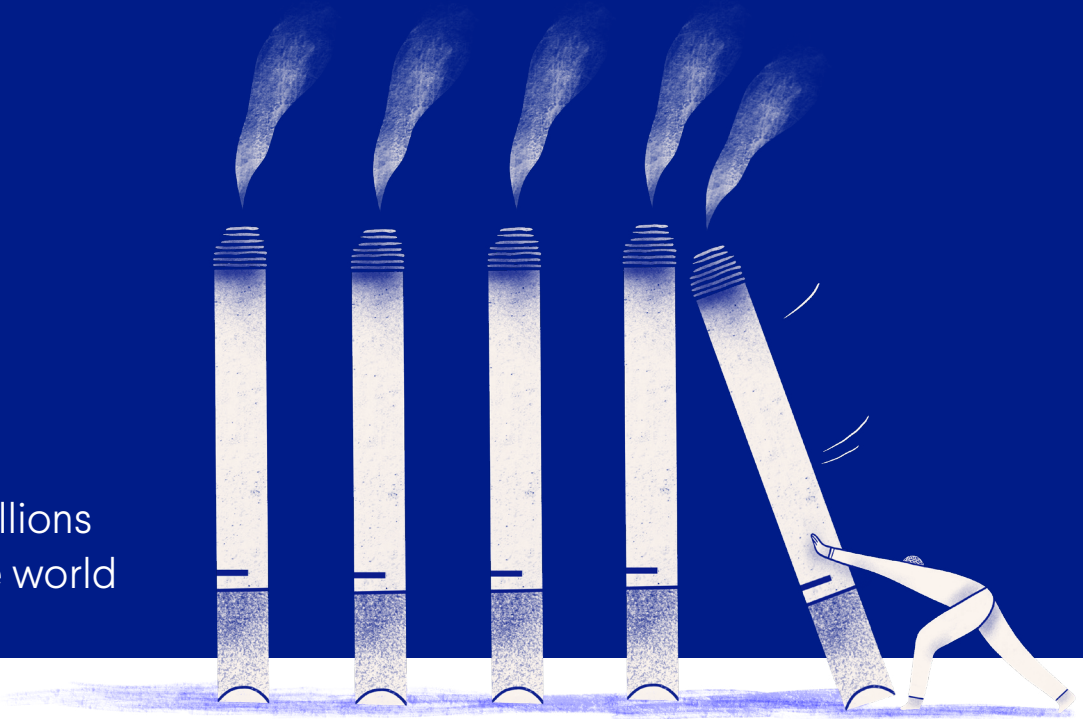


Tobacco Control

Supporting lifesaving policies that reach billions of people around the world



Without urgent action, tobacco will kill as many as 1 billion people this century, making it the greatest single source of preventable death and disease.

Focus Countries



As a partner in the Bloomberg Initiative to Reduce Tobacco Use, Vital Strategies is working toward saving 100 million lives across the world from tobacco-related mortality.

We use WHO's tobacco control technical package, MPOWER, to ensure our work focuses on the most effective population-level policies, backed by science. In 2019 alone our campaigns resulted in 12 national tobacco control policy changes across the world, from increased tobacco taxes to regulations on e-cigarettes.

Vital Strategies has worked in over 50 countries to develop more than 340 culturally appropriate media campaigns to raise awareness about the dangers of tobacco. Our campaigns encourage quitting, keep youth from starting, build public support for policies, and bolster enforcement efforts.

Over the long term, our campaigns change social norms and behaviors around the acceptability of smoking and attitudes about the tobacco industry.

One of the main ways we advance policy progress is building public support through media campaigns. Every Vital Strategies campaign has been crafted for maximum impact using research and innovative digital strategy in cooperation with local governments and advocates. To date, more than 2 billion people have seen our campaigns.

Among Our Accomplishments

- Our campaigns have contributed to comprehensive national tobacco control laws passed in Russia, Turkey and Senegal.
- In China, 130 million people have been protected through smoke-free legislation banning the use of tobacco products in indoor and outdoor public spaces in 10 cities, including Beijing and Shanghai, which meet standards of being 100% smoke-free.
- In India and the Philippines, our advocacy and media campaigns supported passage of higher tobacco taxes (the most effective policy for reducing tobacco use).
- In both India and Bangladesh, CDC Foundation's Global Adult Tobacco Survey data shows that adult tobacco use prevalence has declined 17% since the early years of the Bloomberg Initiative to Reduce Tobacco Use.
- Our global advocacy work led to the inclusion of the WHO's treaty, the Framework Convention on Tobacco Control, in the United Nations Sustainable Development Goals.
- Our social media campaigns have garnered 1.8 million engaged followers across Asia and Latin America.

Our Global Partners

- Campaign for Tobacco-Free Kids
- CDC Foundation
- Johns Hopkins Bloomberg School of Public Health
- The Union
- University of Illinois at Chicago
- World Health Organization

Our tobacco control work is funded by Bloomberg Philanthropies.

The Tobacco Atlas



Currently in its sixth edition, The Tobacco Atlas is the leading global resource for policymakers, journalists and advocates to understand the global tobacco epidemic with up-to-date data available in visually arresting, simply designed formats. In partnership with the American Cancer Society, this award-winning resource has become the go-to publication to advance tobacco control.

The tobacco industry is the main vector for death and disease from tobacco. The industry works to delay, deter or weaken important policies and markets its deadly products to youth around the world. We work to protect against this interference.

Industry Accountability Work

• Stopping Tobacco Organizations and Products (STOP)

We are a partner to the global watchdog STOP, which aims to expose and counter the tobacco industry's efforts to undermine public health and its strategy to hook a new generation of users with conventional and new products. Learn more at exposetobacco.org or [@exposetobacco](https://twitter.com/exposetobacco).

• Quit Big Tobacco

Ad and PR agencies, along with brands that care about health, are pledging not to work with Big Tobacco or agencies that do. More than 300 supporters have already pledged to Quit Big Tobacco. Learn more at quitbigtobacco.org or [@quitbigtobacco](https://twitter.com/quitbigtobacco).

• Investigative Journalism Project

We support deep-dive investigative journalism that exposes the truth about the tobacco industry's activities.