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TEN YEARS OF WLF AND THE BRIGHT FUTURE AHEAD

In 2003 José Luis Castro, now the executive director of the Paris-based International Union Against Tuberculosis and Lung Disease (The Union), was in Jaipur, India teaching a course on public health with two colleagues. The three were deeply moved by the children they saw all around them, especially in light of the knowledge that millions of children each year die from lung diseases that are preventable and curable.

These children make up just one devastating component of an epidemic of lung disease, which kills ten million people each year. Castro and his colleagues pledged to do something to reverse this shocking statistic. To that end, they established World Lung Foundation.

In 2004 the organization started with a lone employee stashed away at a desk in the corner of a New York City law office. At that point, Castro could not have foreseen the changes that would soon come. On midnight after Christmas in 2005, Castro was in Florence quietly celebrating the holiday when he received news that WLF had received its first significant funding - an anonymous donor had given WLF two million dollars for tobacco control.

From there, the only way to go was up.

By 2010, we had grown to 31 staff members and consultants around the world serving 49 countries and headquartered in the heart of Manhattan, and had become a major conduit for support for other international organizations working in tobacco control including The Union, the World Health Organization and the Framework Convention Alliance, which oversees a global tobacco treaty. In that time, we also built our reputation and capacity for creating campaigns focused on tobacco control, preventing and treating asthma, and reducing maternal mortality.

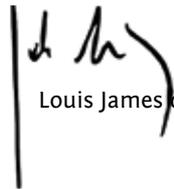
Impressed with WLF's successes in these areas, donors have asked us to use the expertise we developed in tobacco control social marketing and apply it to other public health issues such as road safety and obesity.

Now WLF's portfolio is about to grow again. We are merging with our sister organization, The Union North America, an affiliate of the International Union Against Tuberculosis and Lung Disease.

This merger will bring us even more scientific expertise, in areas ranging from clinical research on tuberculosis to impact evaluations of maternal and child health programs. It means that the new organization will have a broader focus, encompassing new domains such as helping low- and middle-income countries improve their health systems by collecting birth and death records. The merger will also allow us to play a wider role in chronic disease prevention on a global scale. It will allow us to provide more workshops to improve the communication capacity and management skills of governments and public health workers too.

As the two organizations combine resources and expertise, our strength and commitment become more than the sum of their parts.

Today our organization has 85 employees and three office spaces. A lot has changed. But one thing remains the same: our mission still reflects José Luis Castro's inspiration and commitment to save and improve the lives of the least fortunate.



Louis James de Viel Castel, President



GLOBAL REACH, LOCAL IMPACT

FOCUS

Established in 2004, WLF focuses its work on the epidemic of lung disease that kills 10 million people worldwide each year, primarily in low- and middle-income countries. Our work is also expanding to areas outside of lung health.

Staff and consultants work in strategic locations worldwide, including WLF's headquarters in New York City.

CORE STRENGTHS

Capacity Building
Health Communications
Operational Research
Project Management

**OVER
2 BILLION
REACHED
WORLDWIDE**





COMBATTING THE WORLD'S MOST PREVENTABLE KILLER – TOBACCO

In the last decade,
WLF has reached more than
2 BILLION
people across the globe with

- 148 campaigns in 31 countries
- training more than 3,800 people in 96 countries
- providing 283 million US dollars in funding for a global grants program.



Smoke-free campaign launch, Shenzhen

《深圳经济特区控烟 媒体传播项目启动

2014.5.26

主办单位：深圳市卫生和计划生育委员会 深圳市慢性病

赞助：世界卫生组织 世界肺健康基金会



CHINA

With nearly 300 million tobacco users, China has been referred to as “the smoking dragon.” Its tobacco control policies are weak and the system for changing them is notoriously difficult to navigate. But at the end of 2014, eight years after WLF and other international partners began working closely with the government of China, some critical progress has been made.

Beijing’s Municipal People’s Congress passed a law making Beijing the world’s largest smoke-free city. And since 2006 WLF has helped to prompt shifting attitudes towards cigarette use, conducting a series of powerful campaigns to grow public support for new policies by graphically describing the harms of smoking and secondhand smoke, and challenging traditions such as giving cigarettes as holiday gifts. Campaigns have run on national media platforms and supported 17 smoke-free cities in more than 10 provinces across the country. These campaigns promoted smoke-free hospitals, workplaces and homes.

The campaigns also helped to usher in major reform in Beijing. New legislation implemented in June 2015 bans smoking indoors and in other public places and is accompanied by significant restrictions on tobacco marketing and advertising, and on vending machine sales of tobacco products to minors.

COMBATTING THE WORLD'S MOST PREVENTABLE KILLER – TOBACCO



Smoke-free Sochi

RUSSIA

In 2014, after WLF and its partners in the Bloomberg Initiative to Reduce Tobacco Use had worked in the country for six years, the Russian government passed national comprehensive tobacco control legislation. Since Russia is the most profitable tobacco market in the world, this marked a critical success for tobacco control. The legislation includes the establishment of smoke-free laws, new restrictions on tobacco displays, advertising, promotion and sponsorship, and measures to restrict tobacco industry interference in public health policy. The February 2014 Winter Olympics in Sochi served as a pilot for smoke-free implementation in the region and across the nation.



Protecting children in Turkey

TURKEY

WLF's work in Turkey began in 2008, just after the country had passed one of the world's strongest and most comprehensive tobacco control laws. The law fully banned tobacco advertising, paved the way to raise tobacco taxes, and mandated 100% smoke-free public places. A special provision of the bill granted the government 30 minutes of prime-time airtime on television and radio, a powerful tool to grow support for tobacco control. To make the best use of this time, WLF worked with the government to develop and implement research-based, hard-hitting PSAs. The work paid off: by 2010, a national survey showed an astounding 20% reduction in tobacco consumption. Regionally, there is a saying that someone who smokes without care "Smokes like a Turk." Today, Turkey is a leader in tobacco control.



Sunita: Speaking for Tobacco's victims

INDIA

WLF has supported India's National Tobacco Control Program since 2008. So in 2012, when the Indian government passed a rule mandating that anti-tobacco public service announcements (PSAs) be shown when films and television programs depict smoking, the materials selected were those created by WLF in partnership with the Ministry of Health. To date, this innovative approach to increasing the reach of anti-tobacco ads and countering pro-tobacco messages have reached hundreds of millions of viewers.

The reach of WLF's tobacco control media program matches the diverse and complex landscape of the country. To date 13 campaigns have aired nationally in 17 languages. Campaigns have run on TV, radio, mobile SMS, and across social media to ensure both rural and urban reach and address the harms of smoking, secondhand smoke exposure and smokeless tobacco.



Anti-tobacco billboards, Dakar

SENEGAL

In 2013, WLF launched a media campaign designed to spark advocacy to pass tobacco control legislation that was languishing in the parliament. The campaign was conducted in two parts. The first was a health-harms TV, radio, billboard and mobile SMS campaign in partnership with the Ministry of Health. The campaign used "Sponge," a successful campaign from Australia. Quitline data showed a dramatic increase in calls - of nearly 600 percent - during the period when the campaign was on-air, compared to the previous two months.

The second part was a new social media campaign under the auspices of a Senegalese tobacco control umbrella group. Millions saw the campaign and more than 11,000 people took action to urge the government to prioritize the bill. By 2014, through the combined efforts of Bloomberg Philanthropies and partners of the Bill and Melinda Gates Foundation, Senegal passed comprehensive tobacco control legislation, among Africa's strongest.

ENACTING A GLOBAL INITIATIVE TO IMPROVE ROAD SAFETY



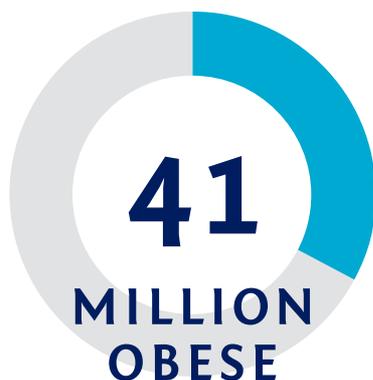
1.2 MILLION DEATHS ANNUALLY

90%+ OCCUR IN LOW-AND-MIDDLE
INCOME COUNTRIES

50% VULNERABLE
ROAD USERS

More than 1.2 million people worldwide are killed in road traffic crashes every year, more than 90% of them in low- and middle-income countries. Half of these deaths are among vulnerable road users: pedestrians, cyclists and those using motorized two-wheelers. Driver behavior and compliance with regulations are critical to reducing fatalities and injuries, especially around drinking and driving, speeding, and helmet use.

As part of the Bloomberg Philanthropies Global Road Safety Initiative, WLF leveraged its expertise in social marketing in a groundbreaking research effort to determine what types of mass media messages work best to encourage road users to adopt life-saving behaviors. The study looked at successful materials from around the world and tested them in eight countries. Now, Bloomberg Philanthropies is expanding its program globally to ten major cities and five countries, and we will continue to offer technical assistance for public health campaigns.



FIGHTING OBESITY IN MEXICO: A MODEL FOR GLOBAL OBESITY CONTROL

Mexico has one of the highest obesity rates in the world: one-third of its population is obese, and without new policies to reverse the trend, one out of three Mexican children could end up with diabetes. That's why WLF and local partners of Bloomberg Philanthropies' Obesity Prevention Program orchestrated three mass media campaigns focusing on the life-threatening consequences of obesity and advocating for action to reduce Mexico's obesity epidemic. These include taxing sugar-sweetened beverages and stopping their sales in and around schools. These campaigns have paid off. In October 2013, Mexico passed legislation to curb marketing to children and increase taxes on sugary beverages and junk food.



**1 IN 3 CHILDREN
IN MEXICO IS
OVERWEIGHT OR OBESE.**



Anti-obesity PSA, Mexico

A FIRST GENERATION OF LUNG HEALTH SPECIALISTS IN ETHIOPIA



92 MILLION PEOPLE 3 LUNG SPECIALISTS

“We want to kick-start a positive cycle of treatment and training that will become self-sustaining and robust enough to meet the needs of the whole country.”

Neil Schluger, MD
WLF’s Chief Scientific Officer

In 2013, Ethiopia had only one lung health specialist in the public sector. That’s one specialist for 92 million people in one of Sub-Saharan Africa’s most populous and poorest countries. In order to help combat this disparity, WLF has partnered with the Addis Ababa University School of Medicine to bring state-of-the-art lung health expertise to Ethiopia.



The East Africa Training Initiative recruits lung specialists from leading American and European universities, including Columbia and Brown, to share their expertise by training Ethiopian physicians in a rigorous two-year fellowship in chest medicine. To date, eight fellows have participated in the program. Two graduates—now qualified pulmonary specialists—have met the standards established by leading American and European training sites and gone on to found the Ethiopian Thoracic Society, the first of its kind in the country.

PREVENTING CHRONIC DISEASES IN LOW- AND MIDDLE- INCOME COUNTRIES



SMOKING ACCOUNTS FOR MORE THAN 20% OF ALL CANCER DEATHS WORLDWIDE

The total number of tobacco-attributable cancer deaths in 2010 was 1.4 million.

TOBACCO AND NCDs

Risk factors for the world's leading non-communicable diseases

CAUSATIVE RISK FACTORS	Tobacco Use
HEART DISEASE AND STROKE	
CANCER	
DIABETIES	
CHRONIC LUNG DISEASE	
TOTAL DEATHS, 2010 (IN MILLIONS)	63

Tobacco use is a shared risk factor for the four leading non-communicable diseases in the world, causing 6.3 million deaths.

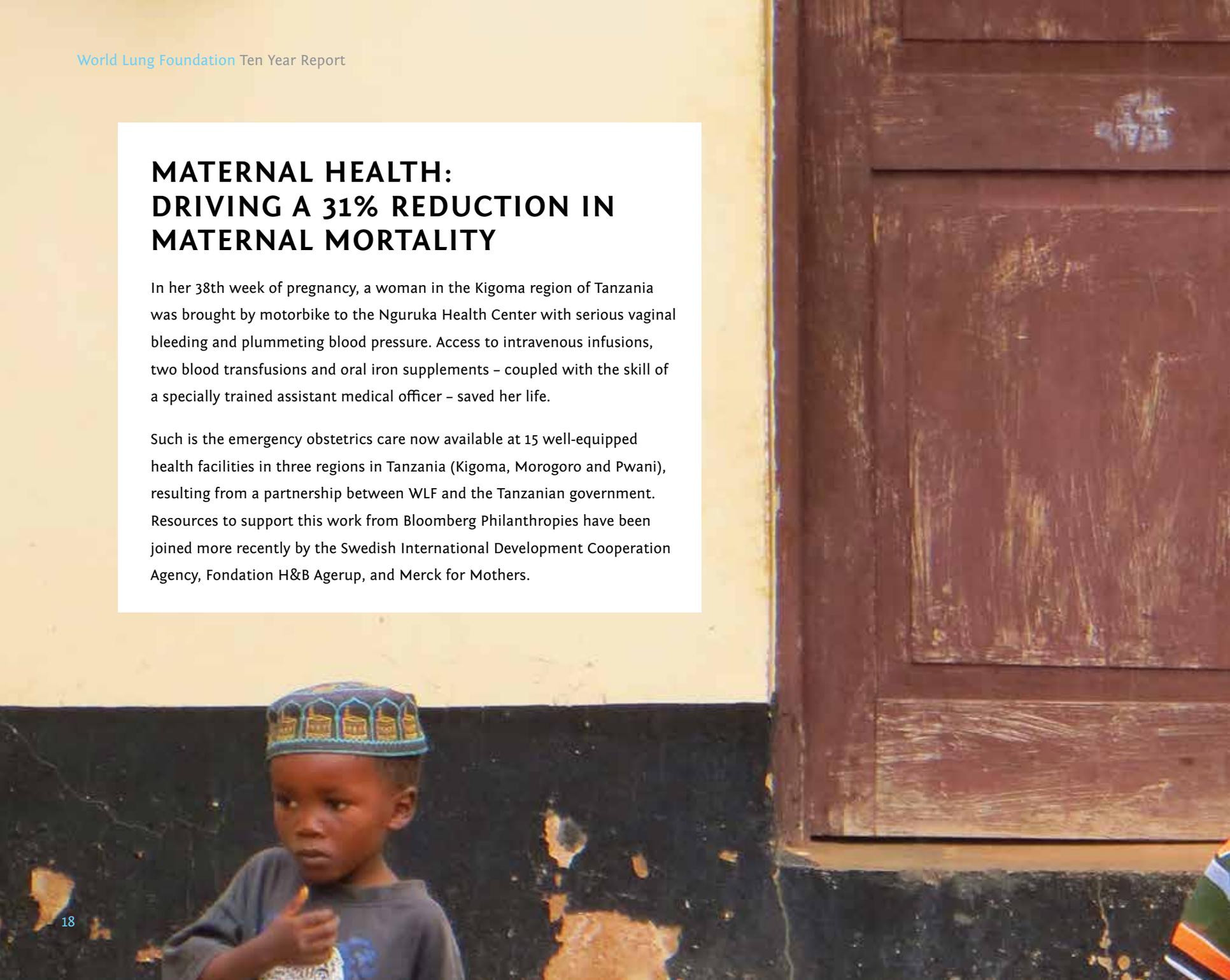
Tobacco is a leading cause of the four most common non-communicable diseases (NCDs)—heart disease, chronic lung disease, cancer and diabetes. That's why WLF was on-site at the United Nations in September 2011 to deliver a hard-hitting message about the importance of keeping tobacco control front and center at the UN High Level Meeting on the Prevention and Control of NCDs. WLF worked with partners to influence delegates by marshalling tobacco control advocates in the delegates' home countries. As a result, the

High Level Meeting included tobacco control policy as one of the strongest recommendations for global action against NCDs. WLF was there again in June 2014 at civil society hearings in anticipation of the UN NCD progress review in July. WLF works with the NCD Alliance to amplify the organization's positions on critical issues, such as bringing attention to the Framework Convention on Tobacco Control, a groundbreaking public health treaty, as a means of enforcing tobacco control globally.

MATERNAL HEALTH: DRIVING A 31% REDUCTION IN MATERNAL MORTALITY

In her 38th week of pregnancy, a woman in the Kigoma region of Tanzania was brought by motorbike to the Nguruka Health Center with serious vaginal bleeding and plummeting blood pressure. Access to intravenous infusions, two blood transfusions and oral iron supplements – coupled with the skill of a specially trained assistant medical officer – saved her life.

Such is the emergency obstetrics care now available at 15 well-equipped health facilities in three regions in Tanzania (Kigoma, Morogoro and Pwani), resulting from a partnership between WLF and the Tanzanian government. Resources to support this work from Bloomberg Philanthropies have been joined more recently by the Swedish International Development Cooperation Agency, Fondation H&B Agerup, and Merck for Mothers.





31%
**REDUCTION IN
MATERNAL MORTALITY**

2005

2014

BETTER TRAINING, LESS ISOLATION

Due in part to these efforts, maternal mortality rates in Tanzania have fallen from 601 per 100,000 live births in 2005 to 410 per 100,000 live births in 2013. WLF's Tanzania-based team has trained 800 healthcare workers since the program began in 2006. Between 2008 and 2014, there have been more than 128,000 deliveries in WLF-supported health facilities.

MANAGING A LANDMARK GLOBAL TOBACCO CONTROL GRANTS PROGRAM

\$100 MILLION
MORE THAN 100 COUNTRIES
125 ORGANIZATIONS

The Union

The Union engages with governments and shares expertise to promote effective tobacco control policy and legislation around the globe. Continuing almost a century of international health work combating lung disease, The Union's legal, scientific, financial and capacity building support have contributed to numerous global health programs, including 550 tobacco control projects in 61 countries.

Funding from Bloomberg Philanthropies has allowed WLF to support the global tobacco control work of the International Union Against Tuberculosis and Lung Disease (The Union), the World Health Organization and the Framework Convention Alliance.





FRAMEWORK CONVENTION ALLIANCE

Through the Framework Convention Alliance more than 350 non-government organizations provide leadership, expertise, and support for the Framework Convention on Tobacco Control, the world's first public health treaty. In force since 2003, the treaty currently has 180 member state parties. WLF has supported the Alliance for the last three conference of the parties meetings in Seoul, Moscow, and Punta del Este, Uruguay.

WORLD HEALTH ORGANIZATION

WHO advances tobacco control on many levels, such as advocating what's known as the MPOWER measures as a structure for implementing the Framework Convention on Tobacco Control. These best-practice strategies are intended to assist the country-level implementation of effective tobacco control interventions that reduce the demand for tobacco, including raising taxes, enforcing smoke-free laws and warning citizens about the dangers of tobacco use.

PUBLICATIONS



THE TOBACCO ATLAS

The Tobacco Atlas, now in its fifth edition, paints a highly visual, data-rich portrait of tobacco's impact around the world. It aims to be the most authoritative resource on the global tobacco epidemic. The fourth edition received AIGA's prestigious "Top 50 Books of 2012" award for excellence in design. Co-published with the American Cancer Society and available in English, Chinese, Arabic, French and Spanish, the Atlas has a data-rich online companion – tobaccoatlas.org.

Tobaccoatlas.org is regularly updated to keep research findings current, to help ensure that policies are built on the latest evidence. The resource also allows policymakers, public health practitioners, advocates and journalists to personalize the data by creating customized charts, graphs and maps.





THE ACUTE RESPIRATORY INFECTIONS ATLAS

The Acute Respiratory Infections Atlas offers an in-depth look at a “forgotten pandemic” that kills more than four million people every year, including 1.6 million children under the age of five who die from pneumonia.



WHO REPORT ON THE GLOBAL TOBACCO EPIDEMIC

The *WHO Report On The Global Tobacco Epidemic* has been an invaluable resource in the fight against tobacco. The report, first launched in Panama City in 2009, with Panama’s First Lady and the Minister of Health in attendance, is a country-by-country scorecard of policies including smoke-free laws, ad bans and mass media campaigns. WLF has provided research assistance to the team behind the report, establishing the first-ever evaluation protocol for measuring global uptake of social marketing campaigns and collecting survey data in each country.



CONTRIBUTIONS TO SCIENTIFIC LITERATURE (20)

To date, WLF has published 20 peer-reviewed articles in scientific journals on subjects including lung health, tobacco control, research and evaluation, behavior change communication, social marketing and social media.

RESOURCES HIGHLIGHTS

MASS MEDIA RESOURCES

worldlungfoundation.org/mmr



In 2009, with the help of The Union, WLF created a mass media resource of pre-tested, easily licensable, broadcast-ready public service ads for TV and radio. The public service ads are designed to influence and inform the public and build support for tobacco control policies by graphically illustrating the harms of smoking, smokeless tobacco and secondhand smoke. The resource also includes testimonial ads from smokers whose lives have been destroyed. The resource, which currently has more than 50 ads and is available in seven languages, is online at worldlungfoundation.org/mmc. WLF has also created mass media resources specifically for Latin America, Russia, South Asia and Sub-Saharan Africa.



PACK WARNING RESOURCES

worldlungfoundation.org/packwarning

The Framework Convention on Tobacco Control requires countries to adopt and implement warnings on all tobacco product packaging within three years of ratifying the Convention.

Pack warnings present a critical intervention for showing the dangers of tobacco, especially to populations with low literacy rates. In countries that lack funds for media campaigns, pack warnings may be the only consistent communication channel available to warn the public about tobacco harms. So in 2011, in an effort to assist countries looking to implement such warnings, WLF launched an online tobacco control pack warning resource available at worldlungfoundation.org/packwarnings.



A number of African countries will implement graphic pack warnings selected from this new WLF resource.

AFRICA PACK WARNING RESOURCE

worldlungfoundation.org/afropackwarnings

To date, more than 50 countries have now implemented pictorial health warnings on cigarette packages. But Mauritius, Madagascar and Burundi are the only African nations with such warnings.

To remedy this, in 2013 WLF partnered with WHO to create a database of pictorial health warnings for tobacco packaging designed specifically for Africa. This resource provides access to 47 pre-tested, license-free images collected from eight African countries. The database is available at worldlungfoundation.org/afropackwarnings.

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