



HEALTH PROTECTION AGENCY
MINISTRY OF HEALTH, FAMILY AND WELFARE
MALE'
REPUBLIC OF MALDIVES

World No Tobacco Day - Recognition Awards

In observance of World No Tobacco Day, the Maldives recognizes the critical importance of collective action in reducing tobacco use and protecting public health. Across the country, individuals, organizations, and institutions continue to play a vital role in advancing tobacco control through advocacy, enforcement, education, and community engagement.

The World No Tobacco Day Recognition Awards are established to honor and celebrate these efforts, highlighting exemplary contributions that support the national vision of a tobacco-free Maldives.

Objectives

- To formally recognize excellence and leadership in advancing tobacco control
- To showcase impactful, evidence-based, and innovative interventions
- To strengthen whole-of-society engagement in tobacco control efforts

- To encourage sustained commitment and accountability across sectors
- To promote the replication and scaling of successful initiatives

Award Categories

The World No Tobacco Day Recognition Awards will be presented across multiple categories to reflect the diverse contributions made towards advancing tobacco control in the Maldives:

- Outstanding Individual Contribution

Recognizes individuals who have demonstrated exceptional leadership, advocacy, or service in advancing tobacco control efforts.

- NGO / Civil Society Initiative

Awarded to non-governmental or civil society organizations that have implemented impactful and innovative tobacco control interventions.

- Excellence in Health Sector Contribution

Recognizes health facilities or professionals providing exemplary services in tobacco

- Youth Champion Award

Honors young individuals or youth-led groups who have shown leadership in promoting tobacco-free lifestyles and influencing peer behavior.

- Community Leadership Award

Acknowledges community-based initiatives or leaders who have mobilized communities towards reducing tobacco use and exposure.

- Innovation in Tobacco Control

Recognizes novel, creative, and context-specific approaches that demonstrate potential for high impact and scalability.

Eligibility Criteria

To ensure fairness, transparency, and alignment with national priorities, the following eligibility criteria will apply:

- Scope of Contribution

The nominee's work must be directly related to tobacco control efforts within the Maldives.

- Timeframe

Contributions should have been implemented or demonstrated within the past one to three years, with evidence of recent impact.

- Eligible Applicants

Nominations are open to:

- o Individuals
- o Non-governmental and civil society organizations
- o Health facilities (public and private)
- o Educational institutions and community groups
- o Other relevant stakeholders
- o Nomination Type

Both self-nominations and third-party nominations will be accepted.

- Compliance with National Laws and Ethical Standard

Nominees must demonstrate adherence to national tobacco control laws and public health principles, including alignment with international obligations.

- Conflict of Interest

Nominees must have no direct or indirect affiliation with the tobacco industry, in line with the principles of protecting public health policies from industry interference.

- Documentation Requirement

Nominations must be supported by relevant documentation, such as reports, data, testimonials, or media evidence, to substantiate the contributions described.

Evaluation Criteria

All eligible nominations will undergo a structured and transparent evaluation process based on the following criteria. The criteria are designed to ensure recognition of impactful, ethical, and sustainable contributions aligned with national tobacco control priorities.

1. Impact (30%)

The extent to which the nominee's work has contributed to reducing tobacco use, exposure,

or related harms.

- Demonstrable outcomes and measurable results (e.g., reach, behavior change, service uptake)
- Contribution to protecting vulnerable populations, particularly children and youth

- Influence on policies, enforcement practices, or community norms
- Scale and significance of the intervention

2. Alignment with National Tobacco Control Priorities (20%)

The degree to which the initiative supports and advances key national tobacco control objectives.

- Promotion of smoke-free environments
- Strengthening tobacco cessation services
- Public awareness and health education
- Enforcement of tobacco control legislation
- Protection from tobacco industry interference
- Generational Ban

3. Innovation and Initiative (15%)

The extent to which the nominee has demonstrated creativity, originality, and proactive leadership.

- Introduction of new or context-specific approaches
- Use of innovative tools, communication strategies, or partnerships
- Initiative taken beyond routine or mandated responsibilities
- Ability to address emerging challenges in tobacco control

4. Sustainability and Long-Term Value (10%)

The potential for the initiative to deliver lasting impact and be sustained over time.

- Continuity and institutionalization of efforts
- Potential for replication or scale-up in other settings
- Contribution to long-term behavior change or system strengthening

5. Leadership and Collaboration (10%)

The effectiveness of the nominee in mobilizing stakeholders and fostering partnerships.

- Engagement with communities, institutions, and stakeholders
- Evidence of multi-sectoral collaboration
- Leadership in driving or coordinating tobacco control efforts
- Ability to influence and inspire others

6. Ethical Standards and Integrity (10%)

Adherence to ethical principles and national/international tobacco control standards.

- Compliance with national laws and regulations
- Alignment with public health principles and best practices
- Absence of any direct or indirect links to the tobacco industry
- Transparency and accountability in implementation

1. Documentation and Evidence (5%)

The quality and credibility of supporting information provided.

- Clarity, completeness, and relevance of submitted documentation

- Availability of verifiable data, reports, or testimonials
- Use of evidence to substantiate claims of impact and effectiveness

Each criterion will be scored based on a standardized scale, with weighted scores contributing to the final evaluation. This ensures a fair, consistent, and merit-based selection process across all categories.

Selection Process

The selection of award recipients will be conducted through a structured, transparent, and merit-based process to ensure credibility, fairness, and alignment with national tobacco control priorities.

1. Call for Nominations

A public announcement will be issued inviting nominations from individuals, organizations, and institutions across the Maldives. Clear guidance will be provided on eligibility, award categories, submission requirements, and deadlines to ensure broad and inclusive participation.

2. Screening for Eligibility

All submissions will undergo an initial screening to verify compliance with the eligibility criteria. This includes confirmation of:

- Relevance to tobacco control efforts within the Maldives
- Completeness of the nomination form and supporting documentation

- Adherence to ethical standards, including absence of any affiliation with the tobacco industry.

Incomplete or ineligible applications may be excluded from further consideration.

3. Technical Evaluation

Eligible nominations will be assessed by a designated **Technical Evaluation Committee** using the established evaluation criteria and scoring framework. Each nomination will be independently reviewed and scored to ensure objectivity and consistency. The evaluation will be based on:

- Weighted scoring across all criteria
- Strength and credibility of supporting evidence
- Demonstrated impact and relevance

4. Review and Shortlisting

Based on the technical scores, a shortlist of high-performing nominees will be compiled. Where necessary, additional verification or clarification may be sought to validate the information provided.

5. Final Selection and Endorsement

Final awardees will be determined through a review process involving a **Technical Evaluation Committee**. This step ensures alignment with national priorities and institutional oversight.

6. Conflict of Interest and Confidentiality

All individuals involved in the evaluation and selection process will be required to:

- Declare any potential conflicts of interest
- Recuse themselves from reviewing nominations where a conflict exists
- Maintain strict confidentiality of all submitted information and deliberations

7. Notification and Recognition

Selected awardees will be formally notified and recognized during the official World No Tobacco Day event. Efforts will also be made to highlight awardees through media and communication platforms to amplify their contributions.

8. Transparency and Accountability

The overall process will be documented to ensure transparency and accountability. While detailed scoring may remain confidential, the selection methodology will be clearly communicated to uphold trust in the process.

Conclusion

The World No Tobacco Day Recognition Awards represent a strategic initiative to elevate, acknowledge, and sustain national efforts in tobacco control. By formally recognizing excellence across individuals, institutions, and communities, the awards serve not only as a platform for appreciation, but also as a catalyst for continued action, innovation, and accountability.

As the Maldives advances its commitment to reducing the burden of tobacco use, it is essential to highlight and reinforce the contributions of those who are actively shaping healthier environments and protecting future generations. These awards aim to strengthen a culture of leadership and shared responsibility, encouraging a whole-of-society approach to tobacco control.

Through this initiative, it is anticipated that successful interventions and best practices will gain greater visibility, fostering opportunities for replication and scale-up across the country. In doing so, the awards contribute to sustaining momentum, deepening partnerships, and accelerating progress towards a tobacco-free Maldives

