Cessation Coordinator assigned to their organization, in developing a work-plan for their organization, including an action plan, timeline and budget. The Project Lead will work together with their management teams, SC Champions, and other staff from their organization to help accomplish their organizational goals concerning the implementation of SC best practices.

2. **Implementation Team:** Members of this team will be change agents within their organization, leading the systematic integration of SC best practices targeted to specific population groups across the organization’s programs/services. Members of the team may include nurses and/or other health care professionals who work in tobacco cessation or other related service programs/areas. It is anticipated that the team members will support further reach, spread, and integration of SC best practices across various programs and services within their organization.

3. **The Smoking Cessation Champion Network**

   The RNAO Smoking Cessation Champion Network, established in 2007, provides education and support to nurses and other health care workers across Ontario who are passionate about improving nursing practice and client care related to SC within their organization. To date, the Network that includes SC champions across the country, has over 2,500 actively engaged nurses and other health care professionals who are trained in SC best practices. SC Champions are supported and engaged through workshops, webinars, knowledge exchange opportunities and virtual community of practice.

4. **Schools of Nursing and Nursing Students**

   To support integration of SC Best Practices in the undergraduate curriculum, the SC Team will facilitate one Nursing Faculty Champions Workshop in 2013/2014. Nursing Faculty from across the province are encouraged to attend this workshop to learn about key strategies of integrating Smoking Cessation best practices into the nursing curriculum based on the “Nursing Faculty Education Guide: Tobacco Use and Associated Health Risks (NFEG)”.

5. **Partnerships and Collaborations**

   The RNAO has formed strong partnerships with a variety of programs within the Smoke Free Ontario Strategy, other tobacco cessation initiatives and programs related to chronic diseases and special populations. This year, the RNAO Project Team and Implementation Sites will seek to further strengthen these existing relationships while establishing additional partnerships. The aim of these partnerships is to ensure the successful integration, mobilization and utilization of established services and programs in tobacco control.

6. **Utilization of Social Media, e-Learning and Websites**

   A comprehensive marketing and dissemination plan has been developed to enhance and extend the dissemination of activities and resources to support the SC Best Practice Champions in smoking cessation interventions and implementation activities. The RNAO online resources and print
materials will be highly marketed and promoted through social media and traditional media engagement. Further enhancements to the TobaccoFreeRNAO.ca website will be made to support SC Best Practice Champions knowledge development and implementation work, as well as to promote and to disseminate knowledge of smoking cessation best practices among nurses and other healthcare professionals.

7. Evaluation

Throughout this initiative, RNAO has conducted yearly project evaluations in collaboration with the Ontario Tobacco Research Unit (OTRU) to evaluate, monitor and determine the success and impact the initiative has had on capacity building with nurses and other SC Champions in Ontario. These evaluations have been instrumental in highlighting the importance of the RNAO SC guideline in directing the evidence-based individual and organizational activities that are part of this initiative. This includes identifying the critical role nurses play as leaders in tobacco control, and the impact of the SC Champions and the Smoking Cessation Champions Network in supporting nurses to engage in Smoking Cessation best practices while at work.

Partnership Description

The RNAO is seeking health care organizations interested in participating as Smoking Cessation Implementation Sites. The duration of this specific partnership opportunity between RNAO and the Organization will be between **October 1, 2013 and March 31, 2015**.

Roles and Responsibilities:

*The role of the Smoking Cessation Implementation Site will be as follow:*

- Providing a Registered Nurse for the duration of the partnership to act as the SC Implementation Site Project Lead for the organization.
- Providing and identifying the Implementation Team (See Page 2 for Project Lead and Implementation Team Role Description).
- Facilitate dedicated time for the Project Lead and Implementation Team to meet with the RNAO SC Coordinator (virtually and/or in person) on a monthly basis, at minimum.
- Implementing and/or expanding the RNAO Smoking Cessation Guideline into one or more programs/units in the organization.
- Host a SC Best Practice Champion workshop, in collaboration with RNAO, for Implementation Site staff and community partners.
- Actively recruiting between 30 - 50 nurses, nursing students and other healthcare professionals to attend the SC Best Practice Champions Workshop, in order to build capacity in supporting smoking cessation practices.
- Providing written quarterly progress reports to the RNAO SC Coordinator, based on a template provided by RNAO.
- Ensuring and supporting ongoing communication with TCAN Coordinators and local smoking cessation programs to encourage dialogue and collaboration with project objectives.
- Identifying successful strategies for linking with regional health care organizations in relation to integrated sector-wide knowledge transfer and health promotion activities.
- Regularly participating in additional knowledge exchange activities (i.e. RNAO Communities, RNAO’s smoking cessation online discussion forum).

July 22, 2013
Working with RNAO and OTRU to ensure tracking and monitoring of project activities and provide evaluation data as required (i.e. may include chart audits)

The role of the RNAO in relation to the Smoking Cessation Implementation Sites will be as follows:

- Providing access to published and electronic smoking cessation guideline and implementation tools
- Providing support and resources through the RNAO Smoking Cessation (SC) Coordinator
- Providing expert consultation on guideline implementation and uptake
- Facilitating, at a minimum, one-hour monthly meetings among Implementation Sites, Project Leads and RNAO SC Coordinators to foster sharing of progress and learning’s
- Working with OTRU to provide evaluation measures and appropriate evaluation tools to track and monitor progress
- Providing $3,000 per Implementation Site that can be used to provide resources related to implementation activities. (A budget and work plan must be submitted to RNAO prior to spending funds)
- Coordinating and facilitating a Smoking Cessation Champions workshop onsite at the Implementation Site or within your geographic area
  - The RNAO will fund all direct costs for the workshop, including costs related to workshop space, catering, workshop materials, and any required equipment. The RNAO will develop the workshop curriculum, prepare all workshop materials and deliver the workshop.
  - The RNAO will provide administrative support staff to assist with liaison and coordination of activities related to the workshop, including on-site logistics, coordination and registration. All expenses related to salary and expenses for the facilitator and any RNAO staff support will be the responsibility of RNAO.

Instruction to Applicants:

1. Application must be submitted using the form below (plus required attachments), and be received by the Registered Nurses’ Association of Ontario before 4:00 pm EDT on August 28, 2013.

2. Applications are to be submitted via email.

3. Applications and questions concerning this application should be directed to:

   To: Sabrina Merali, RN, MN (Program Manager)
   Phone: 416-408-5647/ 1-800-268-7199 X 276
   smerali@RNAO.org

   CC: Paige Hillier, BComm (Project Coordinator)
   Phone: 416-907-7952/ 1-800-268-7199 X 252
   phillier@RNAO.org

4. Submission of this application is not binding, nor does submission guarantee acceptance. It is anticipated that RNAO will be unable to accommodate all applicants.

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5. The RNAO has the right to cancel this Request at any time and to reissue it for any reason without incurring any liability and no applicant will have any claim against RNAO as a consequence.

6. A Review Committee established by the RNAO will review each submission. The RNAO reserves the right to determine the qualitative aspects of all proposals relative to the evaluation criteria.

Selection of Host Sites:
In selecting Host Sites, RNAO will endeavour to address the following considerations:

- Representation, parity and equitable distribution of Implementation Site opportunities across Ontario and across sectors of care.
- Anticipated success in engaging internal Champions in the implementation of the Smoking Cessation best practice guideline, as demonstrated by past successful efforts and/or future plans for implementation.
- Partnerships and linkages with other health care providers are viewed as a strong asset for applicants.
Smoking Cessation Implementation Site Application

All organizations interested in this opportunity must submit an Application, to be received by RNAO by August 28, 2013. Applications should be sent via email to Sabrina Merali, Program Manager at smerali@rnao.org, and CC: Paige Hillier, Project Coordinator at phillier@rnao.org.

## Organizational Support

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<thead>
<tr>
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<th>Name of Organization:</th>
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<tbody>
<tr>
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<td>Name:</td>
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<td>1</td>
<td>Title:</td>
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<td></td>
<td>Mailing address:</td>
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<td></td>
<td>Phone Number:</td>
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<td>Email Address:</td>
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</tbody>
</table>

Tobacco Control Area Network (TCAN):

* Please provide contact information for the Project Lead, if different from Organizational Contact above

** Please attach Resume of Project Lead as an Appendix

### 2. Organization Background:

Please provide a brief description of your Organization, including:

- **Type of Organization** (i.e. Public Health Unit, Home Care, Primary care, Academic, etc)
- **Organization size** (i.e. number of beds, staff, clients registered, etc),
- **Patient/client population served**,
- **Number of Allied Health Professionals and Nurses in your organization**
- **Number of staff TEACH trained** (or equivalent)

Insert Response Here (add additional rows as required):

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### 3. Please describe how your organization:

- Is involved with any other Smoking Cessation Programs (i.e. STOP Study, Ottawa Model)
- Provides Smoking Cessation Services (i.e. one-on-one or group)
- Manages medical directive(s) related to SC
- Documents SC interventions (i.e. existing documentation)
- Supports staff to dispense NRT
- Integrates SC related policies (i.e. Minimal Contact Intervention, Smoke-Free grounds, etc)

Insert Response Here (add additional rows as required):

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3. Please provide information that demonstrates and supports the organization’s interest and involvement in evidence-based clinical practice through the implementation of RNAO Best Practice Guidelines. For example, organizations may describe any past, current or planned experiences implementing RNAO best practice guidelines, or involvement in initiatives related to best practices, including strategies for engaging and integrating Smoking Cessation Champions.

Insert Response Here (add additional rows, as required):

4. As an Implementation Site, please describe the program(s) which will be:
   a. **Implementing** the RNAO BPG: *Integrating Smoking Cessation into Daily Nursing Practice*
      AND/ OR
   b. **Sustaining and expanding implementation** of the RNAO BPG: *Integrating Smoking Cessation into Daily Nursing Practice (if already implementing)*

Please include details about the client population and number staff involved in the target program(s).

Insert Response Here (add additional rows, as required):

5. Please provide a description of how you anticipate your organization will benefit from becoming an Implementation Site.

Insert Response Here (add additional rows as required):

6. Please provide details of how your organization plans to utilize the $3000 of funding to support implementation activities. Please include a draft budget (see budget template on page 9 for details).

Insert Response Here (add additional rows as required):
**REQUIRED APPENDICES**

Please place a checkmark in the appropriate box to indicate that you have included the following appendices:

- [ ] **Mandatory**: Letter of Support from Chief Nursing Executive/Officer or equivalent, confirming organizational support for this application. Letter should indicate a statement of commitment to:
  
  i. Implement and/or sustain and expand the RNAO BPG: *Integrating Smoking Cessation into Daily Nursing Practice* in one or more programs at the organization (please specify unit/program, etc).
  
  ii. Support and enable a sizable cohort of nurses and other staff from your organization to attend the Smoking Cessation Champions Workshop
  
  iii. Participate in the project evaluation in collaboration with RNAO and OTRU, including collection of baseline data and other data collection to track progress in implementation of the intervention(s) in practice setting(s). This may also include key informant interviews, participation in focus groups and completion of surveys by various members of your Smoking Cessation team (lead, support staff, management, SC Champions).
  
  iv. Sustain best practice work through ongoing support, education and expectations of staff
  
  v. Provide quarterly reports related to ongoing activities to RNAO SC Coordinators

- [ ] **Mandatory**: Projected Budget, using RNAO Budget Template
- [ ] **Mandatory**: Resume of Project Lead
- [ ] **Other** (please list and describe) ________________________________________________________________

**DISCLAIMER AND SIGNATURE**

Please initial to indicate your agreement with the following:

_____ I understand that submission of this Application does not guarantee that my Organization will be selected as a Implementation Site.

Applicant’s Signature: ____________________________ Date ______________

Name and Title (please print): ________________________________

For more information, clarification or assistance, please contact Paige Hillier, Program

phillier@rnao.org: 416-907-7952/1-800-268-7199 x 252
smerali@rnao.org: 416-408-5647/1-800-268-7199 x 276

July 22, 2013
Smoking Cessation Nursing Best Practice Initiative Implementation Site Application: Projected Budget Template

Please complete a draft budget (using the Budget Template below) outlining how the organization will utilize the $3000 of project funding. Please provide as much detail as possible.

Instructions to Applicants:
- All costs should be listed as a dollar figure.
- Do not include taxes or government-associated fees and charges.

Sample Budget:

<table>
<thead>
<tr>
<th>Budget Items and Notes</th>
<th>Estimated Cost</th>
<th>Comments/Explanation</th>
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<tbody>
<tr>
<td>Carbon monoxide monitors</td>
<td>$250</td>
<td>Shows patients how smoking affects the levels of CO in their body</td>
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<tr>
<td>Books/ videos on Smoking Cessation</td>
<td>$200</td>
<td>To purchase &quot;The Tobacco Atlas&quot; and books on Motivational Interviewing</td>
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<tr>
<td>Quit Kits (stress ball, water bottle, straws, etc)</td>
<td>$750</td>
<td>100 quit kits to be created for clients/patients</td>
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<tr>
<td>Staff Education Lunch and learns</td>
<td>$500</td>
<td>Lunch to be provided for 5 lunch and learns on SC best practices</td>
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<tr>
<td>Motivational Interviewing Course</td>
<td>$1700</td>
<td>3 staff to attend a motivational interviewing course to support SC practices</td>
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<tr>
<td><strong>Total Budget Requested from RNAO:</strong></td>
<td><strong>$3000</strong></td>
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Budget Template (please add/ delete rows as needed):

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