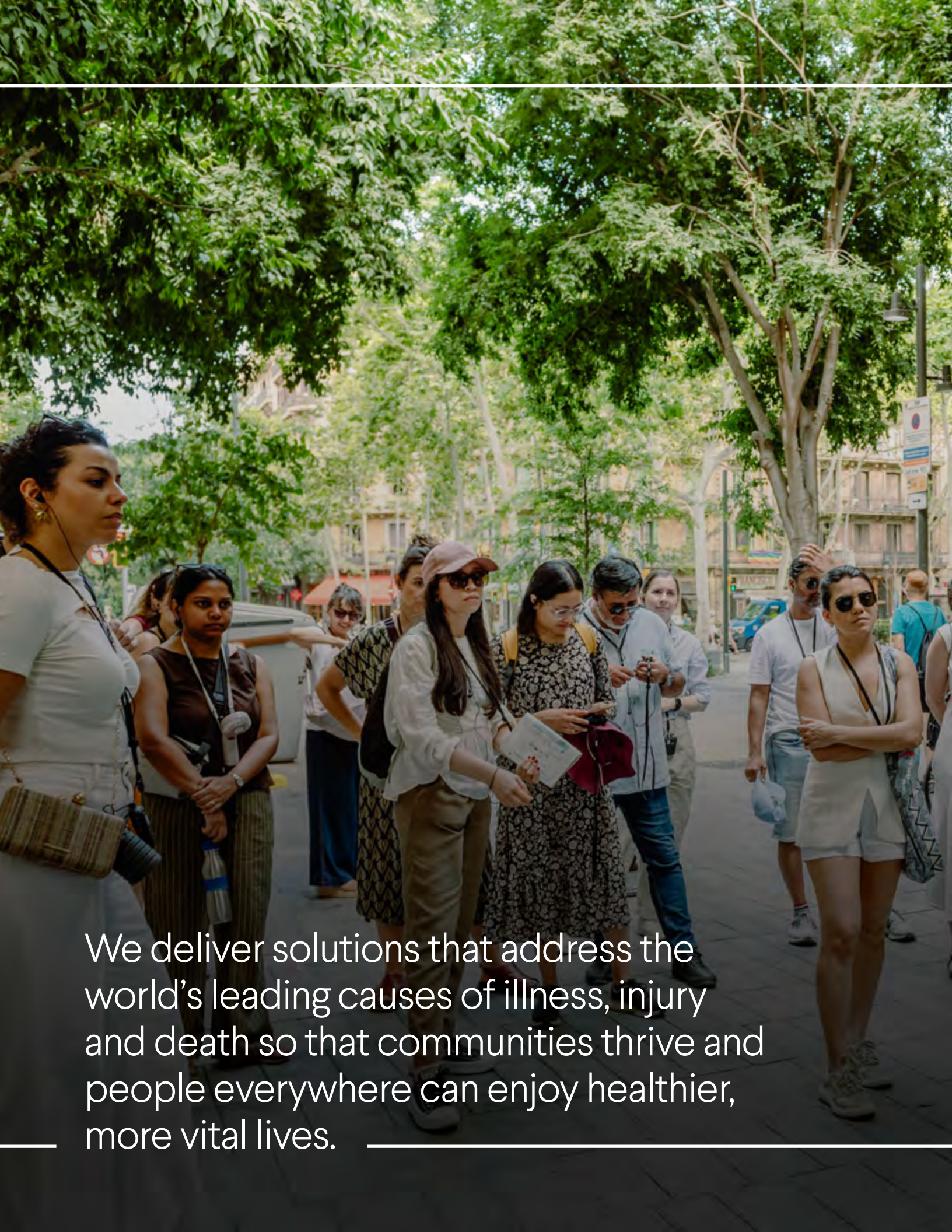


Public Health: Designed to Transform, Built to Last

2025 Impact Report



Vital
Strategies



We deliver solutions that address the world's leading causes of illness, injury and death so that communities thrive and people everywhere can enjoy healthier, more vital lives.

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From Strong Foundations

Vital Strategies partners with governments to strengthen the systems that protect and improve health every day.





To Healthier Futures

We help countries move from evidence to action by advancing policies that reduce major risks to health, strengthening data systems that guide decision-making, and supporting strategic communication that builds trust and drives change.

From Data

Strong data systems
are the foundation of
effective public health.

To Action

We work with governments
to strengthen population data
systems and turn information into
action—and action into better
health for communities.



From Communication

Strategic communication helps
turn public health priorities into
public impact.

To Change

We work with governments and
partners to build support for healthier
policies, behaviors and communities.



From Policy

Public health policies are the
gateway to saving lives at scale.

To Impact

We work with governments and
civil society to turn evidence into
policy action—and action into impact
for people and communities.





Public Health That's Ready for Today's Needs and Tomorrow's Emerging Threats

Public health is being tested in new ways.

Countries face rising rates of noncommunicable disease, the health consequences of climate change, rapid urbanization, shifting demographics and mounting pressure on already strained systems. At the same time, advances in data, digital infrastructure and artificial intelligence are expanding what's possible.

This moment demands more than incremental progress. It requires stronger systems, faster decision-making and new models of partnership capable of delivering impact at scale.

At Vital Strategies, we partner with governments in more than 80 countries to help build the foundations for healthier societies. We support policies that reduce major risks to health, strengthen the data systems that guide action, and advance strategic communication that builds trust and drives change.

Our approach moves public health forward—from data to decision-making and from policy to practice to people.

Across our portfolio, one lesson holds: Impact happens when data, policy and communication work together so that governments have the timely information, public support and practical implementation capacity needed to drive sustainable change.

That integration is only growing more critical as countries invest in digital transformation and explore the responsible use of AI in health. The future of public health depends not only on technological innovation, but on whether countries have the foundational systems, governance and public trust to use these tools effectively and equitably.

None of this work happens alone. Progress is made possible through deep collaboration with governments, communities, technical experts, advocates and funders who share a commitment to building healthier, more resilient societies.

Looking ahead, Vital Strategies remains committed to helping governments build systems that promote health, protect communities, prevent harm and enable people to live longer, healthier lives.

Thank you to our partners and colleagues around the world who make this work possible.



Mary-Ann Etiebet, MD, MBA
President and CEO
Vital Strategies

~~Overdose.~~

35,000 lives saved from overdoses and

~~Fear.~~ **FACTS.**
35,000 lives saved from overdose...and counting.
ByLAforLA.org

~~Soledad~~
Juntos hacemos frente a



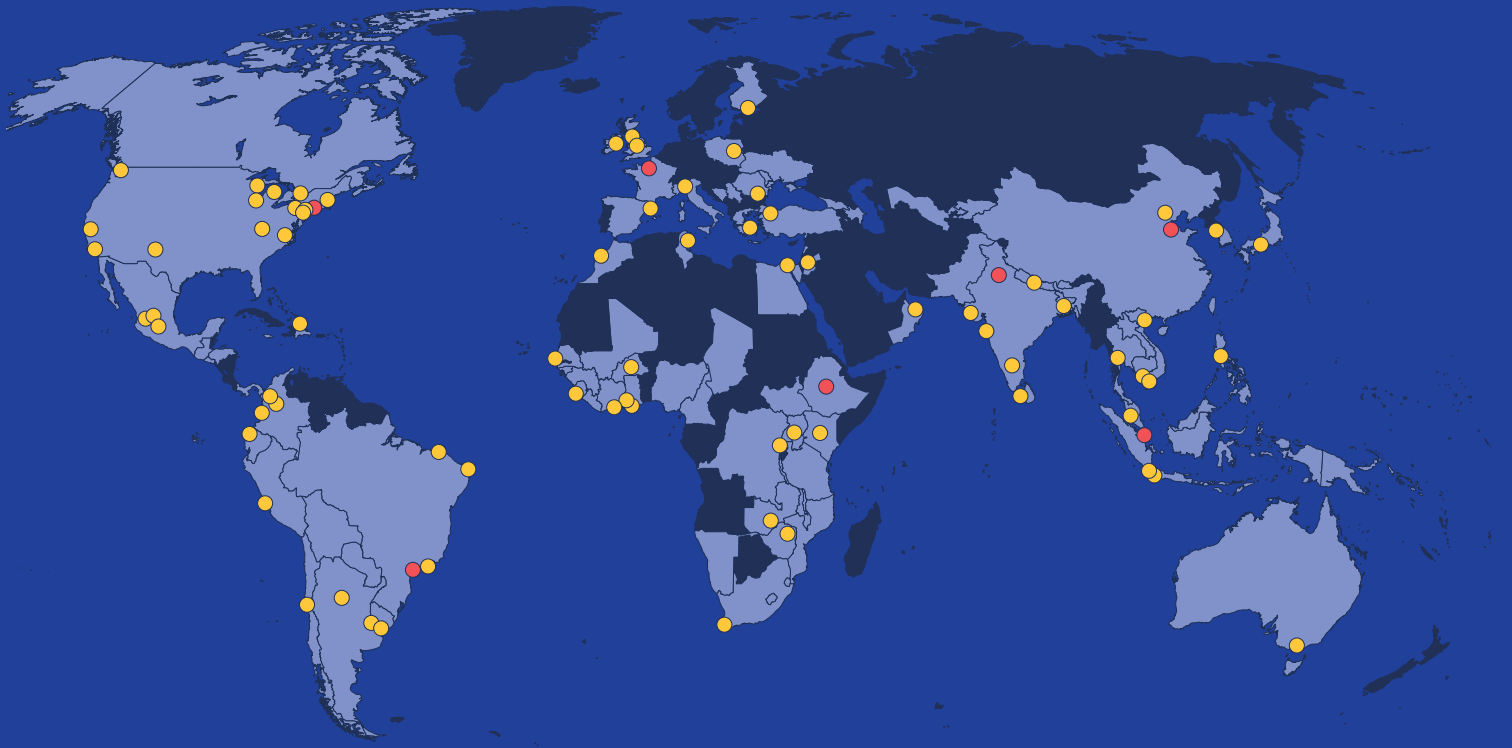
Learn about how
Vital Strategies
is advancing
healthier futures
around the world.

Read more about our work.



Visit the Vital Strategies
programs page

2025 Global Presence



● Country Partnership ● City Partnership ● Global Office



Our Global Reach

62

public health policies that Vital Strategies helped move from proposal to adoption across 24 countries—spanning regulations, legislation, local ordinances and new government investments.

122

strategic communication campaigns in 24+ countries that shifted public opinion and moved policymakers toward healthier policy and behavior change.

71

public health system improvements in 38 countries, helping governments move policies into practice, including expanding public health services, enhancing surveillance and data collection, expanding medication access and strengthening the public health workforce.

605

government partnerships in 2025, including collaborations with national ministries and state and local governments around the world.



Our Impact by Region

Africa

Across 25 countries in Africa, Vital Strategies partners with governments and civil society to strengthen public health systems and advance locally driven solutions. From expanding cancer registry capacity in eight countries to supporting clean air policies in Ethiopia, Uganda and Rwanda, our work focuses on building long-term impact.



Africa

15

policy solutions supported at national, state and city levels in 2025.

92

partnerships with government ministries, agencies and local authorities across the region.

20

public health systems improvements supported in the region.

11

strategic communication campaigns supported in partnership with government.

Mothers with their newborns wait to receive vaccination cards after completing birth registration at Muhoza Health Center in Rwanda. Photo Credit: Juan Arredondo



Asia and the Pacific

Across 23 countries in Asia and the Pacific, Vital Strategies works with governments and communities to strengthen public health systems and improve population health. From integrating birth and death registration into community systems in Bangladesh to advancing tobacco control campaigns across six countries, we support practical, scalable solutions tailored to local needs.

● Country Partnership ● City Partnership ● Global Office

Asia and the Pacific

22

policy solutions supported at national, state and city levels in 2025.

345

partnerships with government ministries, agencies and local authorities across the region.

19

public health systems improvements supported in the region.

60

strategic communication campaigns supported in partnership with government.

Members of the public wait in line to process birth, marriage and/or death registrations at the Philippine Statistics Authority (PSA) in Quezon City. The PSA serves as the central agency responsible for civil registration, ensuring individuals have official records necessary for legal identity, benefits and services.
Photo Credit: Juan Arredondo



Latin America and the Caribbean

Across 15 countries in Latin America and the Caribbean, Vital Strategies partners with governments and civil society to advance healthier, safer communities. From supporting health tax policies in Brazil to improving road safety across the region, our work focuses on strengthening systems that deliver lasting public health impact.

● Country Partnership ● City Partnership ● Global Office



Latin America and the Caribbean

17

policy solutions supported at national, state and city levels in 2025.

87

partnerships with government ministries, agencies and local authorities across the region.

8

public health systems improvements supported in the region.

49

strategic communication campaigns supported in partnership with government.

In Cali, Colombia, more than 350 children took part in the October “ChiquiRun 2k,” a family-friendly race that brought together students, parents and teachers to build community support for healthier school food.



A large photograph with a warm, orange-yellow tint showing four women in a meeting. They are gathered around a table, looking at and pointing to documents. The woman on the far right is wearing a white surgical mask. The background is slightly blurred, showing an indoor setting with a shelf and a cross symbol on the wall.

Building Partnerships That Deliver Impact

We apply our core approaches—data systems and public health intelligence, strategic communication and policy solutions—to help governments strengthen public health systems and improve health at scale.



Data Systems and Public Health Intelligence

Advancing data, digital tools and AI to strengthen public health decision-making.

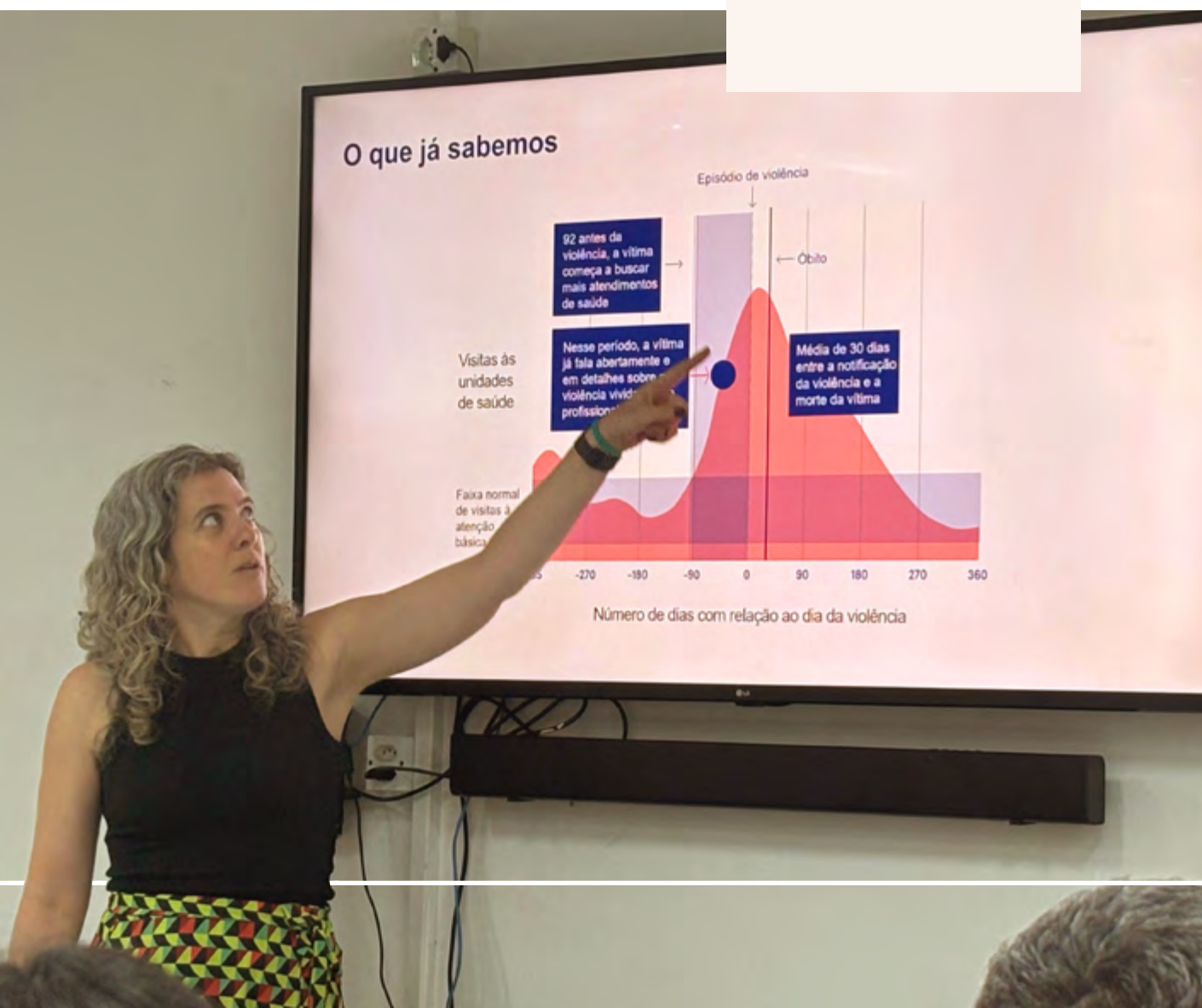
Vital Strategies is supporting governments in using digital innovation and artificial intelligence to improve how health systems identify risks, target interventions and respond earlier to emerging challenges.

In Brazil, an AI-driven early warning system for gender-based violence is helping health professionals identify cases earlier and strengthen pathways to care. Following successful implementation in Recife, the initiative expanded in partnership with Rio de Janeiro in 2025.

At a technical workshop in Recife, Brazil, Vital's Sofia Reinach presents a graphic that shows how gender-based violence can be identified earlier.

90

In Recife, Brazil, AI analysis of primary care records helped identify gender-based violence cases up to 90 days earlier than when reported through usual systems, catalyzing government action to strengthen GBV reporting through the primary care system.



Policy Solutions

Turning evidence into durable government action.

Vital Strategies works with governments to translate data and scientific evidence into regulatory and legislative policies that improve health and reduce harm.

In Indonesia, the country's first government-led national survey of children's blood lead levels generated actionable evidence about the scale and sources of lead exposure, informing recommendations for surveillance, regulation and prevention.

Edwin Siswono (far right), epidemiologist at Vital Strategies, trained health workers in Tangerang, Indonesia to use the LeadCare II analyzer.

1 in 7

Indonesian children have elevated blood lead levels that warrant clinical intervention.



Strategic Communication

Supporting lifesaving policies and tracking harmful industry marketing practices.

Strategic communication builds the public understanding that turns healthier policies into reality. Vital Strategies supported the launch of “Notebooks to Nicotine,” a report documenting how tobacco companies market products near schools in Egypt, Jordan and Pakistan. The campaign combined research, digital storytelling and audience engagement to expose industry tactics targeting children and young people.

STOP’s “Notebooks to Nicotine” report exposes the magnitude of tobacco and nicotine product advertising and promotion near primary and secondary schools in Egypt, Jordan and Pakistan.

6 million

Impressions and more than 44,800 clicks in Brazil, Mexico, Philippines, the U.K. and the U.S., for a new STOP brief about current evidence on heated tobacco products.



Our Areas of Impact

In more than 80 countries, we build solutions as diverse as our partners' challenges. What they share is a focus on sustainability: Data-informed policies, put into practice by strong institutions in dialogue with the public, create communities where everyone can live healthier, more vital lives.



Promoting Health

Creating environments where health is the default.

We support policies and practices that reduce exposure to major drivers of disease—including tobacco, alcohol and unhealthy food—helping create environments where healthier choices are easier choices.

Tobacco Control

90%

of businesses in compliance with tobacco control laws enacted in Karachi, Pakistan in 2024, up from 59% in 2022.

Food Policy

350+ million

people reached through food policy advocacy campaigns across eight countries.

Alcohol Policy

800

news stories generated about Brazil's alcohol tax reform, elevating the issue among policy-makers and the public.

Health Taxes

32

countries where Vital Strategies has supported governments to institute health taxes on tobacco, alcohol or sugary drinks, including three health taxes passed in 2025.



Preventing Harm

Reducing exposure to the biggest drivers of disease and injury.

We work with governments and partners to reduce preventable injuries and deaths caused by road traffic crashes, overdose, violence and other major risks to health and safety.

Overdose Prevention

26,000

hospitalizations and emergency department visits avoided since 2018 in Michigan, thanks to harm reduction efforts.

Data Impact

11 out of 25

provincial hospitals in Cambodia that now provide services for gender-based violence survivors, informed by analysis from the Data to Policy program and with plans for nation-wide expansion.

Road Safety

36

road safety injury and fatality reports launched across participating cities, equipping city leaders with data to guide planning and action.

Partnership for Healthy Cities

20%

of annual parking levy revenue now dedicated to improving walking and cycling infrastructure across Lusaka, Zambia.



Protecting Communities

Building resilience against environmental threats.

We help communities improve their lived environments to support optimal health by addressing emerging and long-term threats, including health impacts of climate change, environmental hazards and growing urban health challenges.

Environmental Health

3.6 million

people to be reached by 3,000 accredited social health activists (ASHAs) in India trained on health impacts of air pollution, using a handbook developed by Vital Strategies.

Urban Health

600+

schools and universities with smoke-free and electronic cigarette-free zones as part of a Partnership for Healthy Cities-sponsored initiative in Medellín, Colombia. Schoolchildren designed anti-smoking signs during the initiative's launch.

Lead Poisoning Prevention

1,600+

children tested for blood lead levels across three island groups in Indonesia, as part of Vital's collaboration with the national government.

Climate and Health

10

weather stations measuring heat-health risks in Fortaleza, Brazil, as part of its Partnership for Healthy Cities project. The city's Climate Risk Observatory combines weather and administrative data to predict and issue early warning alerts on critical climate risks, including heat waves, urban floods and droughts.



New and Expanding Partnerships

Using AI to Strengthen Cause-of-Death Data

Vital Strategies, supported by the Gates Foundation, is leading a global consortium to develop CODA—an AI-powered tool that transforms how causes of death are identified in low-resource settings. Where most deaths go undocumented or lack medically certified causes, CODA builds the foundational data governments need to understand population health and deploy resources effectively.

In Quezon City, Philippines, Dr. Neil Brian Antonio (right) conducts a verbal autopsy with Arthur R. Caballero, whose mother passed away in their home. When deaths occur outside of health care facilities, municipal health officers assign a probable cause based on interviews with family members. Photo Credit: Juan Arredondo



Expanding Access to Vision Care

Through support from the Livelihood Impact Fund, Vital Strategies is helping expand access to affordable reading glasses for the hundreds of millions of people globally living with uncorrected near-vision loss. Beginning in Kenya, our Policy Accelerator is supporting efforts to integrate presbyopia screening into primary health care systems and remove regulatory barriers limiting access to reading glasses—an intervention that can improve livelihoods, productivity and well-being.

Vital President and CEO Mary-Ann Etiebet (front, center) meets with members of the Kenya Council of Governors and the Livelihood Impact Fund about the Eyeglasses Initiative.



Preventing Lead Poisoning

Vital Strategies launched a new initiative in Brazil, Ethiopia, Ghana and India to help governments address childhood lead poisoning through stronger policy, surveillance and prevention efforts. The initiative supports representative blood-lead surveys, clinical systems improvement, data integration and policy promotion to better understand and reduce exposures.

A child undergoes blood lead testing in Maharashtra, India. In partnership with the Public Health Department of Maharashtra, more than 1,400 children ages 13–72 months were screened across eight districts.



Improving Health with Better Data

In 2025, Vital Strategies expanded its partnership with Umane in Brazil through the More Data Better Health initiative, which strengthens health data collection and informs public policy decision-making. The program supports innovation in data collection methodologies while generating insight into emerging and underexplored public health challenges. New modules launched in 2025 focused on primary health care access, everyday discrimination, and the impacts of climate change in Brazil's Legal Amazon region.

More Data Better Health launched at Pan American Health Organization (PAHO) in Brasília alongside the release of its primary health care module.



Our Funders

**Bloomberg
Philanthropies**

**Coefficient
Giving**

Gates Foundation



**CLEAN
AIR
FUND**



sanofi

UMANE

Ford Foundation





IBIRAPITANGA



Building What Lasts

Public health is entering a new era—one defined by rapid change, growing complexity and new opportunities to prevent disease and protect population-level health. Around the world, countries are strengthening data systems, advancing prevention-focused policies and investing in the infrastructure needed to respond to emerging challenges.

Vital Strategies is committed to helping governments build stronger public health systems—advancing data intelligence, supporting evidence-based policy, and strengthening the communication and partnerships that make public health action possible. Countries that invest in prevention, strong data systems and effective public health infrastructure today will be best positioned to protect health in the years ahead.

Together with our partners, we remain focused on building systems that improve health, prevent harm and strengthen communities for generations to come.

Learn more



View Latest Financials



Download PDF



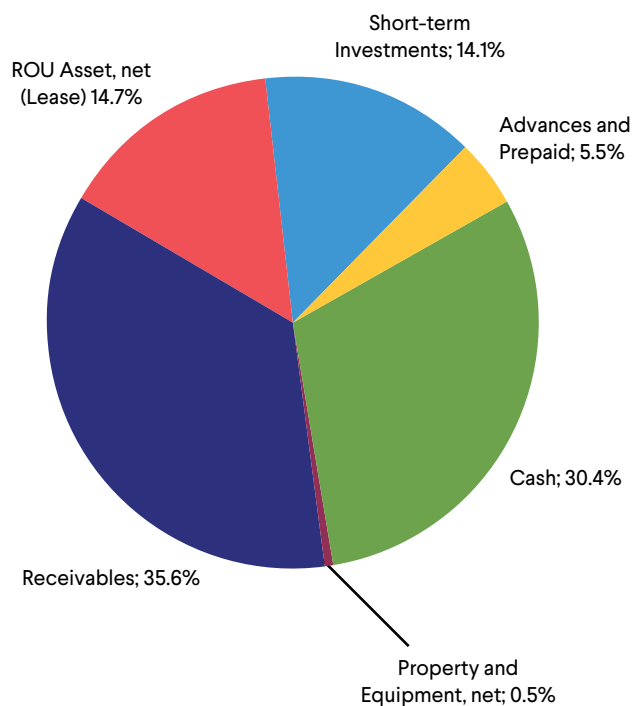
2025 Financials

Balance Sheet in \$.M	
Budget Line Item	As of 12/31/2025
Total Assets	117.1
Total Liabilities	23.8
Net Assets	
Without Donor Restrictions	9.4
With Donor Restrictions	83.9
Total Net Assets	93.3

FY 2025 Revenue Categorization (\$127.05M)	
Grants	124.57
Federal Grants	0.11
Contributions	0.79
Interest and Investments	1.58
Other Income	-
Total	127.05

FY 2025 Expenditure (\$124.58M) - Functional Categorization				
Category	Program	Management & General	Fundraising	Total
Personnel & Fringe	30.29	9.29	1.72	41.30
Grants & Awards	46.41	2.48	-	48.89
Contracts & Consulting	9.74	2.88	0.09	12.72
Travel/Meetings/Workshop	5.85	0.31	0.08	6.23
Program Service Agreements	10.22	-	-	10.22
Other Direct Cost	2.77	2.39	0.07	5.23
Total	105.28	17.34	1.96	124.58
Percentage of Total	84.50%	13.92%	1.57%	100.00%

Total Assets (\$117.1M)



Total Liabilities (\$23.8M)

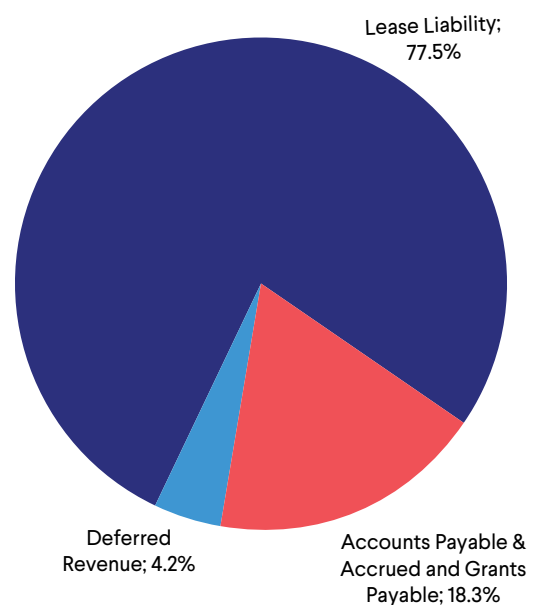


Photo Captions

Front Cover

By analyzing data from the CRVS system and cancer registry, the Rwanda Ministry of Health, in collaboration with Vital Strategies' work in the Bloomberg Philanthropies Data for Health Initiative, expanded cancer screening programs and mobilized volunteers to reach women in rural areas and invest in treatment center. Justesse Uwiyeubayubahe (left), pictured with her mother, Drocelle Urutheten, has been cancer-free for the past four years. Photo Credit: Juan Arredondo

Inside Front Cover

Barcelona, Spain hosted seven cities from the Partnership for Healthy Cities network for the initiative's first workshop on addressing the health impacts of rising temperatures, which included a tour of Barcelona's Superblocks, neighborhoods where traffic is restricted to promote walking, cycling, green spaces and social activities.

Page 1

Mothers and babies wait outside the civil registration and vaccination post at Muhoza Health Center in Rwanda. Photo Credit: Juan Arredondo

Page 4

Police officers at Dhamainagar Union, Sirajganj District, Bangladesh are part of a local outreach team that canvasses the community to help residents record vital events such as births and deaths, reducing the burden on families. The model has since been adopted for nationwide implementation. Photo credit: Juan Arredondo

Page 6

Samela Tyelbooi, a well-known actress in South Africa who was featured in a health taxes campaign in 2025, speaks at the campaign activation event for the "Big Food Is Not Telling Us The Whole Truth" campaign on front-of-package labeling.

Page 8

Dr. Rana J Singh, Vital's Southeast Asia Director for Tobacco Control, reviews a tobacco vendor's license as part of an enforcement drive to improve compliance with tobacco control policies in Rishikesh, India.

Page 11

Vital Strategies, Los Angeles County officials and harm reduction partners at a community event launching the "Rewriting LA County's Story" media campaign. The campaign included a bus ad takeover that drove around LA streets for a month and promoted LA County's overdose prevention efforts; read more at bylaforla.org.

Page 13

From Left to Right

Nicole Elliot, Education Officer for the Barbados School Nutrition Policy, speaking at a media workshop organized by Food Policy Program partner the Heart and Stroke Foundation of Barbados.

In Liberia, nurses and midwives are trained to register births.

In Accra, Ghana, representatives from six West African cities gathered for a Partnership for Healthy Cities workshop to share best practices on implementing evidence-based interventions to prevent noncommunicable diseases and injuries. Shown here are participants from Ouagadougou, Kumasi and Dakar.

Page 14

From Left to Right

RESET Alcohol bus campaign in Mexico City highlights the message "While the alcohol industry gets rich, society pays for the losses."

In Córdoba, Argentina, Mayor Daniel Passerini meets with partners from the Bloomberg Philanthropies Initiative for Global Road Safety, which Vital Strategies coordinates. Photo Credit: Municipality of Córdoba

Riley, who was featured in the "Rewriting LA County's Story" media campaign on overdose prevention, in front of a bus with a wraparound campaign ad.

Page 21

Top

Employees at the Civil Registration office in Agusan del Norte, Philippines, discuss a spelling mistake in a couple's marriage certificate. The error required them to amend their marriage certificate before they could proceed with their newborn daughter's registration. Photo Credit: Juan Arredondo

Bottom From Left to Right

In Kenya, Vital's Policy Accelerator process is supporting policy change to make reading glasses more accessible. At this Restoring Vision-sponsored event in Kiambu, near Nairobi, several hundred community members received glasses and other eye care. Photo Credit: Joel Mulwa for RestoringVision

A family proudly displays their birth registration certificates alongside members of the civil registration outreach team in Dhamainagar Union, Sirajganj District, Bangladesh. The Union has achieved 100% birth registration thanks to the efforts of this dedicated team, which visits households to help residents document vital events such as births and deaths.

Babies are weighed as part of a routine check-up and vaccination follow-up at Muhoza Health Center. In Rwanda, birth registration and initial vaccinations are mandatory before a newborn can be discharged from the hospital. Photo Credit: Juan Arredondo

Page 25

Top

Tahira Malik, founder of Samad's House in Milwaukee, Wisconsin, part of the "You Have the Power to Save Lives" campaign to promote naloxone awareness and access for Black communities in U.S. cities.

Bottom From Left to Right

Schoolchildren in Medellín, Colombia designed signs highlighting the risks of smoking and vaping during the launch of a Partnership for Healthy Cities-supported initiative creating cigarette- and e-cigarette-free zones in more than 600 schools.

Practical speed enforcement training in Addis Ababa, Ethiopia, helping authorities reduce speeding and prevent injuries.

A stakeholder engagement event in South Africa for a front-of-package labeling campaign, supported by Vital Strategies' Food Policy Program.

Page 26

From Left to Right

A billboard for Brazil's "Dose of Reality" campaign about alcohol harms.

In Islamabad, National Tobacco Control Leadership Workshop participants with sign that reads, "Breathe Freely, the Centaurus Mall is a Smoke-Free Zone."

Vital's booth at the World Conference on Tobacco Control 2025 in Dublin, Ireland.

Page 27

From Left to Right

Free naloxone overdose reversal kits now available outside city fire stations in Philadelphia, as part of a Vital Strategies partnership.

Lusaka, Zambia Mayor Chilando Chitangala (center) led a walking tour for city delegations from six African cities during a three-day Partnership for Healthy Cities workshop. The walk showcased local pedestrian and bike lane improvements.

A unit at Kg Cham provincial hospital that provides services for gender-based violence survivors, informed by analysis from the Data to Policy program and with plans for nationwide expansion.

Page 28

From Left to Right

An accredited social health activist (ASHA) reviews materials during training.

Ghana National Fire Service during an emergency response in Accra's Central Business District, where extreme heat and congestion triggered breathing difficulties.

A health worker tests children's blood lead levels in Semarang, Indonesia.

Page 35

Panelists from the 2025 4th NCD Alliance Global Forum panel "Bridging the financing gap: Sustainable investments & solutions for NCDs." Mary-Ann Etiebet (second from right) and her fellow panelists addressed journalists about how to create sustainable markets for health.

Inside Back Cover

Students attend class at the regional district school in Dhamainagar, which has achieved 100% birth registration for all enrolled students. Photo Credit: Juan Arredondo

Back Cover

Air pollution monitors being installed as part of the Breathe Jakarta program.







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