

Tobacco Control at Vital Strategies

Vital Strategies tackles the most preventable causes of disease and injury, including by advancing tobacco control. We work with governments and civil society organizations around the world to support tobacco control initiatives that are aligned with the WHO Framework Convention on Tobacco Control and MPOWER tobacco reduction measures. Since 2007, our work has supported stronger tobacco control protections for more than 4.13 billion people.

At Vital Strategies, our work:

Drives support for tobacco control policies

- We advocate for MPOWER policies at national and subnational levels. We provide support to governments and civil society organizations, including technical assistance in policy development and adoption, strategic mass media campaigns, capacity building, and countering industry interference.
- Since 2007, more than 750 projects have been implemented by our partners in low- and middle-income countries with a focus on MPOWER policy advocacy.

Pushes for policy and behavior change via strategic media campaigns

- With country partners, Vital has produced nearly 500 media campaigns in 50 countries.
- We use evidence-based approaches like message testing and evaluation to ensure impact.
- We develop campaigns using new and traditional media approaches to deliver breakthrough messages that stick.

Strengthens policy implementation and enforcement

- We have supported 29 national governments in implementing policies such as TAPS bans, smoke-free spaces, product labeling requirements and more, increasing compliance through mass media campaigns and stronger enforcement systems.
- Our Global Implementation Program has supported more than 30 cities to improve compliance with tobacco control laws.
- Our Tobacco Control Implementation Hub offers a rich resource library, expert knowledge and best practices on policy implementation.

Supports sustainability of national tobacco control programs

- We work with ministries of health toward long-term sustainability of tobacco control programs via system strengthening, technical assistance and sustainability road maps.
- Our Index of Tobacco Control Sustainability evaluates the sustainability of national tobacco control programs.

Helps people quit tobacco

- Our Cessation Grants Program provides technical and financial support to countries to implement sustainable, evidence-based cessation services, including national toll-free quit lines and mCessation. The Cessation Program is strengthening tobacco cessation services that reach 1.15 billion people across the globe.

Tackling the global drivers of noncommunicable diseases: tobacco, alcohol and unhealthy food

- We develop locally tailored, message-tested mass media campaigns that influence behavior and encourage people to quit.
- Our work has enabled 2.8 billion people in 32 countries to have access to cessation services.

Exposes the tobacco industry's tactics

- As a member of STOP, a global tobacco industry watchdog, we expose the tobacco industry's misdeeds.
- We conduct country-level monitoring to track and counter industry interference in policy.
- Our Tobacco Industry Interference Grants Program provides resources to help organizations expose and counter industry interference. Since 2021, it has supported 58 projects across 37 countries.

Empowers our partners through robust grants

- We support high-impact tobacco control interventions aligned with the WHO Framework Convention on Tobacco Control and MPOWER through the Tobacco Control Grants Program, administered in partnership with the Campaign for Tobacco-Free Kids.
- We award about 65 grants per year and are currently supporting 95 active grants in more than 30 countries.

Provides actionable resources

- We produce data-rich, evidence-building resources, such as reports, case studies and policy briefs, including the 7th edition of the Tobacco Atlas and more than 50 publications from Canary, our real-time media monitoring service that identifies the marketing of dangerous substances.
- Our VitalTalks Live events and VitalTalks podcasts present engaging discussions on public health challenges, such as countering corporate influence.

“Our global, evidence-based approach helps create, promote and implement tobacco control measures that save lives. Nobody needs to die from tobacco use. Together with our partners, we’re getting closer to a world where everyone is safe from the harms of tobacco and the tobacco industry.” —Gan Quan, Senior Vice President, Tobacco Control

Since 2007, over 800 grants have been awarded in 66 low- and middle-income countries.

Scan to learn more about our work or visit www.vitalstrategies.org/wctc

