

# Building Capacity for Effective Tobacco Control Efforts Around the Globe



International Union Against  
Tuberculosis and Lung Disease  
Health solutions for the poor

## BACKGROUND

The **Bloomberg Initiative to Reduce Tobacco Use (BI)** aims to reduce the global demand for tobacco through a comprehensive, proven approach that combines policy change with increased public awareness. The Initiative has been supporting tobacco control efforts in low- to middle-income countries since 2007 through a grants program.

## THE PROBLEM

The tobacco epidemic is one of the biggest public health threats the world has ever faced, killing more than 7 million people a year. Around 80% of the 1.1 billion smokers worldwide live in low- and middle-income countries, where the burden of tobacco-related illness and death is heaviest. Tobacco users who die prematurely deprive their families of income, raise the cost of health care and hinder economic development.

In 2007, The Bloomberg Initiative to Reduce Tobacco Use (BI) launched a program to support tobacco control efforts in the hardest hit countries. There was, however, a pressing need to build the management and leadership skills of potential grantees to ensure the success of grassroots efforts and deliver maximum impact at the local level.

## THE UNION APPROACH

As a strategic partner, The Union worked closely with a consortium of grantees to develop and run a training program to build the technical skills needed to manage successful programs. Based on a well established approach to needs assessment, we developed and ran a program which included trainings on:

- Management and Leadership for Tobacco Control
- Project Management
- Human Resources Management
- Budget and Finance Management

## THE RESULTS

The series of courses developed by The Union introduced useful concepts and practical tools that participants were able to apply to their daily work. It also included technical sessions and best practices about effective tobacco control policies, training of trainers, and mass media communications training.

Those trained reported increased success obtaining funds for tobacco control activities, better management of the grant cycle, and better development of long-lasting networks to support programs in their communities.

## IMPACT OF TOBACCO

*Tobacco Use Kills More Than*

**7 Million**

*people per year*

**80%**

*of smokers live in low-and middle-income countries*

WHO Tobacco Fact Sheet 2018

**Bloomberg  
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