



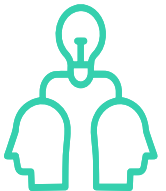

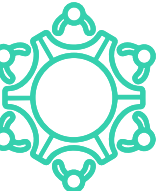


EXECUTIVE SUMMARY:

GLOBAL ALLIANCE FOR TOBACCO CONTROL STRATEGIC PLAN

2022-2025

OUR MISSION		OUR VISION		
We unite the global tobacco control community and serve as the voice of civil society to accelerate progress on implementation of the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC), while integrating tobacco control in the global health and development agendas		Our vision is a world in which every person can live a healthy and equitable life that is free from the devastating health, social, economic, and environmental consequences of tobacco		
OUR VALUES	 Societal Change	 Impact Oriented	 Integrity	 Diversity & Inclusion
DESIRED OUTCOMES	The WHO FCTC has made a significant contribution to achieving SDG3: Ensure healthy lives and promote well-being for all at all ages			
GOALS	<ul style="list-style-type: none">→ BY 2025: Accelerate WHO FCTC implementation with evidence-based solutions and embed tobacco control in the global health and development agendas→ We will achieve this by leading a cohesive global movement of civil society organizations (CSOs)			
STRATEGIC PILLARS				
 POLICY DEVELOPMENT & ADVOCACY	 KNOWLEDGE TRANSLATION & EXCHANGE	 CAPACITY BUILDING	 CONVENING STAKEHOLDERS & PARTNERS	