

**MOVEMBER PERSONALIZED PROSTATE CANCER CARE INITIATIVE:  
USING PATIENT REPORTED OUTCOME MEASURES TO IMPROVE  
OUTCOMES THAT MATTER TO MEN**

**CANADA**

**Request for Proposals**

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<b>Request for Proposal Released</b>	29 November 2023, EDT
<b>Letter of Intent (LOI) Deadline</b>	31 January 2024, 5:00 pm EDT
<b>Notification of Outcome of LOI Assessment</b>	Week of 26 February 2024
<b>Full Proposal (FP) Deadline</b>	5 April 2024, 5:00 pm EDT
<b>Notification of Outcome of FP Assessment</b>	June 2024
<b>Earliest Project Start Date</b>	15 August 2024

**Funding Availability**

**Australia** - \$981,000 AUS (funding range \$200,000 - \$400,000 per grant)

**Canada** - \$1,130,000 CAD (funding range \$200,000 - \$400,000 per grant)

**United Kingdom** - £300,000 (funding range £100,000-£300,000 per grant)

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## INTRODUCTION

### ABOUT MOVEMBER

Movember is the leading charity changing the face of men’s health on a global scale. Since 2003, the men’s health movement has funded vital men’s health projects, challenged the status quo, shaken up men’s health research and transformed the way health services reach and support men. Taking on prostate cancer, testicular cancer, mental health, and suicide prevention with unwavering determination. Supporting men to live healthier, longer lives. Movember is working with community and expert partners year-round to improve the health of men and boys, their families, friends, and communities. The charity’s vision is to have an everlasting impact on the face of men’s health. Leading the charge in encouraging men to adopt healthy behaviours, challenging health systems and confronting gender norms to reduce health inequities and save more lives.

### BACKGROUND

Movember aims to influence delivery of more consistent and improved personalized care to reduce variation in prostate cancer treatment and outcomes as well as the number of people with prostate cancer experiencing severe and bothersome side effects.

The use of Patient-Reported Outcome Measures (PROMs) in routine clinical care has become more widespread, proving beneficial for symptom control and patient satisfaction,<sup>1</sup> PROMs offer insights into the impact of an intervention or therapy on the patient, while Patient-Reported Experience Measures (PREMs) provide insights into care quality during the intervention. Analyzing both provides valuable insights into patients' physical and emotional well-being and treatment outcomes.<sup>2</sup> As the demand for PROMs and PREMs implementation in routine care increases, collecting diverse data is crucial for representative sampling and reducing health disparities.<sup>3</sup>

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<sup>1</sup> Grigorios K. et al. (2014) “What Is the Value of the Routine Use of Patient-Reported Outcome Measures Toward Improvement of Patient Outcomes, Processes of Care, and Health Service Outcomes in Cancer Care? A Systematic Review of Controlled Trials”, *Journal of Clinical Oncology*, pp. 32:14, 1480-1501. <https://doi.org/10.1200/JCO.2013.53.5948>

<sup>2</sup> Charlotte K. et al. (2017), “Patient-reported outcome measures and patient-reported experience measures”, *BJA Education*, Vol 17/4, April 2017, pp. 137–144, <https://doi.org/10.1093/bjaed/mkw060>

<sup>3</sup> Hyland CJ. et al. (2022) Implementing patient-reported outcomes in routine clinical care for diverse and underrepresented patients in the United States. *J Patient Rep Outcomes* Vol7;6(1):20. [doi: 10.1186/s41687-022-00428-z](https://doi.org/10.1186/s41687-022-00428-z).

Additionally, it is essential to not just collect and analyze data from PROMs and PREMs but also to adopt a comprehensive approach, ensuring that the insights derived contribute to enhanced patient outcomes and experiences. Equally important is ensuring the effective and harm-free use of these measures, addressing potential biases that may arise from patient data collection, such as demographic disparities or cultural influences.

Strategies to minimize biases may involve interpreting PROMs and PREMs in a context-sensitive manner and actively involving patients in the decision-making process.

Moreover, utilizing PROMs and PREMs to guide personalized treatment plans, offer tailored support, and facilitate shared decision-making can optimize the benefits of data collection and ensuring that the process serves the best interests of prostate cancer patients while minimizing potential harm.

Movember, therefore, seeks to support and encourage the meaningful implementation and utilization of PROMs and PREMs in routine clinical care to improve monitoring and management for men living with prostate cancer during and post-treatment.

## **FUNDING OPPORTUNITY**

Movember is seeking Respondents to submit a Proposal to its Personalized Prostate Cancer Care Initiative.

Funding will be provided through a two-step process commencing with a brief Letter of Intent application. Following review, short listed applicants will be invited to submit a Full Proposal. Additional details including Goals, Priority Populations and Priority Initiatives are detailed below.

## **INITIATIVE GOALS**

The goal of this initiative is to support the meaningful implementation and utilization of PROMs and PREMs in routine clinical care to improve monitoring, management, and evidence-based decision-making to deliver personalized and patient-centered care for men living with prostate cancer during and post-treatment.

**Initiatives should concentrate their efforts on one of two key areas:**

1. **Evidence Creation:** generate evidence derived from PROMS and PREMs to contribute to a deeper understanding of patient experiences and outcomes, tailoring healthcare delivery to the individual patient's needs, preferences, and experiences, while also informing healthcare practices.
2. **Evidence strengthening and implementation:** strengthen the real-world evidence base by encouraging the integration of PROMs and PREMs into routine clinical care and its practical implementation to enhance healthcare monitoring, management and patient centred care delivery ultimately leading to better outcomes and improved patient experiences.

The collection of PROMs and PREMs should strongly emphasize addressing the needs of diverse and underserved populations. Diverse and underserved populations may include:

**Australia**

- Aboriginal and Torres Strait Islander Men,
- Culturally and linguistically diverse (CALD) populations of men
- Men living in rural or remote areas.
- Minority populations based on sexual orientation and/or gender identity.

**Canada**

- Indigenous Men
- Black men/Men of African and Caribbean descent
- Men living in rural or remote areas.
- Minority populations based on sexual orientation and/or gender identity.

**United Kingdom**

- Black men/Men of African and Caribbean descent
- Men living in areas of deprivation.
- Minority populations based on sexual orientation and/or gender identity.

**Additionally, focus areas prioritised in this initiative are those that:**

1. Support patient-centered care.
2. Address the needs of diverse and underserved populations identified within a region.
3. Identify and implement evidence-informed solutions.

4. Adopt an implementation science approach to effectively deploy and evaluate PROMs initiatives into routine clinical care.
5. Contribute to Survivorship Science.

Applicants should address the area of focus in their implementation of PROMs and PREMs in routine clinical care within the LOI due on 31 January 2024. **The LOI may also serve as an opportunity to identify objective areas in which applicants may require additional support from Movember.**

## GRANT FUNDING BREAKDOWN

National grants being made available to support this Initiative over the next 24-36 months will range between \$200k - \$400k per grant.

The total number of grants supported under this Initiative during the funding period will be dependent on the individual amounts requested by project teams.

## ELIGIBILITY FOR FUNDING

This invitation for grant proposals is open to the following:

- Healthcare providers, including clinical specialist nurses, urologists, radio-oncologists, primary care providers, etc., as well as administrators delivering clinical care services to men with prostate cancer, and clinician-researchers; and/or
- Individuals actively engaged in the development of new prostate cancer programs or systems within the care pathway.

Organizations may submit multiple proposals, given that they can distinctly identify sufficient resources to address each proposal.

**To qualify for this funding opportunity, applicants must meet the following criteria:**

1. Be based in Canada/United Kingdom/Australia. The lead applicant would ideally be part of or represent and serve the Prioritized Population.
2. Be legally able to accept grant funds within Canada/United Kingdom/Australia.
3. Projects should focus on the practical application and integration of PROMs to improve patient-centred care and optimize healthcare delivery.
4. PROMs/PREMs can be administered through various methods, including self-administered questionnaires by the patient, self-administration on paper or electronically (e.g., computer,

mobile phone, tablet), or during interviews (telephone or face-to-face). The chosen method should be accessible to all diverse and underserved populations within the market.

5. Funding can be utilized to innovate, improve, or scale existing initiatives related to the collection of PROMs and PREMs in routine care for prostate cancer patients, both during and post-treatment.
6. Funding can also be used to enhance existing resources to support the implementation and utilization of PROMs and PREMs. However, careful consideration is required to ensure that these enhancements are implemented in a sustainable manner.
7. Grant projects must address prostate cancer within a routine clinical care pathway, starting from initial treatment and recovery through to follow up care or supportive care.

**Exclusions from funding:**

1. Programs that are not aligned with the intent of this call and the goals of the Request for Proposal listed above.
2. Research positions/scholarships for Universities or Research Institutes.
3. Sole requests for infrastructure support OR funding to support new infrastructure.
4. Institutional overhead per Movember's common funding practices (see Guidance on Submissions below).

## APPLICATION PROCESS

### PROPOSED TIMELINE

The following table provides indicative dates in relation to this RFP process (which, may be amended by Movember in writing at any time in its sole discretion).

Request for Proposal Released	29 November 2023 (EDT)
Phase 1 – Letter of Intent (LOI)	
Letter of Intent (LOI) Deadline	31 January 2024, 5:00 pm (EST)
Assessment and shortlisting of Proposals	February 2024
Notification of LOI outcome	Week of 26 February 2024
Phase 2 – Full Proposals (By Invitation)	
Full Proposal Development Period	26 February – 22 March 2024

Full Proposal Deadline	5 April 2024, 5:00 pm (EST)
Assessment of Proposals	March to May 2024
Notification of Outcome of Assessment	June 2024
Earliest Project Start Date	15 August 2024

Applications will be submitted through a phased process using an online grants management system. Interested applicants are required to register and create a profile within the grants management system. All submissions must be made online by the specified submission deadline at <https://www.grantinterface.com/Home/Logon?urlkey=movember>. Late submissions or those submitted through alternative means will not be considered.

**Phase 1:** Online submission of a Letter of Intent (LOI)

**Phase 2:** Online submission of Full Proposal (by invitation only)

## PHASE 1 – LETTER OF INTENT

Phase 1 will consist of a LOI following the outline provided below. Following registration and profile set up, applicants will be asked to:

1. Complete an online application form within the grants management system responding to the following:
  - Organisation Name
  - Key Contact or Project Lead Details
  - Project Title
  - Primary Target Audience(s)
  - Which of the two key areas will initiatives focus their efforts on?
  - Which of the focus areas prioritized in this initiative do you plan to address in your application?
  - Are there any specific areas where you require additional support from Movember to strengthen your application?
  
2. Confirm that you have read and understood the application guidelines and that your organisation and initiative meet the eligibility criteria.



3. Upload the LOI and attach to your application that respond to the questions below. Note: LOI's should be no more than 2 pages not including references (single spaced, 12 pt. font with 1-inch margins in Microsoft Word or PDF format) and include a header with organization name and project title.
  
4. Applicants are required to adhere to the specified naming convention when uploading their documents, which should be in the format of "Country - Organisation - Surname." For instance, an example file name could be *"CA - Primary Health Centre - ROBERT LOI."*

### **Letter of Intent Outline**

- a. **Organization/Project Lead:** Provide a brief description of the applicant organisation and project lead including organisation size (# of employees) and relationship to the community represented in the application. If applicable, briefly describe other partners that would be part of the Project.
  
- b. **Project Design and Methods:** Briefly describe how PROMs and PREMs are collected and how they are used to support care delivery.
  
- c. **Target Audience:** Identify the primary audience for this project and provide a description of how the project directly benefits your target population. If possible, describe the overall population size as well as the size of your sample population.
  - i. Describe how Equity, Diversity, Inclusion and Accessibility (EDIA): is embedded within the design of your project. How does it support inclusivity and targets or plans to target diverse and underserved populations for your market? Please refer to 'Initiative Goals', for a list of priority populations by market.
  
- d. **Assessment of Need:** Provide a brief description of the primary purpose of the project and the need or gap you are seeking to address. If available, include baseline data with initial metrics, or a project starting point that includes a gap analysis or relevant patient-level data that informs the stated objectives.
  
- e. **Goals & Objectives:**
  - i. Briefly state the overall goal of the project, including a description of how the goal aligns with the focus of this RFP.
  - ii. List the overall objective(s) you plan to meet with your research project.
  - iii. Describe the outcomes that you expect to achieve by carrying out the project.

- f. **Funding Amount:** Provide the total funding requested. A full budget is not required for the LOI. Note that the final amount requested can be adjusted in a full proposal submission. Please refer to eligible and ineligible costs when building a project budget.
- g. **Additional Information:** If relevant, please provide any additional information regarding the importance of the project that the assessment panel should consider.

## PHASE 2 - FULL PROPOSAL SUBMISSION

Following the review of the LOI, short-listed applicants will be invited to submit a full proposal and budget to cover the grant period. The invitation to progress to Phase 2 will be determined by the strength of submissions received.

If you are selected to progress to Full Proposal Phase, the following are examples of the types of questions that would need to be addressed in the Full Proposal (a template will be provided):

### Full Proposal outline

1. *Project Description* - What is being proposed? Include a description of the population and how the program is addressing the identified need or problem. This section should be supported by references to the relevant literature.
2. *Project Goals and Impact* - What would your specific learning and performance goals and desired outcomes be for the program over the grant term?
3. *Implementation Plan* - Dependent on chosen stream, include proposed steps to develop and test the project OR to research & implement the project.
4. *Timelines* - include activities, milestones, and deliverables.
5. *Engagement and Recruitment* - how will you reach and engage with the men in the target population?
6. *Team Description* - Outline who will be involved in the project. Include a description of the project lead and team members' expertise, roles, and responsibilities.
7. *Partners* - How will team members, including any partners, work together during the project? Include a plan for conflict resolution.
8. *Relationships* - Where applicable, describe the relationship with proposed partners. Include signed Memoranda of Understanding (MOU's) to demonstrate the relationship described above.

### **Full Proposal Budget**

A budget including itemised justifications to deliver the project should be provided. Requested Funding needs to fall within the available range per project.

We strongly recommend that you apply for the funding required to implement your initiative rather than budgeting to the maximum amounts available. Projects that have been recommended for funding will have their budgets reviewed in detail.

## **SELECTION PROCESS**

### **PHASE 1 - LETTER OF INTENT**

**Assessment of the project's significance and potential impact of PROM and PREM implementation and utilization within prostate cancer practice.**

The evaluation of LOI's will use the following consideration several to gauge applicants' alignment with the goals and objectives. **We welcome applicants to identify areas where they may require additional support, such as conducting landscape reviews or accessing expertise in specific areas to enhance the robustness of their application.**

LOI's will be shortlisted through a process carried out by a panel convened specifically to assess submissions. The assessment will be based on the following criteria:

1. Alignment to the stated goals of the funding opportunity.
2. How well the Applicant and team represent the diverse and underserved populations.
3. How well the project/idea is described.
4. The supporting evidence/theory for the program.
5. The likelihood that outcomes will contribute to new knowledge, or promising evidence that accelerates adoption into practice, will be strengthened.
6. The extent to which the outcomes of the proposed project can be evaluated.

### **PHASE 2 - FULL PROPOSALS**

A selection panel comprised of subject matter experts (SME's), who do not have any conflict of interests with the applicants, will be engaged to assess full proposals.

Full proposals will be reviewed by the selection panel to determine which programs should be recommended to the Movember Board for funding. Proposals will be assessed based on the following criteria:

1. Alignment with the intent of the Initiative.
2. How well the project contributes to health equity, promotes the inclusion and improved outcomes of marginalised and traditionally underrepresented populations of men at risk of or diagnosed and living with prostate cancer.
3. Probability of success for widespread adoption of the results.
4. The quality and strength of a submission relative to other proposals.
5. The extent to which the proposed project can be evaluated.
6. The likelihood that outcomes will contribute to new knowledge or adopted into practice.
7. The technical components of the application including:
  - o Clarity of the proposal
  - o Description of the proposed project
  - o Robustness of the plan - how well the problem is explained.
  - o Suitability of the proposed initiative
  - o The quality and availability of the data to be used for evaluation.

## **FINALISATION OF DOCUMENTATION, DEVELOPMENT, AND AWARDING**

### **DEVELOPMENT PERIOD & EVALUATION**

Evaluation of programs is a key component of all Movember funded initiatives. At the outset, a submission would need to make a serious commitment to robust evaluation. A third-party evaluation partner will be contracted separately by Movember to work directly with project teams and those selected to receive funding should be ready to refine their proposed initiative via development of a detailed implementation plan that will incorporate appropriate project level evaluation which also contributes to the evaluation goals of the overarching program. Movember will provide guidance on content required, including further information about the overall Program evaluation.

## KNOWLEDGE COMMUNITY

Successful teams will be required to participate in a Knowledge Community, to promote knowledge exchange, sharing of program best practices and learnings, and build capacity through learning forums and potentially via annual global convenings.

## CONTACT & QUESTIONS:

Questions regarding this RFP should be directed to Atiqa Mohammad, Personalized Care Program Manager, at [PatientOutcomesInitiative@movember.com](mailto:PatientOutcomesInitiative@movember.com) Turnaround time for responses will be within 2 business days of receiving an inquiry about the Initiative.

## **GUIDANCE ON SUBMISSIONS**

### **1. COSTS**

- a) **Eligible Costs:** The following expenditures will be considered eligible for funding received through this opportunity:
- i. Direct program related costs including supplies, expenses, travel and equipment related to the proposed program.
  - ii. Relevant proportion of salaries of project or program managers, coordinators, technicians, administrative staff, and other personnel.
  - iii. Indirect costs up to 10% of the total budget (allowable for small Community Organisations only).
- b) **Ineligible Costs:** The following expenditures are not eligible expenses through this opportunity:
- i. Overhead costs, including accounting fees, insurance, interest, legal fees, taxes, utilities, and costs associated with construction, renovation or rental of offices, laboratories or other supporting facilities.
  - ii. Tuition and professional membership dues.
  - iii. Secondary grants and awards issued by the award recipient.

### **2. COMMUNICATION REQUIREMENTS**

Funding recipients will be required to ensure appropriate acknowledgement of Movember and partner organisations in all communication or publication related to this funding opportunity. In addition, recipients of project funding are also required to adhere to Movember branding requirements as a condition of funding. This includes agreeing to the sharing of program evaluation findings produced as part of this fund and a willingness to participate in knowledge translation activities.

### **3. TERMS & CONDITIONS**

- 1) Movember does not make any representation that it will, and disclaims any obligation to, proceed with or to commit to any particular future actions in relation to the subject matter of program call, including without limitation: a) accepting any application or shortlisting any applicant; and b) considering, not considering, accepting, or rejecting

any application.

- 2) Movember reserves the right, at its sole discretion, to initiate another selection process, enter into negotiations with a person or persons who have not been invited to respond to this Request for Proposals or to cancel the Request for Proposals.
- 3) Applicants must pay their own costs and expenses incurred in preparing and submitting an application.
- 4) To the extent permitted by law, Movember excludes all liability for any loss, costs (including legal expenses) or damages, suffered or incurred by an applicant or any person, arising out of the applicant's participation in the application process.
- 5) The Applicant warrants that it has no actual or potential conflict of interest in relation to its participation in the application process or its delivery of the Project other than that is has disclosed in the application.
- 6) No legal or other obligation arises between an Applicant and Movember in relation to the outcome of the application process, unless and until Movember executes a contract with the applicants.
- 7) Movember is not obliged to a) accept any application or b) enter into any contract with any applicant or c) give reasons for not considering or accepting or rejecting all or any part of any application, or for cancelling the application process. Movember may, at its sole discretion, consider for acceptance a response that does not comply with the requirements of this request for applications.
- 8) The Applicant grants Movember, a non-exclusive license to use for the purpose of this application process, any information, processes, sketches, calculations, drawings, or other data or information submitted with or included in, the response submitted by the Applicant.
- 9) Each Applicant agrees to indemnify Movember against third party claims arising out of any use of any proprietary information submitted with or included in, the full application.
- 10) The Applicant and team members of the program acknowledge that their details, including any personal details may be disclosed to third parties including peer reviewers, for the purposes of this application process and any related purposes.
- 11) Movember reserves the right to fund lower rated projects based on specific areas of interest in the requested themes.

#### 4. VARIATIONS

Movember may vary the requirements set out in this call and seek further information from the Applicants. Applicants shall supply this information on reasonable request.

## 5. MOVEMBER'S RIGHTS

Movember reserves the right to subject the Applicant to a "due diligence" enquiry, which may comprise of:

- a. Verifying whether the represented resources and skills are available; and
- b. Assessing experience and integrity.

Movember, at its sole discretion, reserves the right to depart from any method of assessment set out in this Request for Proposals.

## 6. RELIANCE ON INFORMATION

Movember will rely on information provided by, or on behalf of the Applicants at all stages of the application process. In providing information, Applicants represent to Movember that the information is complete and accurate in all material respects, that it is not misleading and that in preparing the information, reasonable skill and care has been exercised by the Applicant and its personnel and acknowledges that Movember may rely on that information.

## 7. PUBLICITY

Applicants are not to make any public statement in relation to the application process, their response, or their participation in the application process, or contract negotiation process without Movember's prior written consent.