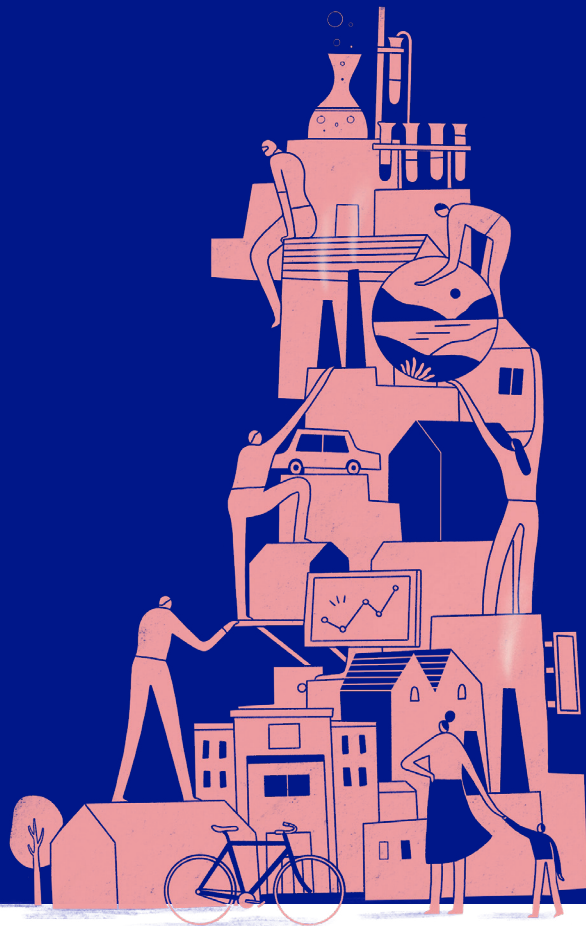


Reimagine Public Health



We're reimagining public health, working for a world where everyone is protected by equitable and effective public health systems.

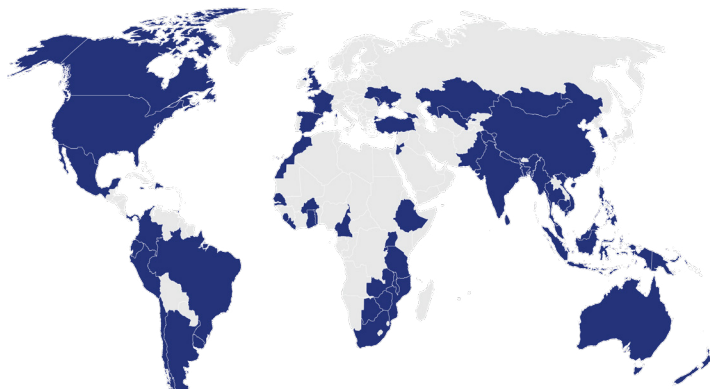
We are a global organization of innovators, scientists, researchers, advocates, communicators and collaborators working in partnership to reimagine evidence-based, locally driven policies and practices to advance public health.

Whether the issue is air quality, transport, food, tobacco, drug use or infectious disease, we're helping to address some of the world's most difficult health problems at their root to make life-saving progress, particularly in the areas of urban health, noncommunicable disease and injury prevention, climate change and systems strengthening.

Our dedicated team of experts work in 73 countries with offices in New York City, São Paulo, Jinan, Addis Ababa, Paris, New Delhi and Singapore.

Mission: We work in partnership to reimagine evidence-based, locally driven policies and practices to advance public health.

Where we work:



Simple, proven measures *can* strengthen public health systems and save millions of lives from preventable death and disease every year, but those measures are underutilized, underfunded, and heavily influenced by industries that put profits before health.

Our Work

Vital Strategies is a leading global public health organization and a trusted partner of governments and civil society organizations around the world.

We help governments acquire the knowledge and tools they need to make rapid progress against cancer, heart disease, obesity, epidemic diseases, drug overdose, road crashes and other leading causes of disease, injury and death.

Our unique combination of expertise in data-driven decision making, policy-making for health, strategic communication and advocacy, and program implementation allows us to take a broad and multifaceted approach to address today's leading public health challenges, manage large-scale health initiatives, and help shape global health priorities.

Key Approaches

Data-Driven Decision-Making: We use evidence to generate insights, inform action and set priorities that drive effective policymaking.

Policymaking for Health: We support locally led policy solutions such as legislative and regulatory actions that shape the physical and social contexts in which people live.

Strategic Communication and Advocacy: We use rigorous research and compelling storytelling to mount communication campaigns that aim to change policy and behavior.

Program Implementation: We promote sustainable solutions such as enforcement of policies and delivery of services to make systems operate effectively to protect and promote health.

Our Strategic Focus Areas

Urban Health: As the majority of the world moves to live in cities, we will drive health and equity through promoting clean air, water, access to services and policies that build health.

Environmental Health and Climate Change: We work to reduce harmful emissions that are the leading environmental drivers of death and disability, and contribute to the existential threat of climate change.

Noncommunicable Diseases (NCDs): We address noncommunicable diseases like cancer, diabetes and lung disease by addressing the leading risk factors of tobacco, diet, alcohol and air pollution.

Injury Prevention: We address the leading killers of young adults – drug overdose and road injury – by looking at root causes, including inequity, and promoting sustainable solutions.

Public Health Systems: We strengthen public health institutions to collect and analyze data towards the uptake of targeted policy solutions.