

A group of people, mostly women, are seated around a large round table in a modern office or conference room. A woman stands on the right side of the frame, gesturing with her right hand. A large, thick, yellow star-like graphic is drawn over the left side of the image. The entire image has a blue tint.

2019 Milestone Report

THE FIRST DECADE

Global  Bridges™
Healthcare Alliance for Tobacco Dependence Treatment

Global Bridges

is a global network of healthcare professionals and organizations dedicated to advancing evidence-based **tobacco dependence treatment** and advocating for effective tobacco control policy.



Our Objectives



Build connections and create opportunities to share treatment and advocacy expertise among network members within and across regions.



Provide state-of-the-art, evidence-based training in treatment and advocacy to network members.



Facilitate the implementation of Framework Convention on Tobacco Control (FCTC) Article 14 in every nation.

Leadership Letter

Dear colleagues,

The past ten years have seen progress in global tobacco control and tobacco dependence treatment. Article 14 of the FCTC provides a clear protocol for countries to make treatment support more accessible to citizens. Global Bridges is the only international network of healthcare professionals and organizations dedicated specifically to advancing evidence-based treatment and tobacco control policy. Global Bridges' work around the world, including independent grant projects, has made demonstrable progress in helping more tobacco users receive effective treatment. Even so, there is much more to be done – there remain more than 1 billion smokers worldwide, the majority of whom want to quit. As our network community grows and members share their expertise online and in person, Global Bridges' potential impact continues to accelerate.

As a network, we have much to celebrate. Many of the network's accomplishments are described in the following pages and on our website. We are grateful for the support of our partner organizations, our grantees, our network of colleagues and the generous independent funding provided by the Pfizer Independent Grants for Learning and Change (IGLC) program.

We welcome your interest and hope you will join us in continuing to work towards a tobacco-free world!



J. TAYLOR HAYS, M.D., CHAIR
Director, Mayo Clinic Nicotine
Dependence Center



KATIE KEMPER, M.B.A.
Executive Director,
Global Bridges

MISSION-DRIVEN, PROVIDER-LED CHANGE



Founding Organizations and In-Kind Supporters



Executive Team

J. TAYLOR HAYS, M.D.

Director
Mayo Clinic Nicotine Dependence Center

THOMAS GLYNN, PH.D.

Adjunct Lecturer
Stanford Prevention Research Center, Stanford University School of Medicine
Director, Cancer Science and Trends and Director, International Cancer Control
American Cancer Society, Ret.

MARTHA MCCLEES, M.S.

Corporate Relations Director, Assistant Professor of Health Care Administration
Mayo Clinic

JENNIE WILSON, M.A.

Manager, Research Operations
Mayo Clinic

KATIE KEMPER, M.B.A., PMP

Executive Director
Global Bridges

RICHARD D. HURT, M.D.

Director Emeritus and Founder
Mayo Clinic Nicotine Dependence Center

NANCY O'BRIEN

Administrative Assistant
Mayo Clinic

KARLA WYSOCKI, M.A.

Senior Director, Hospital Systems
American Cancer Society

Digital and Communications Support

SARAH DICK

Vice President
JPA Health Communications

WHY TOBACCO DEPENDENCE TREATMENT?

Tobacco-caused diseases kill nearly

7 MILLION PEOPLE

worldwide each year, according to the World Health Organization (WHO).

Tobacco use is the only chronic disease with corporate sponsors; the global tobacco industry has worked for decades to keep people addicted to their deadly products. Tobacco dependence disproportionately affects individuals in low- and middle-income countries.

Research has shown that treating tobacco users delivers a faster, longer-lasting reduction in mortality than other, similar, medical interventions.

Global Bridges, a network of providers who work in tobacco dependence treatment, is a growing global community devoted to the “O” in the WHO’s MPOWER framework – Offering help to quit. In partnership with Mayo Clinic and funders such as Pfizer IGLC, Global Bridges offers competitive grant funding and technical support for evidence-based training and policy change.

Since 2010, Global Bridges grantees have




More than 3 million patients’ lives were impacted by Global Bridges-trained professionals between 2010 and 2014.

What We Do

For its first grant round in 2015, Global Bridges and Pfizer IGLC announced \$2.3 million in grant awards to support tobacco dependence treatment in low- and middle-income countries. These grants were the first major funding of their kind, addressing a need outlined in FCTC Article 14.

Funded projects supported countries where tobacco dependence treatment was most needed, in some cases complementing separately-funded programs to implement smoke-free policies or tobacco taxation.



 **\$2.3 MILLION**
to fund 19 capacity building programs in low- and middle-income countries

First Round Grantees

 UNIVERSITY OF NAIROBI	 INTERNATIONAL PRIMARY CARE RESPIRATORY GROUP	 COLLEGE OF MEDICINE, UNIVERSITY OF LAGOS	 INTERAMERICAN HEART FOUNDATION (TWO PROJECTS)
 FUNDACIÓN INTERAMERICANA DEL CORAZÓN MÉXICO	 CENTRO DE ESTUDOS EM SAÚDE MENTAL DO ABC	 CATALAN INSTITUTE OF ONCOLOGY	 KING HUSSEIN CANCER CENTER
 UNIVERSITY OF ARIZONA	 UNIVERSITY OF CRETE	 EUROPEAN NETWORK FOR SMOKING AND TOBACCO PREVENTION (ENSP)	 AMERICAN UNIVERSITY OF ARMENIA, SCHOOL OF PUBLIC HEALTH
 SALAAM BOMBAY FOUNDATION	 PUBLIC HEALTH FOUNDATION OF INDIA	 NATIONAL HEART FOUNDATION HOSPITAL & RESEARCH INSTITUTE	 INSTITUTE OF SOCIAL AND MEDICAL STUDIES
 CHINA – UNITED STATES SMOKEFREE WORKPLACE INITIATIVE	 ZHEJIANG UNIVERSITY		

GRANTEE HIGHLIGHT

Fundación Interamericana del Corazón (FIC) México



FIC México, represented by Juan Núñez Guadarrama, received a Bloomberg Philanthropies Award for Global Tobacco Control for strengthening Mexico’s capacity to implement evidence-based smoking cessation. The FIC México team gathered a coalition of experts with Comisión Nacional Contra las Adicciones (CONADIC) in the national Health Ministry to develop a strategy and comprehensive policy to align with Article 14, making it easier for Mexicans to access tobacco dependence treatment. As a result, collaborative relationships were sparked among numerous health agencies and NGOs for the first time.

According to Beatriz Champagne, project sponsor and executive director of the InterAmerican Heart Foundation (IAHF),

“There have been few resources to help the millions of smokers, young and old, to quit and lead lives free of tobacco. What has distinguished FIC Mexico’s work has been its persistence in the face of many political barriers to advancing implementation. Now, thanks to encouragement and resources provided by Mayo Clinic and Pfizer IGLC, capacity building efforts in Latin America will continue to grow and expand.”

“All together, we managed to demonstrate that when proposals to promote health are shared, there cannot be too many participants.

All of us have something to contribute. I hope that the Bloomberg prize will help decision makers reappraise the importance of tobacco control, for health is also a matter of the political order.”

Juan Nuñez Guadarrama, FIC Mexico



“

**ONLY A HEALTHY
POPULATION CAN BE
PRODUCTIVE AND
INTERNATIONALLY
COMPETITIVE.**

Juan Nuñez Guadarrama, FIC Mexico

”

GRANTEE HIGHLIGHT

King Hussein Cancer Center (KHCC)



King Hussein Cancer Center’s Dr. Feras Hawari, along with a team led by KHCC Head of Tobacco Control, Rasha Bader, has worked with Global Bridges to develop and implement tobacco dependence treatment training programs in 19 countries within the Eastern Mediterranean Region (EMR). The KHCC team has hosted more than 2,000 participants from various sectors in 32 training workshops and events, and continues to implement training hubs in Egypt, Tunisia, Morocco and Oman that improve availability of tobacco dependence treatment in Arabic, English and French.

In November 2017, under the patronage of HRH Princess Ghida Talal, KHCC hosted the First Eastern Mediterranean Summit on Tobacco Dependence Treatment. The Summit was the result of long-term collaboration between KHCC, Global Bridges, WHO and the Jordanian Thoracic Society.



Also in 2017, KHCC received full accreditation from the Council for Tobacco Treatment Training Programs for its program – the first and, so far, the only such program outside the USA.

In recognition of his leadership in advancing tobacco control in Jordan, Dr. Hawari received the Campaign for Tobacco Free Kids’ 2016 Judy Wilkenfeld Award for International Tobacco Control Excellence.



From left to right: Dr. Richard Hurt, Dr. Feras Hawari, Dr. Taylor Hays

THE KHCC TEAM
HAS HOSTED
MORE THAN 2,000
PARTICIPANTS FROM
VARIOUS SECTORS
IN 32 TRAINING
WORKSHOPS AND
EVENTS.

What We Do

In 2016, Global Bridges and Pfizer IGLC announced a second grant round, with \$2 million in funding for 11 new projects focused on capacity building and advocacy for treating tobacco dependence in the European Region.



 **\$2 MILLION**
to fund 11 new capacity
building programs in Europe

Second Round Grantees



ICO
Institut Català d'Oncologia

CATALAN INSTITUTE
OF ONCOLOGY



UNIVERSITY
OF CRETE



FUNDACJA "PROMOCJA ZDROWIA –
ZDROWIE ALBO TYTOŃ"



MEUHEDET



AMERICAN UNIVERSITY OF ARMENIA,
SCHOOL OF PUBLIC HEALTH



INTERNATIONAL SOCIETY OF NURSES
IN CANCER CARE (ISNCC)



EUROPEAN NETWORK FOR SMOKING
AND TOBACCO PREVENTION (ENSP)



GLOBAL HEALTH INITIATIVE AT HENRY
FORD HEALTH SYSTEM IN DETROIT



CLINICA CLIMA



INTERNATIONAL PRIMARY CARE
RESPIRATORY GROUP



GEORGIAN RESPIRATORY
ASSOCIATION

GRANTEE HIGHLIGHT

The European Network on Smoking and Tobacco Prevention (ENSP)



The European Network on Smoking and Tobacco Prevention (ENSP) developed a multilingual, online training program for healthcare professionals entitled “European Accreditation Curriculum on Tobacco Treatment.” Hundreds of professionals were trained and certified to treat tobacco dependence in eastern Europe, with clinician attendees from several countries, including Romania, Armenia, Georgia, Ukraine and Russia.



What We Do

In **2018**, Global Bridges announced \$2 million in grant funding for 16 new projects in partnership with the Japan Cancer Society. The Global Bridges – Japan Cancer Society partnership is committed to exploring effective, evidence-based measures to integrate treatment into healthcare practice and help more people lead tobacco-free lives in Japan. The creation of this partnership was strategically timed to build momentum and support for Tokyo to host a tobacco-free Olympic Games in 2020.

\$2 MILLION
to fund 16 new projects
in Japan



Dr. Tadao Kakizoe, president of the Japan Cancer Society and president emeritus of the National Cancer Center, remarked that

“Cancer is the leading cause of death in Japan, and lung cancer mortality is still rising. Thus, a total 145,000 people are killed by tobacco use and secondhand smoke exposure annually, which is preventable with a concerted effort. We are pleased to collaborate with international partners like Global Bridges to make progress towards a Tobacco-Free Japan.”

Japan Program Grantees



TOKYO UNIVERSITY OF PHARMACY
AND LIFE SCIENCES



NATIONAL CANCER
CENTER JAPAN



JAPAN MEDICAL-DENTAL ASSOCIATION
FOR TOBACCO CONTROL



WEBMD UK LLC



Japan Society for Tobacco Control
日本禁煙学会

PHARMACISTS COMMITTEE OF JAPAN SOCIETY FOR TOBACCO CONTROL
JAPAN SOCIETY FOR TOBACCO CONTROL



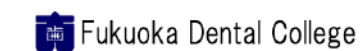
JAPANESE SOCIETY OF
CANCER NURSING



HOKKAIDO CHITOSE
COLLEGE OF REHABILITATION



SHIGA UNIVERSITY OF
MEDICAL SCIENCE



FUKUOKA DENTAL
COLLEGE



NATIONAL INSTITUTE OF
PUBLIC HEALTH



THE RESEARCH INSTITUTE OF
TUBERCULOSIS, JAPAN ANTI-
TUBERCULOSIS ASSOCIATION



THE JAPANESE SOCIETY
OF HYPERTENSION



JAPAN HEALTH CARE
DENTAL ASSOCIATION



JAPAN LUNG
CANCER ALLIANCE



FACULTY OF LIFE SCIENCES,
KUMAMOTO UNIVERSITY

TOBACCO DEPENDENCE TREATMENT MEETINGS

To augment our online dialog,
network members gather in person
for support, encouragement and
professional enrichment.

In 2016, Mayo Clinic's Nicotine Dependence Center hosted the Global Tobacco Dependence Treatment Summit, with more than 200 attendees from around the world discussing treatment of tobacco dependence, evidence-based updates on medications and counseling and the use of technology for improving treatment reach and effectiveness.

In 2017, grantees and network members came together at the 7th European Conference on Tobacco or Health, hosted in Porto, Portugal. Members presented on the impact of FCTC implementation, including Article 14. According to WHO findings from 126 countries published in *The Lancet Public Health*, a decrease in smoking prevalence between 2005 and 2015 was associated with high-level implementation of key FCTC measures from 2007 to 2014.

In June 2018, the European Network for Smoking and Tobacco Prevention (ENSP) and Comité Nacional para la Prevención del Tabaquismo (CNPT) welcomed more than 400 delegates from 44 countries to their annual meeting in Madrid, Spain. The agenda featured keynote presentations from the head of the WHO FCTC secretariat, the head of the Tobacco Unit of the European Commission and researchers in tobacco control and treatment. Delegates participated in hands-on workshops on pharmacotherapy and counselling.

In addition to conference participation, network members often travel independently to help each other and share learning beyond their home countries.



2018 NETWORK IMPACT SURVEY RESULTS

In August 2018, Global Bridges fielded a survey to members of its network with the goal to track network growth, influence, connectivity and affinities among network members. The results showed that Global Bridges helps senior leaders connect with mid-career and early-career practitioners and that its Executive Team is well connected to the world's leading tobacco dependence treatment influencers.

The Global Bridges network spans the entire globe, though the largest volume of our work has taken place in three regions: the Americas, the Eastern Mediterranean and Europe. Across the network, there is appetite for a renewed focus on lower-resource countries.

The largest volume of our work to date has taken place in three regions:



the Americas



the Eastern
Mediterranean



Europe

Global Bridges is a true multi-nodal network



47% of the network members established relationships through Global Bridges they wouldn't have otherwise.

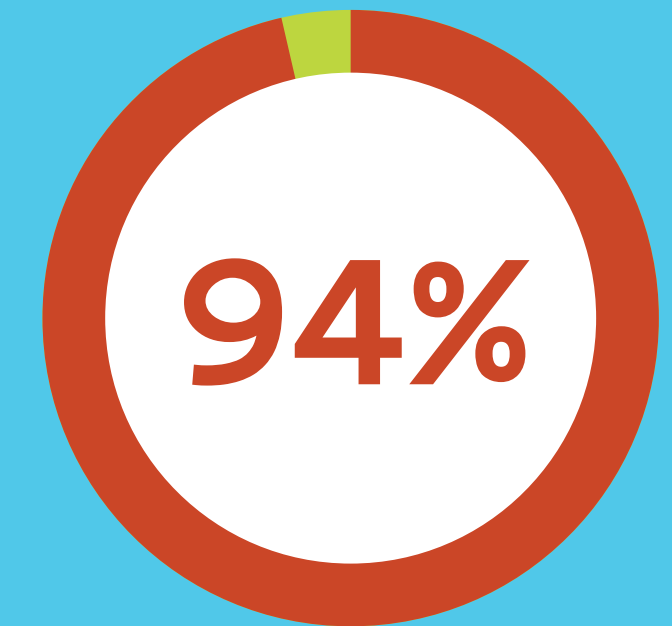


Global Bridges connects colleagues to each other and to national, regional and global professional bodies.



Our members interact as much with each other as with central leadership.

Global Bridges is a success



OF RESPONDENTS WOULD
RECOMMEND GLOBAL
BRIDGES AS A RESOURCE
TO COLLEAGUES!



2020 AND

BEYOND

Global Bridges has laid the foundation for continued progress through the creation of an active international network focused on implementation of Article 14. Through the training developed by network members and ongoing sharing of learning and expertise, the global network will continue to make tobacco dependence treatment more accessible and reduce tobacco-related death and disease.





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